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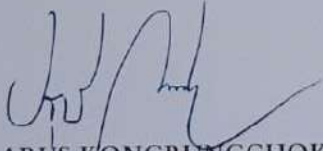
# CERTIFICATE

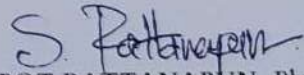
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THIS IS TO CERTIFY THAT

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TITLE OF PRESENTATION : THE EFFECT OF THE USE OF BREASTFEEDING MOTHER EDUCATIONAL APPLICATION MEDIA (EDBUSUI) ON INCREASING LACTATION KNOWLEDGE

  
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## THE EFFECT OF THE USE OF BREASTFEEDING MOTHER EDUCATIONAL APPLICATION MEDIA (EDBUSUI) ON INCREASING LACTATION KNOWLEDGE IN CADRES

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**Abstract :** *Background: According to the World Health Organization (WHO), the goal of increasing exclusive breastfeeding coverage is 50% by 2025. According to UNICEF (2017), the low coverage of exclusive breastfeeding is because of a lack of knowledge about lactation management. Research Objective: To determine the effect of using the application media of Educating Breastfeeding Mothers (EDBUSUI) on increasing lactation knowledge in cadres in the Tlajung Udik Village, Bogor, in 2023. Research Methods: Quasi-experiment with one group pretest-posttest design. The sample in this study amounted to 45 respondents with purposive sampling technique Statistical tests using the Wilcoxon Signed Rank Test. Research Results: showed an increase in lactation knowledge in cadres after being given the application media of Educating Breastfeeding Mothers (EDBUSUI) with a pvalue of 0.000. Conclusion: There is an effect of using the Breastfeeding Mother Education (EDBUSUI) application media on increasing lactation knowledge in cadres.*

**Keywords:** Breastfeeding, application media, knowledge, cadres

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### I. INTRODUCTION

Mother's Milk (ASI) is the best food for newborns. The World Health Organization (WHO), the American Academy of Pediatrics (AAP), the American Academy of Family Physicians (AAFP) and the Indonesian Pediatrician Association (IDAI) recommend exclusive breastfeeding for six months and continued breastfeeding for up to two years. Breast milk provides all the essential nutrients for the baby's growth and development and contains antibodies that function to fight the baby's disease and help improve the baby's immune system. Giving as much milk as possible also helps create a digestive tract environment that is dominated by good bacteria, which in turn will help improve and maintain the health of the baby's digestive tract (1).

Lactation is the entire breastfeeding process from the production of breast milk to the process of the baby sucking and swallowing breast milk. Lactation is part of the human reproductive cycle. The lactation period aims to increase exclusive breastfeeding until the age of 2 years with good and correct techniques (2). Babies who are exclusively breastfed are 14 times less likely to die than babies who are not breastfed. Indonesia as a developing country, the percentage of babies aged less than 6 months who get exclusive breastfeeding in 2020 is 40%. In 2021 nationally, the coverage of exclusive breastfeeding is 56.9%, which has exceeded the 2021 target of 40% (Ministry of Health of the Republic of Indonesia, 2021 (3).



West Java Province as the province with the 11th largest population in Indonesia, the coverage of exclusive breastfeeding is 59.4% in 2021 (4). Based on the 2019 Bogor Regency Health Profile, the coverage of exclusive breastfeeding is 53.12%. This shows that the coverage of exclusive breastfeeding has exceeded the target. However, in one of the sub-districts of Bogor city, namely Gunung Putri, the coverage of exclusive breastfeeding was only 36.63%. (5). In Gunung Putri District there is one village, namely Tlajung Udik Village, where based on a preliminary study conducted by researchers by conducting interviews with three Tlajung Udik Village cadres, it is known that there are still lactation problems such as swollen breasts and milk not coming out, so most breastfeeding mothers choose provide formula milk to their babies.

To increase the knowledge of breastfeeding mothers regarding lactation, technology-based media, information and communication can be used as learning and knowledge media. Technology, Information and Communication (ICT) is the diverse set of technological tools and resources used to communicate and create, disseminate, store and manage information (6). Advances in information and communication technology are something that cannot be avoided in this life, because information and communication technology will go hand in hand with advances in science (7).

Various efforts in health promotion to educate the public require the support of the participation of all parties, not only health workers such as doctors and midwives, but many people need support so that the Exclusive Breastfeeding program can be successful. The limited number of health workers and the large number of workloads in providing health services in all fields has resulted in the delivery of education to the public less than optimal.

