

ABSTRACT

Breastfeeding is one way to fulfill the baby's nutrition through the provision of breast milk (ASI) which provides physiological and psychological benefits for the mother and baby. Breastfeeding is also beneficial for postpartum mothers, one of which is that it can speed up the uterine involution period.. The mother's desire and motivation to breastfeed can influence the breastfeeding process. The low coverage of breastfeeding mothers has become a national problem because there are still many postpartum mothers who are less motivated to breastfeed their babies, putting their babies at risk of various diseases. Therefore. Research was conducted to analyze the effect of education about breastfeeding based on booklet media on breastfeeding motivation.

Pre-Experimental research type with One Group Design Pre-test Post-Test approach. The sample, namely 38 postpartum mothers on days 1-7, was taken using the purposive sampling technique. The independent variable of this research was education about breastfeeding based on booklet media. The dependent variable of this research was the motivation to breastfeed postpartum mothers. The instruments in this research used questionnaires and education using booklet media. The data analysis used was the Wilcoxon Sign Rank Test.

The results of the Wilcoxon Signed Rank Test showed $p \text{ value} = 0.000 < 0.05$, meaning that there was an influence of education about breastfeeding based on booklet media on the motivation to breastfeed postpartum mothers

It can be concluded that education about breastfeeding using booklets has an influence on breastfeeding motivation, this is because postpartum mothers receive information and receive encouragement, and the role of educators makes the education process interactive and positive feedback occurs. Providing information is also clarified and made easier with the existence of booklet media, so that it is able to provide optimal results to achieve the objectives of providing education

Keywords: Education, Booklet, Breastfeeding, Motivation

ABSTRAK

Menyusui adalah salah satu cara pemenuhan nutrisi kepada bayi melalui pemberian Air Susu Ibu (ASI) yang memberikan manfaat secara fisiologis dan psikologis bagi ibu dan bayi, dengan menyusui juga menguntungkan bagi ibu nifas, salah satunya yaitu dapat mempercepat masa involusi uterus. Keinginan dan motivasi ibu untuk memberikan ASI dapat mempengaruhi dalam proses menyusui, rendahnya cakupan ibu menyusui sudah menjadi masalah nasional karena masih banyak ditemukan ibu nifas yang kurang termotivasi untuk menyusui bayinya sehingga bayi berisiko berbagai penyakit. Oleh karena itu. Penelitian dilakukan untuk menganalisa pengaruh edukasi tentang menyusui berbasis media booklet terhadap motivasi menyusui.

Jenis penelitian Pra Eksperimental dengan pendekatan *One Group Design Pre-test Post-Test*. Sampel yaitu ibu nifas hari ke 1-7 sebanyak 38 orang diambil menggunakan teknik *Purposive Sampling* Variabel independen penelitian ini adalah edukasi tentang menyusui berbasis media booklet, variabel dependen penelitian ini adalah motivasi menyusui ibu nifas. Instrumen dalam penelitian ini menggunakan kuisioner dan edukasi menggunakan media booklet. Analisa data yang digunakan yaitu Uji *Wilcoxon Sign Rank Test*.

Hasil uji *Wilcoxon Signed Rank Test* didapatkan $p\text{ value} = 0,000 < 0,05$ artinya ada pengaruh edukasi tentang menyusui berbasis media booklet terhadap motivasi menyusui ibu nifas.

Dapat disimpulkan edukasi tentang menyusui dengan media booklet berpengaruh terhadap motivasi menyusui, hal ini dikarenakan ibu nifas mendapat informasi serta mendapatkan dorongan, serta adanya peran edukator menjadikan proses edukasi menjadi interaktif dan terjadi *feedback* positif. Pemberian informasi juga diperjelas dan dipermudah dengan adanya media booklet, sehingga hal tersebut mampu memberikan hasil yang optimal untuk tercapainya tujuan dari pemberian edukasi.

Kata Kunci : Edukasi, Booklet, Motivasi, Menyusui