

ABSTRAK

Air Susu Ibu (ASI) eksklusif ialah makanan penting untuk bayi khususnya ketika bayi berumur 0-6 bulan. Tetapi banyak ibu yang tidak memberi bayinya ASI. Banyak masalah dan penyebab Ibu tidak memberikan ASI seperti ibu yang tidak mengetahui tentang pentingnya ASI, bagaimana ASI diberikan dengan benar meyebabkan masalah lain muncul berkaitan dengan memberi ASI. Riset ini bertujuan guna mengetahui pengaruh media *storynomics healthcare* pada peningkatan pengetahuan dan sikap ibu dalam pemberian ASI eksklusif.

Peneltiian ini berjenis *pre eksperimen design* dengan rancangan *one group pre-test and post test*. Populasi yang dipakai yakni ibu menyusui dengan jumlah 70 orang. Sampelnya berjumlah 60 ibu menyusui. Teknik yang digunakan yaitu *purposive sampling*. Variabel independen adalah media *storynomics healthcare* tentang ASI eksklusif, sedangkan variabel depentden adalah pengetahuan dan sikap ibu dalam memberi ASI eksklusif. Instrument yang digunakan adalah kuisoner. Analisis yaitu menggunakan *Wilcoxon Singed Rank Test*.

Hasil menunjukan bahwa sebelum diberikan perlakuan menggunakan media *storynomics healthcare* setengahnya mempunyai pengetahuan kurang dan hampir setengahnya mempunyai sikap negative. Sesudah diberikan perlakuan menggunakan media *storynomics healthcare* sebagian besar memiliki pengetahuan cukup dan sebagian besar memliki sikap positif. Hasil analisis pengetahuan menggunakan *Wilcoxon Singed Rank Test* diperoleh skor p value yakni 0,00. Hasil analisis sikap menggunakan *Wilcoxon Singed Rank Test* didapatkan skor p value yakni 0,00. Dapat disimpulkan adanya pengaruh media *storynomics healthcare* pada pengetahuan dan sikap ibu dalam memberi ASI eksklusif.

Kesimpulan yang bisa diberi menyatakan bahwa media *storynomics healthcare* tentang ASI eksklusif secara relevan dapan berdampak pengetahuan dan sikap ibu. Diharapkan tenaga Kesehatan dapat memperluas sasaran promosi kesehatan tentang ASI eksklusif menggunakan metode dan media lebih inovatif dan kreatif seperti *storynomics healthcare* yang lebih fleksibel dan mudah di akses.

Kata kunci: *storynomics healthcare*, ASI, pengetahuan, sikap

ABSTRACT

Exclusive breast milk is very important for babies, especially when babies are 0-6 months old. But many mothers do not give breast milk to their babies. Many problems and causes of mothers not giving breast milk such as mothers who do not know about the importance of breastfeeding, how breast milk is given correctly causes other problems to arise related to breastfeeding. The purpose of this study was to determine the influence of storynomics healthcare media on increasing knowledge and attitudes of mothers in exclusive breastfeeding.

This type of research is pre-experimental design with one group pre-test and post test design. The polypilation of this study was breastfeeding mothers with a total of 70 people. The number of samples was 60 breastfeeding mothers. The technique used is purposive sampling. Independent variable is the storynomics healthcare media about exclusive breastfeeding, while the dependent variable is the knowledge and attitude of mothers in exclusive breastfeeding. The research instrument used was a questionnaire. The analysis method used is using the Wilcoxon Signed Rank Test.

The results showed that before being treated using storynomics healthcare media, half had less knowledge and almost half had a negative attitude. Meanwhile, after being treated using storynomics healthcare media, most have enough knowledge and most have a positive attitude. The results of the analysis using the Wilcoxon Signed Rank Test obtained a p value of 0.00 where the value is $p < 0.05$ is accepted so that it can be concluded that there is an influence of storynomics healthcare media on increasing knowledge and attitudes of mothers in exclusive breastfeeding.

The conclusion of this study states that healthcare storynomics media about exclusive breastfeeding can significantly affect the knowledge and attitudes of mothers. It is expected that health workers can expand health promotion targets about exclusive breastfeeding using more innovative and creative methods and media such as storynomics healthcare that is more flexible and easy to access.

Keywords: *storynomics healthcare, exclusive breastfeeding, knowledge, attitude*