

ABSTRAK

PERBEDAAN PENGETAHUAN DAN SIKAP PEMBERIAN ASI EKSKLUSIF USIA 0-6 BULAN SETELAH PEMBERIAN EDUKASI KESEHATAN MENGGUNAKAN EMO DEMO DI BANYUMAS

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Latar Belakang: Air Susu Ibu (ASI) merupakan makanan bayi terbaik terutama dalam periode bayi baru lahir sampai usia 6 bulan. Data Dinas Kesehatan menunjukkan penurunan penerimaan ASI Eksklusif di Jawa Tengah. Teknik promosi kesehatan dengan metode *emotional demonstration* (emo demo) meningkatkan pengetahuan dan sikap ibu hamil tentang ASI Eksklusif. Penelitian ini bertujuan melihat perbedaan pengetahuan dan sikap pemberian ASI Eksklusif usia 0-6 bulan setelah pemberian edukasi kesehatan menggunakan emo demo.

Metodologi: Penelitian ini menggunakan metode *quasy experimental one group pre-test Post-test*, melibatkan 29 responden. Penelitian ini dilaksanakan sebanyak tiga kali pertemuan. Instrumen penelitian meliputi kuesioner penelitian dan modul metode emo demo ASI Eksklusif. Analisis data variabel pengetahuan dan sikap tidak berdistribusi normal, sehingga uji yang digunakan *Wilcoxon*.

Hasil Penelitian: Sebagian besar usia responden 20-35 tahun sebanyak 24 responden, usia kehamilan 13-28 minggu 22 responden, paritas nullipara 15 responden, pendidikan terakhir SMA 18 responden, pekerjaan IRT 21 responden. Terdapat peningkatan pengetahuan sebesar 3,4-44,8 % dengan nilai p 0,000 dan peningkatan sikap sebesar 75%-98% dengan nilai p 0,006

Kesimpulan: Terdapat perbedaan edukasi Kesehatan menggunakan Emo Demo pada ibu hamil terhadap pengetahuan dan sikap pemberian ASI Eksklusif usia 0-6 bulan

Kata Kunci: ASI Eksklusif, Emo Demo, Pengetahuan, Sikap

ABSTRACT

DIFFERENCES IN KNOWLEDGE AND ATTITUDES TOWARD EXCLUSIVE BREASTFEEDING FOR INFANTS AGED 0-6 MONTHS AFTER HEALTH EDUCATION USING EMO DEMO IN BANYUMAS

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Background: Breast milk is the best source of nutrition for infants, particularly from birth to six months of age. However, data from the health office indicates a decline in exclusive breastfeeding rates in Central Java. The emotional demonstration (emo demo) method, as a health promotion technique, has been shown to improve pregnant woman's knowledge and attitudes toward exclusive breastfeeding. This study aims to differences in knowledge and attitudes regarding exclusive breastfeeding among infants aged 0-6 months after health education using the emo demo

Methodology: This study used a quasi-experimental one group *pre-test-posttest* design involving 29 respondents. This intervention was conducted over three sessions. This research instruments included a questionnaire and an exclusive breastfeeding emo demo module. Data analysis was conducted using the Wilcoxon test, as the knowledge and attitude variables were not normally distributes.

Results: The majority of respondents were aged 20-35 years (24 respondents), with gestational age between 13-38 weeks (22 respondents), nulliparous status (15 respondents), high school education as their highest level of education (18 respondents), and were housewives (21 respondents). There was an increase in knowledge ranging from 3.4% to 44.4% ($p=0,000$), and an improvement in attitude from 75% to 98% ($p=0,006$)

Conclusion: Health education using the Emo Demo method has an effect on pregnant mother's knowledge and attitudes toward exclusive breastfeeding for infants aged 0-6 months.

Keywords: , Attitude ,Emo Demo, Exclusive Breastfeeding, Knowledge