The second obstacle is that the provision of education for breastfeeding mothers is still very dependent on health workers as ASI counselors. The third obstacle is the absence of the use of information technology in educating breastfeeding mothers at Posyandu.

The existence of an information technology tool containing complete education (materials and video simulations) can provide guidelines or references for Posyandu cadres and help make it easier for Posyandu cadres to be better prepared when providing counseling.

The use of android-based applications for cadres in providing education is expected to increase cadres' knowledge about lactation and the importance of exclusive breastfeeding. Thus, cadres are able to provide counseling and educate breastfeeding mothers (8).

Based on this background, the purpose of this study was to determine the effect of the use of the educational application media for breastfeeding mothers (Edbusui) on increasing lactation knowledge among cadres in the Tlajung Udik Village area, Bogor in 2023.

## **II. RESEARCH OBJECTIVES**

The purpose of the research is to study the effect of the use of breastfeeding mother educational application media (edbusui) on increasing lactation knowledge in cadres

## **III. RESEARCH HYPOTHESIS**

There is effect of the use of breastfeeding mother educational application media (edbusui) on increasing lactation knowledge in cadres

## **IV. CONTRIBUTION**

This research is expected to contribute to increasing knowledge in cadres through the EDBUSUI application media to accompany breastfeeding mothers facing difficulties in the lactation process

## V. CONCEPTUAL FRAMEWORK

This research was conducted to determine the effect of a treatment on increasing knowledge of the subjects studied. The conceptual framework developed from research conducted by Riyan (2021), Narwiyah & Khaerawati (2020), Dahliana et al (2022).



## VI. THEORIES AND LITERATURE REVIEWS

Knowledge is a construct of reality, rather than something that is true abstractly. The creation of knowledge is not only a compilation of facts, but a process unique to humans that is difficult to simplify or replicate. The creation of knowledge involves feelings and belief systems where those feelings or belief systems can go unconscious (Fatim dan Suwanti, 2017). The knowledge possessed by individuals is influenced by many factors. In general, factors that affect knowledge can be classified into two, namely internal factors (originating from within the individual) and external factors (originating from outside the individual)

1. Internal factors, including age, gender, parity, psychology, maternal physique and behavior
2. External factors, including education, employment, experience, sources of information, interests, environment and socio-culture

From the factors above, it can be seen that some factors that influence the increase in knowledge are age, education, experience (length of work), sources of information. Related to this, there are several research results that support this research including: Anggraini, Fauziah, and Ichwan (2019) with the title "AYO ASI" Android Application Intervention in Increasing Breastfeeding Knowledge, namely there is an influence of providing education through the Android application "AYO ASI" on increasing knowledge with a p-value of 0.000, and there is a difference in increasing knowledge about Exclusive Breastfeeding with a p-value of 0.000. Anggreini and Arif (2022) showed The Immunization-Q application is more influential in increasing the knowledge and attitudes of posyandu cadres in motivating parents who have children aged 0-9 months.

From the results of the research by Elba F, Ristiani R (2019) The Relationship of Skills Training with Cadre Knowledge About the Role of the 5 Desk System Function in Posyandu, the study showed a significant participation rate between training with knowledge level ( $p = 0,000$ ). Research by Dahliana, Hairunisyah R, Miskiyah (2022), Increasing Knowledge and Skills of Posyandu Cadres in Increasing Breast Milk Production Through the Swedish Massage Technique, the study showed a significant in increasing knowledge with p-value of 0,000. Research by Sutriyawan et al (2021) showed that media based stunting education effect on the increase in the average knowledge score of cadres by 8.7 and there is an increase in the average attitude score of 14.0.

## VII. RESEARCH METHODOLOGY

This research is included in the type of quantitative research using the quasy experimental method in one group, one group pretest posttest. The design of this study was to determine the effect of using the Edbusui application media on increasing lactation knowledge in cadres. Sampling was done by purposive sampling technique, statistical test using the Wilcoxon Signed Rank Test.

## VIII. RESULT

Table 1.1. Frequency Distribution of Characteristics of Cadres by Age

No	Age	f	%
1.	0-≤ 35 years old	2	4.4
2.	>35 years old	43	95.6
		45	100

Based on the results of univariate analysis, it was found that the distribution of cadre characteristics based on age was that most of the cadres were > 35 years old, namely 43 people with a percentage of 95.6%. Meanwhile, there are 2 cadres aged 20 - ≤ 35 years with a percentage of 4.4%.

