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# The Effect of Counseling with Leaflet Media and Simulations on Knowledge and Attitudes in Breastfeeding Mothers in the Working Area of the Tanggetada Health Center, Kolaka Regency

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### ABSTRACT

**Introduction:** Data on breastfeeding coverage in Indonesia in 2022 shows that the figure is only 67.96%, lower than the 2021 figure of 69.7%. This shows that more comprehensive assistance is needed to increase breastfeeding rates. This study aims to analyze the effect of counseling with leaflet media and simulations on knowledge and attitudes of breastfeeding mothers in the working area of the Tanggetada Health Center, Kolaka Regency.

**Method:** This type of research is quasi experiment. The population of this study is 60 people with a sample of 30 people. Sample withdrawal uses cluster random sampling. Data collection uses questionnaires in the form of data on respondent identity, knowledge and attitudes. Data analysis using Mann Whitney test.

**Result:** The results of the study obtained the knowledge variable ( $p\text{-value} = 0,012 < \alpha (0,05)$ ) and attitude variables ( $p\text{-value} = 0,011 < \alpha (0,05)$ ).

**Conclusion:** There are differences between leaflet media groups and simulations on knowledge and attitudes of breastfeeding mothers in the working area of the Tanggetada Health Center, Kolaka Regency.

### Introduction

Government Regulation Number 33 of 2012 Article 6 concerning Breastfeeding, a mother is obliged to give breast milk to her newborn baby. By focusing on the growth and development of babies and increasing the participation and support of families, communities, local governments, and the government in the provision of breast milk,

government regulations strives to ensure the fulfillment of the baby's right to breast milk from birth.<sup>[1]</sup>

Based on data from the Health Profile of the Republic of Indonesia, the success of breastfeeding in Indonesia has fluctuated over the past three years, namely 2018, 2019, and 2020. In 2018, the success rate of breastfeeding in

Indonesia reached 52.3% and in 2019 the figure was 55.7%. However, in 2020, the success rate of breastfeeding in Indonesia actually dropped to 54.0%.<sup>[2]</sup> According to data from the Southeast Sulawesi Health Office, the success rate of breastfeeding in the area in 2018 was 32.90%, in 2019 it was 54.15%, and in 2020 it was 46.63%.<sup>[3]</sup> Meanwhile, in Kolaka Regency, of the 2,347 newborns under the age of six months in 2022, 57.4% of them were breastfed babies, down 69% from the previous year.<sup>[4]</sup>

The achievement of breast milk at the Tanggetada Health Center for 3 consecutive years has undergone significant changes. In 2018 the achievement of breastfeeding was at 47.25%, in 2019 it increased to 42.13%, and in 2020 it was 63.45%. Even so, this is still far from the target of Government Regulation of the Republic of Indonesia Number 33 of 2012 article 6 of the target of breastfeeding achievement in Indonesia is 100%.<sup>[5]</sup>

Based on the data obtained, it shows that more comprehensive assistance is needed to increase the breastfeeding rate. In its implementation, an integrated approach involving health workers and support from other groups and individuals, including family welfare empowerment, community leaders, local governments, and community empowerment as pioneers in breastfeeding is needed.<sup>[6]</sup>

Research conducted by Rahayu stated that mentoring breastfeeding mothers has increased knowledge about lactation management. With the increase in maternal knowledge, it is hoped that mothers will continue to breastfeed in all conditions, because by breastfeeding, family resilience can be maintained to achieve a prosperous family.<sup>[7]</sup>

A preliminary study by researchers on breastfeeding mothers in the Tanggetada Health Center area, that low breastfeeding is due to the fact that mothers' milk production is not smooth so that mothers feel anxious about not meeting the needs of their babies. Another obstacle is that breastfeeding mothers also do not get support from

the family in giving breast milk only to their babies, even the family supports providing additional formula milk for their babies is the right solution according to the family.

Based on the above background, this study aims to analyze the influence of counseling with leaflet media and simulations on breastfeeding mothers on knowledge and attitudes in the Working Area of the Tanggetada Health Center, Kolaka Regency.

## Method

This type of research is a quasi-experiment. The population in this study is all mothers who breastfeed their children aged 0-3 months in the working area of the Tanggetada Health Center, Kolaka Regency as many as 60 people. The research sample consisted of a treatment group using leaflet media and a simulation method of 30 people each, with sample withdrawal using the cluster random sampling technique. The research procedure consists of three stages, which begin with the implementation of a pre-test using a questionnaire, followed by counseling using leaflets and simulations, and finally re-evaluation (post-test) using a questionnaire. The analysis uses the statistics of the Mann Whitney test which is used to test two independent samples in the form of ordinal data.

## Result

**Table 1** showed that of the 60 respondents, the most knowledge during the pre-test was less than 46 (76.7%) and the most knowledge during the post-test was good as much as 51 (85%).

**Table 2** showed that of the 60 respondents, the most attitude during the pre-test was less than 49 (81.7%) and the most attitude during the post-test was good as much as 53 (88.3%).

**Table 3** showed that the results of the Mann Whitney test on the knowledge variable  $p$  value ( $0.012$ )  $< 0.05$  which means that there is a

difference in the knowledge of groups that use leaflet media with the simulation method in breastfeeding mothers. In the attitude variable, the  $p$  value ( $0.011$ )  $< 0.05$  which means that there is a difference in the attitude of the group that uses

leaflet media with the simulation method in breastfeeding mothers.

