

IMPLEMENTATION OF EXCLUSIVE BREASTFEEDING COUNSELING FOR PROSPECTIVE BRIDES IN LUENG BATA DISTRICT, BANDA ACEH CITY

Pelaksanaan konseling ASI eksklusif kepada calon pengantin di wilayah Kecamatan Lueng Bata, Kota Banda Aceh

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ABSTRAK

Pentingnya peningkatan pengetahuan tentang ASI eksklusif bagi calon ibu di Provinsi Aceh berupaya untuk keberhasilan pemberian ASI eksklusif mencapai di atas capaian nasional 69,7%. Praktik menyusui optimal merupakan salah satu kunci keberhasilan dalam menurunkan stunting. Konseling merupakan praktik paling esensial dalam meningkatkan pengetahuan calon ibu atau pada calon pengantin, didukung penggunaan media seperti flyer lebih sangat memudahkan dalam memahami pentingnya pemberian ASI eksklusif bagi bayi. Kegiatan pengabdian masyarakat ini bertujuan untuk meningkatkan pengetahuan calon pengantin melalui pemberian konseling tentang ASI eksklusif menggunakan media flyer. Pengabdian kepada masyarakat (PKM) dilakukan pendekatan *pretest posttest non-equivalent group*, yaitu memberikan konseling ASI eksklusif kepada calon pengantin di Kecamatan Lueng Bata. Jumlah partisipan sebanyak 20 orang (10 pasangan), kegiatan dilakukan pada tahun 2020. Media konseling yaitu flyer ASI eksklusif dari Kementerian Kesehatan RI. Pengumpulan data dilakukan melalui wawancara menggunakan kuesioner. Evaluasi dilakukan secara deskriptif terdiri dari *pretest* dan *posttest*. Hasil menunjukkan bahwa terdapat peningkatan rata-rata pengetahuan antara sebelum (26,3) dengan setelah (33,1) diberikan konseling ASI eksklusif menggunakan media flyer pada calon pengantin, atau terdapat peningkatan pengetahuan sebesar 60,0%. Kesimpulan, konseling ASI eksklusif menggunakan media flyer dapat meningkatkan pengetahuan atau pemahaman calon pengantin tentang ASI eksklusif kearah yang lebih baik.

Kata Kunci: ASI eksklusif, calon pengantin, konseling, pengetahuan

ABSTRACT

The importance of increasing knowledge about exclusive breastfeeding for expectant mothers in Aceh Province is an effort to achieve exclusive breastfeeding success above the national achievement of 69,7%. Optimal breastfeeding practices are one of the keys to success in reducing stunting. Counseling is essential in increasing the knowledge of prospective mothers or brides, supported by the use of media such as flyers that make it easier to understand the importance of exclusive breastfeeding for babies. This community service activity aims to increase the knowledge of prospective brides through counseling on exclusive breastfeeding using flyer media. Community service was carried out using a pretest-posttest non-equivalent group approach, namely providing exclusive breastfeeding counseling to prospective brides in Lueng Bata District. The number of participants was 20 people (10 couples), and activities were carried out in 2020. The counseling media is an exclusive breastfeeding flyer from the Indonesian Ministry of Health. Data collection was conducted through interviews using a questionnaire. The evaluation was carried out descriptively, consisting of a pretest and a posttest. The results showed an increase in average knowledge between before (26,3), and after (33,1) exclusive breastfeeding counseling was given using flyer media to prospective brides, or there was an increase in knowledge of 60,0%. In conclusion, through flyer media, exclusive breastfeeding counseling can improve the knowledge or understanding of prospective brides about exclusive breastfeeding.

Keywords: Bride, counseling, exclusive breastfeeding, knowledge



INTRODUCTION

In order to achieve optimal growth, development, and health, infants should be exclusively breastfed for the first six months¹. Furthermore, to fulfill the baby's nutrition, the mother gives complementary foods and breast milk until the baby is two years old. In Indonesia, through the community nutrition improvement program, the Ministry of Health has set a target for exclusive breastfeeding coverage until six months of age to reach 80%^{2,3}.

Globally, policies to increase the achievement of exclusive breastfeeding are focused on the first 1000 days, known as Scaling Up Nutrition (SUN)⁴. The Scaling Up Nutrition Movement is a global effort from various countries to strengthen commitments and action plans to accelerate nutrition improvement, especially handling nutrition from 1,000 days from pregnancy to 2 years of age. This movement is a response of countries in the world to the condition of nutritional status in most developing countries and due to uneven progress in achieving the Millennium Development Goals / MDGs^{5,6}.

