



LEAFLET MEDIA TO INCREASE KNOWLEDGE AND ATTITUDES OF PREGNANT WOMEN IN EXCLUSIVE BREASTFEEDING TO PREVENT STUNTING

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ABSTRACT

Scaling Up Nutrition (SUN) Movement is one of the global efforts from various countries to strengthen commitments and action plans to accelerate nutrition improvement, especially nutrition management from 1,000 days from pregnancy to 2 years old. Breastfeeding for toddlers are related to the incidence of stunting. Efforts that can be made to increase knowledge by providing counseling on exclusive breastfeeding using interactive media (leaflets). Objective: This study aims to determine the effect leaflet on increasing the knowledge and attitudes of pregnant women in exclusive breastfeeding to prevent stunting. Method: This study used one group pretest and posttest design, samples are pregnant women in the Bandengan Village with nonprobability sampling techniques, totaling 30 mothers. Data were collected using questionnaires, analyzed with Wilcoxon Test on knowledge variables and t-tests on attitude variables. Results: There is an effect of leaflets media on increasing the knowledge of pregnant women in exclusive breastfeeding (p-value of $0.000 < 0,05$, the mean value is 9.70 to 15.33) and the increase in attitude (p-value of $0.006 < 0,05$, the mean value is 23.13 to 24.07). Conclusions: Leaflet is proven to be able to improve the knowledge and attitudes of pregnant women in exclusive breastfeeding.

Keywords: attitude; exclusive breastfeeding; knowledge; leaflet; pregnant woman; stunting

First Received 28 March 2024	Revised 28 April 2024	Accepted 30 April 2024
Final Proof Received 11 July 2024	Published 01 December 2024	
How to cite (in APA style) Sundari, A., Astyandini, B., & Rozikhan, R. (2024). Leaflet Media to Increase Knowledge and Attitudes of Pregnant Women in Exclusive Breastfeeding to Prevent Stunting. <i>Indonesian Journal of Global Health Research</i> , 6(6), 3523-3528. https://doi.org/10.37287/ijghr.v6i6.3696 .		

INTRODUCTION

The policies carried out to increase the achievement of exclusive breastfeeding according to the Ministry of Health of the Republic of Indonesia focus on the first 1000 days group or what is called Scaling Up Nutrition (SUN) (Rahmad et al., 2022). Scaling Up Nutrition (SUN) Movement is one of the global efforts from various countries to strengthen commitments and action plans to accelerate nutrition improvement, especially nutrition handling from 1,000 days from pregnancy to children aged 2 years (Astuti et al., 2019). Breastfeeding for toddlers and parenting has a relationship with the incidence of stunting. Poor breastfeeding can inhibit the growth and development of toddlers because of the lack of nutrients consumed by toddlers so that they are at risk of stunting. While parenting affects the growth and development of toddlers from the womb until the toddler is born (Tebi et al., 2021).

Barriers to physical growth, children's brain growth (cognitive), decreased quality of learning, decreased productivity in adulthood and the threat of disease due to stunting are a threat to the quality of human life (Ariati, 2019). Stunting is a serious problem because it is associated with high morbidity and mortality rates, the incidence of future obesity and non-

communicable diseases (Kragel et al., 2020) Stunting is one of the problems of malnutrition. The main factor that causes undernutrition in children under five is the lack of intensive breastfeeding by the mother when the baby is aged 0-6 months (Nirvana, 2016). The coverage of exclusive breastfeeding in various regions in Indonesia varies. Exclusive breastfeeding coverage in 2022 is 61.5%. This coverage has reached the 2022 program target of 45%. Meanwhile, exclusive breastfeeding coverage in Central Java is 65.7% (Ministry of Health of the Republic of Indonesia, 2023).

Breast milk has a complete nutritional content, consisting of minerals, carbohydrates, proteins, water, vitamins, fats and other nutrients that can be absorbed optimally by the baby's body. Breastfeeding will increase the mother's affection when exclusively breastfeeding. Breast milk is also useful for increasing the baby's immunity from various diseases and infections that can threaten the baby. This is because breast milk, especially colostrum contains immunoglobulin substances as immune substances. (Roesli, 2015) Factors influencing the success of exclusive breastfeeding include maternal age, maternal education, maternal occupation, maternal health, family income, family support, exposure to sources of information, mother's knowledge of exclusive breastfeeding and attitudes towards exclusive breastfeeding (Astutik, 2014) (Haryono & Setianingsih, 2014) (Hesti, 2014) (Purnamayanthi, 2019). This is in accordance with the theory of Thought and Feeling proposed by the World Health Organization (WHO) in Notoatmodjo that what causes a person to behave certain include thoughts and feelings consisting of knowledge, perceptions, attitudes, beliefs, important people as references, resources and culture (Notoatmodjo, 2014).