**Table 1.**  
**Distribution of Respondents According to Knowledge at the Tanggetada Health Center, Kolaka Regency**

Knowledge	Pre Test		Post Test	
	n	%	n	%
Good	14	23,3	51	85,0
Less	46	76,7	9	15,0
Total	60	100	60	100

**Table 2.**  
**Distribution of Respondents According to Attitudes at the Tanggetada Health Center, Kolaka Regency**

Attitude	Pre Test		Post Test	
	n	%	n	%
Good	11	18,3	53	88,3
Less	49	81,7	7	11,7
Total	60	100	60	100

## Discussion

### Knowledge of Pre and Post Health Counseling

Before the intervention in the form of nutrition counseling using leaflets and simulations was carried out, the results of the sample knowledge questionnaire recap showed that most of the sample knowledge had insufficient knowledge, namely 46 (76.7%). Lack of knowledge of mothers about breastfeeding is caused by the lack of education in the community so that before counseling, many mothers may not get enough information about breastfeeding from their environment. The information available can be incomplete or even incorrect, affecting the mother's understanding of the importance of breastfeeding. In many communities, counseling programs or campaigns about breastfeeding may still be limited, so many mothers have never received proper information about breastfeeding.<sup>(8)</sup>

Prior to counseling, mothers were more likely to be exposed to advertisements for formula that claimed to be equal or even better substitutes than breast milk, reducing their belief in the importance of breastfeeding. Nutrition counseling is essential to address this lack of knowledge by providing correct information and building awareness about the importance of breastfeeding for maternal and infant health.

After nutrition counseling through brochures and simulations (post-test), there was a significant change in the level of knowledge of the samples. Of the 51 samples (85%), the majority had good knowledge.

Mothers of toddlers can get guidance on how to live a healthy life despite having limitations or health problems as parents by participating in Integrated Service Post activities. This experience will result in an increase in knowledge, especially knowledge that is the basis

of attitudes and can stimulate interest in attending Integrated Service Post activities for toddlers on a regular basis every month.

Implement community-based education programs, especially in rural or remote areas, where access to information may be limited. Education can be done through meetings of mothers, Integrated Service Post, or breastfeeding support groups.<sup>[9]</sup> Visual educational materials with the use of posters, pamphlets, and educational videos that are easy to understand by the general public. This material should be available in places frequented by pregnant and lactating women, such as clinics, markets, or community service centers.

In line with Fitriyanti's research, the results obtained are that cadres have better knowledge and skills in providing education to pregnant women about their health.<sup>[10]</sup> In line with the findings by Rahayu who stated that the use of flipchart media and educational control cards can influence the attitude and knowledge of breastfeeding mothers about breastfeeding.<sup>[7]</sup>

### **Attitude of Pre and Post Health Counseling**

Before the intervention in the form of nutrition counseling using leaflets and simulations was carried out, the results of the sample attitude questionnaire recap showed that most of the sample attitudes had a poor attitude, namely 49 (81.7%). Mother's lack of attitude about breastfeeding is caused by a lack of proper information, namely mothers who have not received nutrition counseling may not have a deep understanding of the benefits of breastfeeding for the health of babies and mothers.

Poor maternal attitudes are also influenced by social norms and traditions such as in some cultures, there may be beliefs or traditions that do not support breastfeeding. For example, in some communities, giving solid food or formula early on may be considered normal or even better. there are pressures from the environment such as the mother may be pressured by family, friends, or the community not to breastfeed or breastfeed in a suboptimal way, such as breastfeeding only for a

short time or not exclusively. Lack of support from the family in this case from the partner, family, or surrounding environment. Without support, mothers may find it difficult to start or continue breastfeeding.<sup>[11]</sup>

After (post-test) nutrition counseling was carried out through leaflets and simulations, the attitude of the sample experienced significant changes, most of which were good attitudes as many as 53 samples (88.3%). This is influenced by accurate information such as nutrition counseling providing mothers with accurate information about the benefits of breast milk for the health of babies and mothers. After understanding that breast milk contains all the essential nutrients that babies need, as well as its benefits in boosting immunity, mothers become more confident and motivated to breastfeed. Another factor is that eliminating myths such as counseling helps correct misunderstandings and myths that mothers may have before counseling, such as the assumption that formula milk is better or that breast milk is not enough for the nutritional needs of babies.

Through counseling, mothers receive the support they need, both from health workers and from the community. This support helps boost mothers' confidence in their ability to breastfeed, address any issues that may arise, and feel supported in their choice to breastfeed.<sup>[12]</sup>

In line with the research of Fresianly et al., which shows that breastfeeding success is influenced by breastfeeding mentoring and counseling.<sup>[13]</sup> The findings of this study are consistent with the study of Ida et al., which found that prolactin levels differed before and after hypno-breastfeeding and that this intervention could help breastfeeding mothers to successfully breastfeed their babies.<sup>[14]</sup>

### **Conclusion**

Based on the results of the study, it was found that there were differences in knowledge and attitudes of groups that used leaflet media with simulation methods on breastfeeding mothers in

the working area of the Tanggetada Health Center, Kolaka Regency.

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