

ABSTRAK

Pemberian ASI eksklusif adalah bentuk kontribusi pemerintah dalam meningkatkan perkembangan bayi sehat dikarenakan ASI mempunyai kandungan semua zat gizi guna tumbuh kembang serta terdapat zat antibodi buat kekebalan tubuh bayi. Menurut Dinas Kesehatan Surabaya tahun 2022, capaian pemberian ASI eksklusif sebesar 31,2% lebih rendah dibandingkan dengan tahun 2021 sebesar 49%. Rendahnya capaian pemberian ASI eksklusif sebagian besar yang mempengaruhi adalah pengetahuan. Tujuan penelitian ini guna menganalisis efek edukasi media video kepada ibu hamil trimester III tentang ASI eksklusif.

Penelitian ini bersifat kuantitatif memakai design *pre-experiment one grup pretest-posttest* memakai teknik sampel *purposive sampling* dengan sampel 28 responden. Variabel dependennya yakni pengetahuan ibu hamil trimester III mengenai ASI eksklusif, dan variabel independen yang digunakan adalah media video. Instrumen penelitian menggunakan kuisioner. Penelitian dilakukan bulan April-Mei 2024. Analisa data yang digunakan adalah uji *Wilcoxon Signed Rank Test*.

Hasilnya terbukti para ibu saat belum diberikan perlakuan edukasi media video hanya (53,6%) ibu hamil trimester III mempunyai ilmu cukup, serta setelah diberikan perlakuan hampir seluruh (96,4%) ibu hamil trimester III banyak pengetahuan. Menurut hasil uji *Wilcoxon Signed Rank Test* ada pengaruh saat belum & setelah diberi perlakuan edukasi media video tentang wawasan ibu hamil mengenai ASI eksklusif di TPMB Eka Heni Susanti.

Maka dari Penelitian ini dapat ditarik kesimpulan bahwa adanya Pengaruh Edukasi Media Video tentang wawasan Ibu Hamil Trimester III mengenai ASI Eksklusif. Sebab itu, diharapkan kepada ibu hamil trimester III tetap memberi ASI eksklusif secara benar terutama pada ibu bekerja. Dan tenaga medis mampu memotivasi ibu dalam memberikan ASI eksklusif dalam upaya kontribusi pemerintah untuk tumbuh kembang bayi.

Kata Kunci : Edukasi, Media Video, ASI Eksklusif, Pengetahuan

ABSTRACT

Exclusive breastfeeding is a form of government contribution in improving the development of healthy babies because breast milk contains all the nutrients for growth and development and contains antibodies for the baby's immune system. According to the Surabaya Health Service in 2022, the achievement of exclusive breastfeeding was 31.2% lower than in 2021 which was 49%. The low achievement of exclusive breastfeeding is largely influenced by knowledge. The aim of this research is to analyze the effects of video media education on third trimester pregnant women regarding exclusive breastfeeding.

This research is quantitative using a pre-experiment one group pretest-posttest design using a purposive sampling technique with a sample of 28 respondents. The dependent variable is knowledge of third trimester pregnant women regarding exclusive breastfeeding, and the independent variable used is video media. The research instrument uses a questionnaire. The research was conducted in April-May 2024. The data analysis used was the Wilcoxon Signed Rank Test.

The results proved that when mothers had not been given video media educational treatment, only (53.6%) of the third trimester pregnant women had sufficient knowledge, and after being given treatment almost all (96.4%) of the third trimester pregnant women had a lot of knowledge. According to the results of the Wilcoxon Signed Rank Test, there was an effect before & after being given educational video media treatment regarding pregnant women's insights regarding exclusive breastfeeding at TPMB Eka Heni Susanti.

So from this research it can be concluded that there is an influence of video media education on the insight of pregnant women in the third trimester regarding exclusive breastfeeding. Therefore, it is hoped that pregnant women in the third trimester will continue to provide exclusive breastfeeding properly, especially working mothers. And medical personnel are able to motivate mothers to provide exclusive breastfeeding in an effort to contribute to the government's contribution to the baby's growth and development.

Keywords: Education, Video Media, Exclusive Breastfeeding, Knowledge