A mother is required to have good knowledge related to exclusive breastfeeding. Low knowledge of mothers will potentially lead to low knowledge and access to information about exclusive breastfeeding (Rahmavati, 2015). The higher the mother's knowledge about exclusive breastfeeding, the more likely she will have wider knowledge and insight. Knowledge will create expected behavior if given a good understanding. One of the efforts that can be made to increase knowledge so as to realize a good understanding and attitude in exclusive breastfeeding is by providing counseling about exclusive breastfeeding. The use of media is very helpful in the learning process (Notoatmodjo, 2014). Leaflet media is a tool for providing counseling in the form of folded sheets. The advantage of this media is that the target can adjust and learn independently and practically, reduces the need for note-taking and is very economical, various information can be read by members of the target group (Notoatmodjo, 2014). There are differences in mothers' knowledge and attitudes about exclusive breastfeeding before and after health counseling with leaflet media (Hardjito, 2023). This study aims to determine the effect of using leaflet media on increasing knowledge and attitudes of pregnant women towards exclusive breastfeeding to prevent stunting.

METHOD

This study used a pre-experimental method with a one group pretest and posttest design. The sample in this study was pregnant women in the Bandengan Village area, Kendal District, with the sampling technique being nonprobability sampling or total sampling, a total of 30 pregnant women. Data collection techniques using questionnaires containing the Influence of Media Leaflets on knowledge and attitudes pregnant women exclusive breastfeeding. The questionnaire contains the definition of exclusive breastfeeding, correct breastfeeding techniques, types of breast milk, Exclusive Breastfeeding Schedule and benefits of breastfeeding The validity test of the questionnaire used in the study with the Pearson correlation test obtained the results of all Sig. (2 tailed) < 0.05 and the Pearson correlation had a positive value on each item so all questionnaires were declared valid. The questionnaire

reliability test showed a result of 0.680 which means moderate reliability so that this questionnaire is said to be consistent (reliable). Data analysis was performed with Wilcoxon Test on knowledge variables and t-tests on attitude variables.

RESULTS

Research conducted on 30 pregnant women about the knowledge and attitudes of pregnant women in exclusive breastfeeding for the prevention of stunting obtained the following data:

Table 1.

Frequency Distribution of Knowledge and Attitudes of Pregnant Women in Exclusive Breastfeeding before Treatment (n=30)

Variables	Category	Total	
		f	%
Knowledge	Good	2	6,7
	Simply	7	23,3
	Less	21	70,0
Attitudes	Positive	13	43,3
	Negative	17	56,7

Table 1, the level of knowledge of respondents before being given treatment in the form of health education was mostly in the category of less knowledge, namely 21 people (70.0%). The attitude of respondents before being given treatment was mostly in the negative attitudes category, as many as 17 people (56.7%).

Table 2.

Frequency Distribution of Knowledge and Attitudes of Pregnant Women in Exclusive Breastfeeding before Treatment (n=30)

Variables	Category	Total	
		f	%
Knowledge	Good	22	73,3
	Simply	6	20,0
	Less	2	6,7
Attitudes	Positive	22	73,3
	Negative	8	26,7

Table 2, the level of knowledge of respondents after being given treatment in the form of health education was mostly in the category of good knowledge, namely 22 people (73.3%). The attitude of respondents after being given treatment was mostly in the positive attitude category, namely 22 people (73.3%).

Table 3.

Test of Different Levels of Knowledge and Attitude Before and After Treatment (n=30)

Variables	Before		After		p-value
	Mean	SD	Mean	SD	
Knowledge	9,70	3,229	15,33	2,771	0,000
Attitude	23,13	2,113	24,07	1,946	0,006

Table 3 shows the results of knowledge and attitude variables that there are differences between before and after treatment. This is indicated by the *p value* between the two variables < 0.05 . There was an increase in the mean value in the research variable from 9.70 to 15.33, and an increase in the mean value in the attitude variable from 23.13 to 24.07

DISCUSSION

The Effect of Leaflet Media on Increasing Knowledge of Exclusive Breastfeeding for Pregnant Women in Stunting Prevention

