

ABSTRAK

PENGARUH VIDEO EDUKASI *MOM'S MOTIVATION* (MOTION) TERHADAP MOTIVASI PEMBERIAN ASI EKSKLUSIF PADA IBU BEKERJA DI WILAYAH KERJA PUSKESMAS PURWOKERTO TIMUR I DAN II KABUPATEN BANYUMAS

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Latar Belakang: ASI eksklusif merupakan makanan bayi yang diberikan selama 6 bulan pertama kehidupan memiliki berpengaruh terhadap kekebalan tubuh anak sehingga anak tidak mudah sakit. Pemberian ASI eksklusif di Wilayah Kerja Puskesmas Purwokerto Timur I dan II masih sedikit. Sehingga, peneliti ingin mengetahui adakah pengaruh video edukasi MoTion terhadap motivasi pemberian ASI eksklusif pada ibu bekerja.

Metodologi: Desain penelitian menggunakan *Quasi experiment* dengan rancangan *randomized with control group pretest and posttest design*. Teknik pengambilan *sampling* menggunakan *Convenience sampling* dengan jumlah sampel masing-masing kelompok sebanyak 31 orang. Data dianalisis menggunakan uji *McNemar* dan *Chi square*.

Hasil Penelitian: Mayoritas usia responden bebas risiko (20-35 tahun) (82,25%), pendidikan SMP-SMA (56,45%), paritas multipara (58,1%), dan lama bekerja penuh waktu (8 jam/hari) (72,58%). Mayoritas motivasi pemberian ASI eksklusif responden rendah. Hasil penelitian menunjukkan tidak terdapat perbedaan tingkat motivasi yang signifikan sebelum dan sesudah diberikan video “MoTion” dengan nilai $p=0,117$ ($p<0,05$).

Kesimpulan: Tidak ada pengaruh video edukasi “MoTion” pada motivasi pemberian ASI eksklusif pada ibu bekerja.

Kata kunci: ASI eksklusif, Motivasi, Ibu bekerja

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ABSTRACT

THE EFFECT OF MOM'S MOTIVATION (MOTION) EDUCATIONAL VIDEO ON THE MOTIVATION OF EXCLUSIVE BREAST FEEDING IN WORKING MOTHERS IN THE WORKING AREA OF PUSKESMAS PUSKESMAS TIMUR I AND II, BANYUMAS DISTRICT

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Background: Exclusive breastfeeding is baby food given for the first 6 months of life which has an effect on the child's immune system so that the child does not get sick easily. Exclusive breastfeeding in the Working Areas of East Purwokerto Health Center I and II is still small. So, the researcher wanted to find out whether there was an effect of the MoTion educational video on the motivation for exclusive breastfeeding to working mothers.

Methods: The research design used a Quasi experiment with a randomized design with control group pretest and posttest design. The sampling technique used Convenience sampling with a total sample of 31 people in each group. Data were analyzed using the McNemar test and Chi square.

Results: The majority of respondents are risk-free (20-35 years) (82.25%), junior-high school education (56.45%), multipara parity (58.1%), and length of work full time (8 hours/day) (72.58%). The majority of respondents' motivation for exclusive breastfeeding is low. Meanwhile, the pretest and posttest motivation of the control group was high. The results showed that there was no significant difference in the level of motivation before and after being given the video "MoTion" with p-value=0.117 ($p < 0.05$).

Conclusion: There is no effect of the educational video "MoTion" on the motivation for exclusive breastfeeding to working mothers.

Keywords: Exclusive breastfeeding, Motivation, Working mothers

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