Age is an individual's age from birth to birthday. The more mature, the level of maturity and strength of a person will be more mature in thinking and working. The more you get older, the more developed your comprehension and mindset will be, so that someone will be easier to receive information, so that the knowledge he gets is getting better (9).

Table 1.2 Frequency Distribution of Characteristics of Cadres by Education

No	Education	f	%
1.	Low education	27	60
2.	higher education	18	40
		45	100

The distribution of cadre characteristics based on education is known to be cadres who have low education (SD-SMP), namely 27 people with a percentage of 60%. Meanwhile, there are 18 cadres with higher education (SMA-Higher Education) with a percentage of 40%.

Education is an effort to develop personality and abilities inside and outside of school and lasts a lifetime. Education can influence a person, including behavior towards lifestyle, especially in motivating attitudes and in development in general, the higher a person's education, the easier it is to receive information (9).

Table 1.3 Frequency Distribution of Cadre Characteristics Based on Length of Service as a Cadre

No	Long Served as a Cadre	F	%
1.	New (≤ 3 years)	7	15.6
2.	Old (> 3 years)	38	84.4
		45	100

The distribution of cadre characteristics based on previous education served as cadres was known to be ≤3 cadres who had served as cadres, namely 7 people with a percentage of 15.6%. Meanwhile, there were 38 cadres who had served as cadres for >3 years with a percentage of 84.4%.

Tenure of work is an indicator of the tendency of workers to carry out work activities, so that it can be said that long tenure shows more experience than someone with other co-workers. The opinion expressed by Muchdarsyah that the length of service can be seen from how long the period of service or service of a person is, so that every cadre who is on active duty has a sense of responsibility, a sense of belonging, courage and introspection so that it affects the increase in knowledge and labor productivity (12).

Table 1.4 Frequency Distribution of Respondents Pretest and Posttest Knowledge of Lactation among Cadres

<b>Cadre Knowledge</b>	<b>Pre-Test</b>		<b>Post-Test</b>	
	<b>(f)</b>	<b>(%)</b>	<b>(f)</b>	<b>(%)</b>
Less $\leq$ 50%	13	28.9	0	0
Good $>$ 50%	32	71.1	45	100
<b>Total</b>	<b>45</b>	<b>100</b>	<b>45</b>	<b>100</b>

Based on the table above the level of lactation knowledge in cadres before getting the EDBUSUI application media, 13 people (28.9%) had less knowledge, while 32 people (71.1%) had good knowledge. After getting the EDBUSUI application with a total of 45 knowledgeable cadres (100%).

Information is something that can be known, but some emphasize information as a transfer of knowledge. In addition, information can also be defined as a technique for collecting, preparing, storing, manipulating, announcing, analyzing, and disseminating information with a specific purpose. This information can be found in everyday life, which is obtained from data and observations of the world around us, and is passed on through communication. Information includes data, text, images, sound, code, computer programs and databases(2).

Table 1.5 Changes In Lactation Knowledge In Cadres Before And After Being Given The Application Media For Breastfeeding Mothers (EDBUSUI)

<b>Variable</b>	<b>N</b>	<b>Means</b>	<b>P-Value</b>
<i>Pretest</i>	45	14.87	0.000
<i>Posttest</i>	45	20.07	0.000

Table 1.5 shows the results of the Wilcoxon test obtained that the average knowledge of cadres before being given the Edbusui application media was 14.87, while the average knowledge of cadres after being given the Edbusui application media was 20.07. In order to obtain the difference before and after being given the Edbusui application media of 5.2. Based on statistical tests with the Wilcoxon Test on knowledge, it was found that  $p\text{-value} = 0.000$  or  $p < 0.05$  means that there is a significant difference in the level of lactation knowledge in cadres before and after being given the Edbusui application media The use of media in health education provides several benefits such as stimulating target interest, overcoming the completeness of time, language and the power of the five senses in the process of receiving education, providing stimulation, experience so that the same perception will be created. This causes the target to know more, explore, and understand it, which in turn provides a positive understanding of the intended health message (14).

## IX. CONCLUSION

There is an effect of using the Breastfeeding Education application media (EDBUSUI) on increasing lactation knowledge in cadres in the Tlajung Udik Village Area, Bogor in 2023.

## X. SUGESION AND RECOMMENDATION

It is hoped that they will be more active in training and increasing knowledge related to lactation so that they are able to become cadres as breastfeeding guides or counselors for the community, especially in assisting health workers who have multiple roles. The results of this study need to be developed in a wider area and a more heterogeneous population

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