There is an influence of counseling with leaflet media on increasing knowledge obtained ρ -value of $0.000 < \alpha (0.05)$ and an increase in the mean value of the knowledge variable from

9.70 to 15.33. One of the factors that influence the increase in one's knowledge is because the media used can explain information that cannot always be given oral understanding (Prastowo, 2014). Tools have a very important role to explain information so that it can be understood optimally (Wulandari et al., 2023). There is an increase in knowledge after counseling with leaflets conducted on pregnant women in the working area of the Muara Satu Health Center in Lhokseumawe City (Marlina et al., 2023). Health counseling provided by health workers requires appropriate media so that messages are more easily conveyed. Leaflets are an easy medium to develop. The use of leaflet media in health counseling can increase mothers' knowledge and attitudes about exclusive breastfeeding (Hardjito, 2023)

Changes in cadre knowledge before and after multimedia intervention education shows that leaflet media is most dominant in influencing changes in cadre knowledge at the Pabbentengan Gowa Health Center. This is because leaflet media can be held and read directly by respondents and repeatedly (Delsyah & Idris, 2023). Promotional media is very influential on maternal understanding. There is a difference in the effect between leaflet and video media on the knowledge of breastfeeding mothers at the Datar Kotou Health Center, Murung Raya Regency (Herlinadiyaningsih, 2021). Leaflet media is also proven to be able to increase mothers' knowledge about exclusive breastfeeding which is carried out in the form of counseling activities. There was a difference in pre-test and post-test knowledge scores ($p = 0.001$) (Balqis et al., 2023). Counseling for prospective brides using leaflet media can significantly increase knowledge about exclusive breastfeeding ($p = 0.003$) in Banda Aceh City, knowledge increased from 26.3 to 33.1 (Rahmad et al., 2022). Another study using leaflet media in SMAN 5 Makassar City students also showed the influence of education through leaflet media on knowledge ($p \text{ value} = 0.000 < 0.05$) (Azhari et al., 2021). Similar results were also shown in a study conducted in Kupang City with the average score before counseling with leaflet media of 44.66 and after counseling using leaflet 94.22 (Purimahua et al., 2021)

The Effect of Leaflet Media on Attitudes in Exclusive Breastfeeding for Pregnant Women in Stunting Prevention

There is an effort of counseling with leaflet media on improving attitudes obtained p -value of $0.006 < \alpha (0.05)$ and an increase in the mean value of the attitude variable from 23.13 to 24.07. Attitude is an evaluative statement of an object, person or event. Attitude consists of various levels including accepting, responding, respecting and being responsible (Ramadhanti et al., 2019). Breastfeeding education with media (booklet) can improve mothers' attitudes about the importance of exclusive breastfeeding (Wulandari et al., 2023). Improved maternal attitudes affect the knowledge of breastfeeding mothers. This shows that knowledge can influence and/or determine a person's attitude. Factors that influence attitude include emotional, environmental and experiential factors (Notoatmodjo, 2014). There is an effect of leaflet media education interventions on the attitude of cadres in the Pabbentengan Health Center working area in Makassar city with $p \text{ value} = 0.026$ (Delsyah & Idris, 2023). In addition, it is proven that there was a higher increase in maternal knowledge and attitudes towards toddler growth and development using the counseling method with leaflet media compared to the counseling method without leaflet media (Ramadhanti et al., 2019). The increase in respondents' attitudes also increased after providing counseling using leaflet media with a $p \text{ value}$ of 0.000 which means $p < 0.005$. These results corroborate that there is an influence of leaflet media on respondents' attitudes (Purimahua et al., 2021). Print media is a supporting tool as a health promotion effort are able to influence the improvement of the attitude of pregnant women. One of the media used is leaflets and banners carried out health promotion for pregnant women in the Blangpidie Health Center area, Blangpidie District,

Southwest Aceh Regency. There is a significant difference between the attitudes of respondenstd before and after treatment with a difference in the mean value of 6.64 and p value (0.000) (Irmansyah, 2018)

CONCLUSION

There is an effect of counseling with leaflet media on increasing knowledge, obtained a p-value of $0.000 < \alpha (0.05)$ and an increase in the mean value of the knowledge variable from 9.70 to 15.33 and there is an effect of counseling with leaflet media on improving attitudes obtained p-value of $0.006 < \alpha (0.05)$ with a mean value of 23.13 to 24.07.

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