

ABSTRAK

Marisa Denatania

PENGARUH INTERVENSI BERBASIS *AUGMENTED REALITY* (AR) TERHADAP PENINGKATAN *PROCEDURAL SELF-EFFICACY* DALAM PENERAPAN TEKNIK MENYUSUI YANG TEPAT PADA IBU NIFAS

xvii + 111 halaman + 9 tabel + 21 Lampiran

Keberhasilan proses menyusui pada ibu nifas salah satunya dipengaruhi oleh keyakinan ibu terhadap kemampuannya dalam melakukan teknik menyusui secara benar. *Procedural Self-Efficacy* yang rendah dalam teknik menyusui dapat menghambat proses menyusui. Pemanfaatan teknologi edukasi seperti *Augmented Reality* (AR) dapat menjadi media inovatif untuk memfasilitasi pemahaman yang lebih baik dan keterampilan ibu secara interaktif. Penelitian ini bertujuan menganalisis pengaruh intervensi berbasis *Augmented Reality* (AR) terhadap peningkatan *Procedural Self-Efficacy* dalam penerapan teknik menyusui yang tepat pada ibu nifas.

Penelitian ini menerapkan desain *Pre-Experimental* dengan pendekatan *One Group Pretest-Posttest*. Variabel bebas penelitian ialah intervensi berbasis *Augmented Reality* (AR) tentang teknik menyusui yang tepat, sedangkan variabel terikat ialah *Procedural Self-Efficacy* dalam teknik menyusui. Subjek penelitian adalah ibu nifas menyusui di wilayah kerja Puskesmas Kenjeran dan Sidotopo Kota Surabaya yang dipilih menggunakan *Stratified Sampling* dengan pendekatan *Consecutive Sampling*. Instrumen penelitian memakai kuesioner *Breastfeeding Self-Efficacy Scale-Short Form* (BSE-SF) dan *LATCH Score*. Analisis data dilakukan dengan uji *Wilcoxon Signed Rank Test*.

Temuan penelitian menyatakan sebelum intervensi berbasis *Augmented Reality*, hampir setengah responden memiliki *Procedural Self-Efficacy* kategori rendah (48,9%). Setelah intervensi berbasis *Augmented Reality*, hampir seluruh responden mengalami peningkatan menjadi kategori tinggi (95,7%). Hasil dari uji *Wilcoxon Signed Rank Test* bernilai *p-value* <0,05, yang menyatakan adanya pengaruh intervensi berbasis *Augmented Reality* (AR) terhadap peningkatan *Procedural Self-Efficacy* dalam penerapan teknik menyusui yang tepat pada ibu nifas.

Intervensi berbasis *Augmented Reality* (AR) efektif meningkatkan *Procedural Self-Efficacy* ibu nifas dan berpotensi menjadi alternatif edukasi inovatif untuk mendukung keberhasilan menyusui. Penelitian selanjutnya disarankan mengembangkan materi edukasi berbasis *Augmented Reality* yang lebih komprehensif terkait manajemen laktasi dan edukasi menyusui lainnya.

Kata kunci: *Augmented Reality*, *Procedural Self-Efficacy*, Menyusui, Nifas

Daftar bacaan: 12 buku (2020–2025)

ABSTRACT

Marisa Denatania

THE EFFECT OF AUGMENTED REALITY (AR)-BASED INTERVENTION ON THE IMPROVEMENT OF PROCEDURAL SELF-EFFICACY IN THE APPLICATION OF PROPER BREASTFEEDING TECHNIQUES AMONG POSTPARTUM MOTHERS

xvii + 111 Pages + 9 Tables + 21 Appendices

The success of the breastfeeding process in postpartum mothers is influenced, among other factors, by the mother's confidence in her ability to perform correct breastfeeding techniques. Low Procedural Self-Efficacy in breastfeeding techniques can hinder the breastfeeding process. The utilization of educational technology such as Augmented Reality (AR) can serve as an innovative medium to facilitate better understanding and improve mothers' skills in an interactive way. This study aims to analyze the effect of Augmented Reality (AR)-based intervention on improving Procedural Self-Efficacy in the application of proper breastfeeding techniques among postpartum mothers.

This study employed a Pre-Experimental design with a One Group Pretest-Posttest approach. The independent variable was an Augmented Reality (AR)-based intervention on proper breastfeeding techniques, while the dependent variable was Procedural Self-Efficacy in breastfeeding techniques. The study participants were postpartum breastfeeding mothers in the working areas of Kenjeran and Sidotopo Public Health Centers, Surabaya City, selected using Stratified Sampling with a Consecutive Sampling approach. The research instruments used were the Breastfeeding Self-Efficacy Scale-Short Form (BSE-SF) questionnaire and the LATCH Score. Data analysis was conducted using the Wilcoxon Signed Rank Test.

The findings showed that before the Augmented Reality-based intervention, nearly half of the respondents had low Procedural Self-Efficacy (48.9%). After the intervention, almost all respondents experienced an increase to the high category (95.7%). The results of the Wilcoxon Signed Rank Test showed a p -value < 0.05 , indicating that there was an effect of the Augmented Reality (AR)-based intervention on increasing Procedural Self-Efficacy in the application of proper breastfeeding techniques among postpartum mothers.

The Augmented Reality (AR)-based intervention was effective in improving postpartum mothers' Procedural Self-Efficacy and has the potential to serve as an innovative educational alternative to support breastfeeding success. Future research is recommended to develop more comprehensive Augmented Reality-based educational materials related to lactation management and other breastfeeding education topics.

Keywords: Augmented Reality, Procedural Self-Efficacy, Breastfeeding, Postpartum

References: 12 books (2020–2025)