

ABSTRAK

Andini Setyoningrum

EFEKTIVITAS EDUKASI KESEHATAN “AYAH ASI” MELALUI MEDIA VIDEO TERHADAP DUKUNGAN SUAMI DALAM PEMBERIAN ASI PADA IBU NIFAS

xv + 86 halaman + 9 tabel + 21 lampiran

Dukungan suami merupakan faktor penting dalam keberhasilan pemberian ASI pada ibu nifas. Rendahnya dukungan suami dapat menghambat pemberian ASI eksklusif. Edukasi kesehatan “Ayah ASI” melalui media video merupakan metode yang mudah dipahami karena memadukan unsur audio dan visual. Penelitian ini bertujuan menganalisis efektivitas edukasi kesehatan “Ayah ASI” melalui media video terhadap dukungan suami dalam pemberian ASI pada ibu nifas.

Penelitian ini menggunakan metode kuantitatif dengan desain *quasi experiment* pendekatan *nonequivalent control group design* pada 40 responden di Puskesmas Kedungdoro yang dibagi menjadi kelompok intervensi dan kontrol masing kelompok 20 responden. Variabel independen penelitian adalah edukasi kesehatan “Ayah ASI” melalui media video, dan variabel dependen adalah dukungan suami dalam pemberian ASI. Data dikumpulkan menggunakan kuesioner pretest-posttest dan dianalisis menggunakan uji *Wilcoxon* serta *Mann Whitney*.

Hasil uji *Wilcoxon* menunjukkan adanya peningkatan dukungan suami setelah diberikan edukasi kesehatan “Ayah ASI” melalui media video. Uji *Mann-Whitney* menunjukkan bahwa media video lebih efektif dibandingkan *leaflet* dalam meningkatkan dukungan suami, dengan perbedaan yang bermakna baik sebelum dan sesudah intervensi maupun antara kelompok intervensi dan kontrol.

Media video lebih efektif karena menyajikan informasi yang mudah dipahami dan dapat diulang, sehingga meningkatkan pengetahuan serta dukungan suami baik emosional, instrumental, informasional, serta penilaian dan penghargaan kepada ibu nifas.

Kata kunci : dukungan suami, ASI, ibu nifas, edukasi kesehatan, video “Ayah ASI”

Daftar Bacaan : 15 buku + 32 jurnal (2020 - 2025)

ABSTRACT

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THE EFFECTIVENESS OF “AYAH ASI” HEALTH EDUCATION THROUGH VIDEO MEDIA ON HUSBAND SUPPORT IN BREASTFEEDING AMONG POSTPARTUM MOTHERS

xv + 86 pages + 9 tables + 21 appendices

Husbands’ support is an important factor in the success of breastfeeding among postpartum mothers. Lack of husbands’ support may hinder exclusive breastfeeding practices. “Ayah ASI” health education through video media is an educational method that is easy to understand because it combines audio and visual elements. This study aimed to analyze the effectiveness of “Ayah ASI” health education through video media on husbands’ support in breastfeeding among postpartum mothers.

This study employed a quantitative method with a quasi-experimental design using a nonequivalent control group approach. The study involved 40 respondents at Kedungdoro Community Health Center, who were divided into intervention and control groups, with 20 respondents in each group. The independent variable was “Ayah ASI” health education through video media, while the dependent variable was husbands’ support in breastfeeding. Data were collected using a pretest-posttest questionnaire and analyzed using the Wilcoxon and Mann–Whitney tests.

The Wilcoxon test results showed an increase in husbands’ support after receiving “Ayah ASI” health education through video media. The Mann–Whitney test indicated that video media was more effective than leaflets in improving husbands’ support, with significant differences both before and after the intervention and between the intervention and control groups.

Video media was more effective because it provided information that was easy to understand and could be repeatedly accessed, thereby increasing husbands’ knowledge and enhancing their emotional, instrumental, informational, appraisal, and esteem support for postpartum mothers.

Keywords: husband support, breastfeeding, postpartum mothers, health education, “Ayah ASI” video

References: 15 books + 32 journals (2020–2025)