

ABSTRAK

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EFEKTIVITAS EDUKASI BERBASIS *WEBSITE* TERHADAP PERILAKU SUAMI PADA KEBERHASILAN INISIASI MENYUSU DINI (IMD)

xvi + 99 Halaman + 9 Tabel + 13 Lampiran

Cakupan Inisiasi Menyusu Dini (IMD) di Kenjeran belum mencapai target akibat minimnya keterlibatan dan dukungan suami. Di era *digital*, media konvensional kurang efektif menjangkau pria, sehingga diperlukan inovasi yang interaktif. Fokus penelitian ini ialah mengkaji dampak pemberian edukasi melalui platform *website* terhadap perubahan perilaku suami yang berkontribusi pada keberhasilan IMD.

Studi ini menggunakan desain *one group pre-test post-test* pada penelitian *pra-eksperimental* dengan mengikutsertakan 35 suami ibu hamil trimester III yang ada di TPMB Sri Wahyuni, Surabaya. Sampel dipilih menggunakan teknik *purposive sampling*. Program edukasi berbasis *website* diberikan selama kurang lebih tiga minggu. Untuk mengetahui perbedaan pra dan pasca intervensi, data dianalisis dengan *Wilcoxon Signed Rank Test*. Temuan analisis merepresentasikan adanya peningkatan perilaku yang nyata usai pemberian edukasi *website* ($p = 0,000$). Persentase pemahaman baik naik cukup besar, dari 25,7% menjadi 65,7%. Sikap partisipan juga merepresentasikan pergeseran ke arah yang lebih positif. Pada aspek tindakan, dukungan terhadap IMD mengalami peningkatan, di mana kondisi awal mayoritas berada pada kategori netral (57,1%), kemudian berubah menjadi dominan pada kategori baik (91,4%).

Edukasi berbasis *website* efektif meningkatkan pemahaman, sikap, dan tindakan suami dalam mendukung keberhasilan IMD. Media digital ini direkomendasikan sebagai sarana promosi kesehatan yang adaptif dan aplikatif bagi para suami.

Kata Kunci: Edukasi, *Website*, Perilaku Suami, IMD

Daftar bacaan: 19 buku (2016 – 2026)

ABSTRACT

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EFFECTIVENESS OF WEBSITE-BASED EDUCATION ON HUSBANDS' BEHAVIORS IN THE SUCCESS OF EARLY INITIATION OF BREASTFEEDING (IMD)

xvi + 99 Pages + 9 Tables + 13 Appendices

Due to a lack of support and commitment from fathers, Kenjeran has not yet achieved the goal of early initiation of breastfeeding coverage. Conventional media is less successful in capturing men's attention in this digital age, underscoring the necessity for interactive advances. The purpose of this research is to evaluate how well website-based education affects spouses' behaviour with relation to EBI achievement.

Purposive sampling was utilised to pick 35 spouses of third-trimester pregnant women at TPMB Sri Wahyuni, Surabaya, for this pre-experimental research, which used a one-group pre-test post-test design. Over the course of three weeks, the website-based instructional intervention was implemented. The Wilcoxon Signed Rank Test was used to analyse the data. The spouses' behaviour was considerably improved by the website-based intervention (p-value = 0.000). Good knowledge increased from 25.7% to 65.7%, attitudes shifted positively, and supportive actions for IMD surged drastically from a majority neutral status (57.1%) to the good category (91.4%).

Husbands' knowledge, attitudes, and behaviors to promote IMD success are much improved via website-based teaching. This digital medium is highly recommended as an adaptive and applicable health promotion tool for husbands.

*Keywords: Education, Website, Husband's Behavior, IMD,
Reading List: 19 books (2016–2026)*