The community, especially adolescents, pregnant women, breastfeeding mothers, and children under two years of age, are the national movement's main targets to accelerate nutrition improvement in the first thousand days of life⁷. The objective of the first one thousand days of life is to meet the food and nutrition needs of mothers and children in order to realize their rights and maximize their potential by the end of 2025. Children under five are stunted (20%) and underweight (5%), have low birth weight (30%) and have no overnutrition. In addition, 50% of women of childbearing age are not anemic, and 50% exclusively breastfeed for up to six months⁸.

Several studies have shown that the success rate of exclusive breastfeeding can reach almost 100% if there is support from the husband. Conversely, if the husband does not care, the success rate is only 30%. Therefore, it is essential to provide knowledge about the importance of exclusive breastfeeding for mothers so that the success of exclusive breastfeeding reaches 100% and can create healthy and intelligent future generations⁹. All

support for breastfeeding mothers through the support of the husband means the most to the mother. Husbands can play an active role in the success of exclusive breastfeeding because they will determine the smoothness of the milk ejection reflex. Husband support is one of the essential factors in triggering the oxytocin reflex so that milk production increases¹⁰. Therefore, increasing the understanding of husbands regarding the importance of exclusive breastfeeding is very necessary. Increasing knowledge to both husbands and wives can be done by providing nutritional counseling through flyer media^{11,12}.

The understanding and knowledge of mothers in Aceh about exclusive breastfeeding from 0-6 months of age is essential. It is known that only 11.6% of high school graduates go on to higher education, and those who do not do so enter marriage, even though marriage at a young age carries risks that cannot be ignored. Those who enter marriage generally have inadequate physical readiness and knowledge, so they must be prepared. Therefore, pregnant women must be prepared both physically (good nutrition, no anemia) and with knowledge about the growth and development of toddlers^{13,14}. This preparation can be done through nutritional counseling to prospective brides who make marriage contracts at the Religious Affairs Office.

In general, the purpose of this community service is to increase the knowledge of prospective brides in the Lueng Bata District area related to the science of exclusive breastfeeding for babies up to 6 months of age. So that specifically, the bride-to-be has information and knowledge to apply/apply exclusive breastfeeding to her baby until the age of 6 months.

METHOD

Community service related to exclusive breastfeeding counseling for prospective brides as formulated in the problem and referring to the objectives of community service activities (PKM). The conceptual framework in this activity can be described as follows:

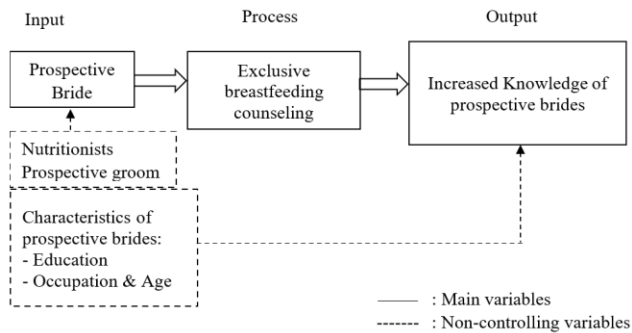


Figure 1. Conceptual framework

This PKM activity was carried out in Lueng Bata District, Banda Aceh City, in 2020. The target of the PKM implementation is the mother of the bride-to-be, a prospective bride who has completed the contract administration. This activity uses ten couples or 20 respondents. This group is the main target in conducting exclusive breastfeeding counseling, and this group is considered to have strategic value in reducing the prevalence of stunting following the 1000 HPK theory. In this group, there is also a high risk (if the 1000 HPK theory is not applied) of increasing the stunting of children.

The availability of several facilities such as materials and tools below, supports this service activity.

1. Questionnaires were used for the data collection process, both pretest and posttest.
2. Flyer¹⁵, the media used to increase the understanding of prospective brides about exclusive breastfeeding through counseling.
3. Modules and GBPP, a collection of materials and units of learning events distributed to prospective brides.
4. Laptop and Infocus, as supporting facilities during counseling.
5. Camera, as evidence or documentation of activities.
6. Community service activity banners.

The evaluation design of activities in this service is based on a pretest posttest non-equivalent group approach. This experimental approach controls the design situation before and after the intervention using a group as a comparison. The target audience is a non-

random assignment which can be described as follows (evaluation model):

$$O_1 \text{ — } X_1 \text{ — } O_2$$

Description:

O_1 = Pretest measurement of knowledge of prospective brides related to knowledge before being given counseling on exclusive breastfeeding.

X_1 = Intervention treatment or exclusive breastfeeding counseling to prospective brides using flyer media.

O_2 = Posttest measurement of their knowledge after being given counseling on exclusive breastfeeding.

The assessment stage begins with the first posttest measurement after consultation on exclusive breastfeeding, which is to evaluate the results of the counseling that has been carried out. The measuring instrument used is a structured questionnaire and checklist observation. In the next stage, each mother given counseling will be visited at home (door to door) to see understanding and knowledge after counseling related to exclusive breastfeeding. The evaluation at the second stage, namely in the second week after counseling, still uses a questionnaire that is interviewed directly. The evaluation was conducted using a structured questionnaire. The expectation is that couples who have received two weeks of counseling on the importance of exclusive breastfeeding for infants until the age of 0 - 6 months so that when they have a baby, they will be able to apply the knowledge gained during counseling. Thus the babies of couples who have been counseled receive exclusive breastfeeding.

RESULTS AND DISCUSSION

Characteristics of the Bride

Prospective brides used as targets in this community service based on characteristics (Table 1) illustrate that they are generally 19-25 years old, which is 85,0%. Furthermore, when viewed based on educational characteristics, it is generally described that prospective brides in this counseling have a associate degree (40,0%) and undergraduate (35,0%).

Table 1. Distribution of bride characteristics

| Characteristics of the Bride | Distribution of | |
|------------------------------|-----------------|-------|
| | f | % |
| Age | | |
| 19 – 25 years old | 17 | 85,0 |
| 26 – 32 years old | 3 | 25,0 |
| Education | | |
| High school | 5 | 25,0 |
| Associate Degree | 8 | 40,0 |
| Undergraduate | 7 | 35,0 |
| Total | 20 | 100,0 |

These results illustrate that people think higher education should precede marriage. Instead, marriage is what they prioritize¹⁶. It is undoubtedly based on their age factor. Of course, if they are over 30 years old (usually completing S2 education or undergraduate), that is not of interest to young people due to many factors. Furthermore, according to Wawan & Dewi¹⁷, education is needed to obtain

information such as things that support health to improve the quality of life. The higher a person's level of education, the easier it is to receive information and have a lot of knowledge. Conversely, lack of education will hinder the development of one's attitude towards newly introduced values.

Prospective Brides Knowledge

The prospective bride who is given counseling about exclusive breastfeeding is specifically focused on the bride, but the groom is also given counseling to support the bride's knowledge. It is because the bride-to-be will be the one who will do the breastfeeding and breastfeeding process and will be the one who will become a mother, in addition to the location factor (the implementation of the contract at the bride's place). The bride-to-be's knowledge about exclusive breastfeeding before and after counseling can be seen in the following distribution.

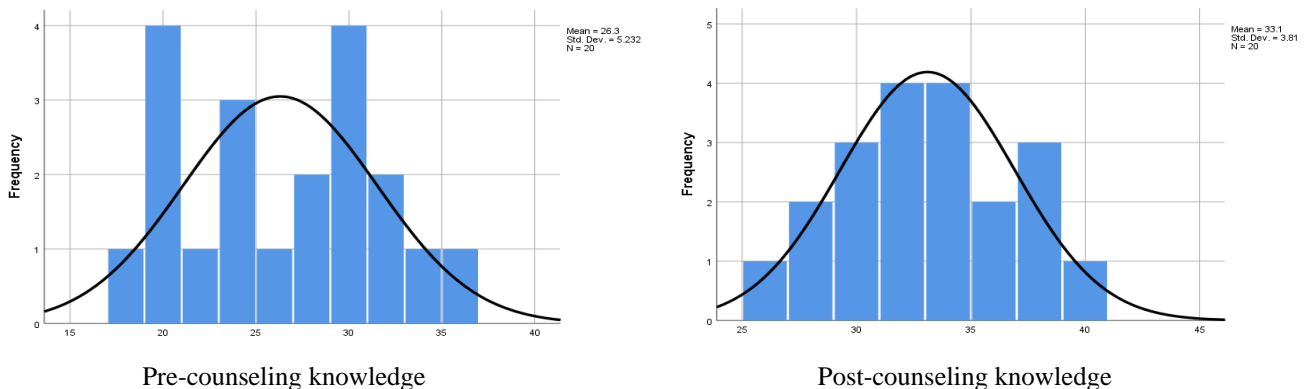


Figure 2. Distribution of knowledge of prospective brides based on pretest and posttest

The knowledge of prospective brides was measured using a questionnaire to see their understanding of exclusive breastfeeding (questionnaire attached) both before counseling (pretest) and after counseling (posttest). Based on Figure 2, it is illustrated that before counseling, it is known that the average knowledge of prospective brides about exclusive breastfeeding is 26,3, with a deviation of 5,232. In addition, it can also be seen that the lowest knowledge score is 18, and the highest is 35. Furthermore, after counseling using flyer media, there was an increase in the average knowledge

of 33,10, with a deviation of 3,810. Based on the level of before being given counseling about exclusive breastfeeding, the knowledge of prospective brides about exclusive breastfeeding above the average is only 53,3%. Furthermore, after being given counseling, it increased to 60,0%. Descriptively, this means that at least the counseling provided can change the understanding of prospective brides about exclusive breastfeeding in a better direction.

Knowledge about exclusive breastfeeding can be obtained through formal education and information from colleagues with a health

background or from the mass media because knowledge is not only from individual beliefs or beliefs but an effort to find out or through personal experience with others^{18,19}. Notoatmodjo's theory²⁰ supports this, that knowledge is the result of knowing. It occurs after people sense through the five senses of a particular object, where most human knowledge is obtained through the eyes and ears. According to Chergui et al.²¹, knowledge includes a cognitive domain with six levels: knowing, understanding, application, analysis, synthesis, and evaluation. Knowledge or cognition is an essential domain for the formation of one's actions.

In addition, the counselor factor is very decisive for success in counseling. According to Jumail²², guidance and counseling will work well according to the competence of the counselor. Therefore, adequate competence is needed from a counselor so that they can run according to what is desired. Following Permendiknas No. 27 of 2008 concerning Standards for Academic Qualifications and Counselor Competencies (SKAKK), it is explained that the academic qualifications of counselors in educational units in formal education are Bachelor of Education (S-1) in the field of counseling guidance²³. Furthermore, the vital role of the counselor in the success of counseling is the opinion of Ramlan & Margawati²⁴ that a counselor must be able to foster an attitude of trust and motivation in clients so that their clients can interact with each other and accept the existence of the counselor as a source of information. It will impact the client's courage in disclosing information that was not faced before.

Based on the comparison of the research results above, it can be assumed that their age and education influence the knowledge of prospective brides in Lueng Bata District. At the time of this service activity, it is evidenced by some clients (prospective brides) aged 19-25. It is easier to understand the explanation of exclusive breastfeeding delivered in counseling compared to those aged 26-32. There is good feedback and discussion between 19-25 years old and the counselors. In addition, the bride-to-be's education level also influenced the counseling process. It was known that when the counselors

conducted community service activities, most of the brides-to-be who had a high level of education (diploma and bachelor's degree) were easier to answer the questions asked by the counselors.

The counselor factor greatly determines the bride-to-be in changing her knowledge. A counselor must be innovative and creative in communicating well with clients. For example, counseling modules, using appropriate media and good communication tools, and mastering information knowledge and technology are essential for a counselor²⁵. Counselors must also be professional in dealing with their clients. Counselors are required to grow and develop in expanding their horizons, so they are not satisfied with existing knowledge and maintain the quality of their existence²⁶. All of these must exist in a higher gradation to uphold the professional values of a counselor, especially exclusive breastfeeding counselors²⁷.

The results of this service activity, specifically for prospective brides, can gain knowledge about exclusive breastfeeding for babies aged 0 - 6 months. Increased knowledge will affect attitudes and behavior toward positive forms. So that when they become parents, they will be able to apply the knowledge they have gained to help start their lives well. Breastfed infants have good weight gain after birth, good growth after the perinatal period, and reduced possibility of obesity, and breastfeeding can significantly reduce the prevalence of stunting.

CONCLUSIONS

After implementing community service activities related to exclusive breastfeeding counseling to prospective brides, the implementation of community service in the form of exclusive breastfeeding counseling and guidance activities, so that prospective brides get better knowledge. Exclusive breastfeeding counseling activities can improve prospective brides' knowledge, namely related to exclusive breastfeeding for babies up to 6 months of age. The specific result is that prospective brides have the information and knowledge to apply exclusive breastfeeding to their babies until the age of 6 months so that it can reduce the prevalence of stunting in toddlers.

RECOMMENDATIONS

Cross-sectoral actions are expected to alleviate the problem of stunting both in the form of specific and sensitive interventions. The acceleration of the 1000 HPK (golden period) program, namely nutritional improvement, is prioritized in the first thousand days of life, namely 270 days during pregnancy and 730 days in the baby's first life.

For health workers at the Puskesmas, it is also expected that there will be follow-up counseling in increasing the exclusive breastfeeding rate as a reference in providing counseling to prospective brides to prospective brides. It can be done intensively by involving professional counselors from universities and the health department.

The next stage is essential to provide exclusive breastfeeding counseling again and should involve husbands continuously in exclusive breastfeeding counseling activities. It should be done by educational institutions or elements of universities or health service institutions, or other related institutions to realize efforts to increase exclusive breastfeeding.

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