

EFEKTIVITAS PROMOSI KESEHATAN DENGAN VIDEO TENTANG PIJAT LAKTASI DI ERA NEW NORMAL TERHADAP PENGETAHUAN IBU HAMIL TRIMESTER III DI RS ST. CAROLUS TAHUN 2021

Tantya Illona Putri¹, Gisely Vionalita², Mayumi Nitami³, Intan Silviana⁴

Fakultas Ilmu-Ilmu Kesehatan Universitas Esa Unggul

Correspondance author : tantyaip25@gmail.com

Abstract

The implementation of education classes for pregnant women such as lactation massage which was a routine activity before the pandemic could not be carried out with the implementation of social restrictions and physical distancing policies by the government. Based on observations of 7 postpartum mothers, there were 5 mothers who had problems with breast milk not coming out. After the assessment, the mother did not have knowledge about lactation, including how to launch breast milk production with lactation massage. Health promotion efforts were carried out by St. St. Hospital. Carolus by developing electronic/digital media, namely making educational videos about lactation massage. The purpose of this study was to determine the effectiveness of health promotion using videos about lactation massage in the new normal era on maternal knowledge at St. Hospital. Carolus. This type of research is quantitative with experimental research design One Group Pretest Posttest Design. The study was conducted in July 2021. The sampling method used a total sampling of 20 pregnant women in the third trimester. Analysis of univariate and bivariate data using paired t-test which has been tested for validity and reliability of the questionnaire using Cronbach alpha ($\alpha=0.744$). The results of univariate analysis: the proportion of knowledge level of pregnant women in the third trimester before being given health promotion with videos, mothers can correctly answer questions about the meaning of lactation massage by 55%, the benefits of lactation massage by 70%, the best time to follow lactation counseling by 85%, the number of stages of massage by 70%, the first stage of massage by 25%, movements in the nipples by 60%, movements to express breast milk by 50% and movements in the breasts by 40% with a mean value of 58.125. After being given a health promotion with video, mothers can answer correctly about the meaning of lactation massage by 80%, the benefits of lactation massage by 90%, the best time to follow lactation counseling by 100%, the number of stages of lactation massage by 85%, the first stage of massage by 65%, movement in the nipple by 75%, movement to express breast milk by 85%, movement in the breast by 70% with a mean value of 81.250. Results of bivariate analysis: There was a difference between knowledge of third trimester pregnant women about lactation massage before being given counseling and after being given counseling ($p\text{-value} = 0.000$). Suggestions for hospitals are to provide health promotion of lactation massage using videos to increase knowledge of pregnant women.

Abstrak

Penyelenggaraan kelas edukasi ibu hamil seperti pijat laktasi yang merupakan kegiatan rutin sebelum pandemi tidak dapat dilakukan dengan diberlakukannya kebijakan pembatasan social dan *physical distancing* oleh pemerintah. Berdasarkan observasi terhadap 7 ibu pasca melahirkan terdapat 5 ibu mengalami masalah ASI belum keluar. Setelah dilakukan pengkajian ibu belum memiliki pengetahuan tentang laktasi termasuk cara melancarkan produksi ASI dengan pijat laktasi. Upaya promosi kesehatan dilakukan RS St. Carolus dengan mengembangkan media elektronik/ digital yaitu membuat video edukasi tentang pijat laktasi. Tujuan penelitian ini untuk mengetahui efektivitas promosi kesehatan menggunakan video tentang pijat laktasi di era new normal terhadap pengetahuan ibu di Rumah Sakit St. Carolus. Jenis penelitian ini adalah kuantitatif dengan desain penelitian eksperimental Rancangan One Group Pretest Posttest. Penelitian dilakukan pada bulan Juli 2021. Metode pengambilan sampel menggunakan total sampling berjumlah 20 ibu hamil trimester III. Analisa data univariat dan bivariat menggunakan uji paired t-test yang telah diuji validitas dan reliabilitas kuisioner menggunakan *cronbach alpha* ($\alpha=0,744$). Hasil analisa univariat: proporsi tingkat pengetahuan ibu hamil trimester III sebelum diberikan promosi kesehatan dengan video, ibu dapat menjawab benar pertanyaan mengenai pengertian pijat laktasi sebesar 55%, manfaat pijat laktasi sebesar 70%, waktu terbaik mengikuti konseling laktasi sebesar 85%, jumlah tahapan pemijatan sebesar 70%, tahapan pertama pemijatan sebesar 25%, gerakan pada putting sebesar 60%, gerakan untuk memerah ASI sebesar 50% dan gerakan pada payudara sebesar 40% dengan nilai mean 58,125. Setelah diberikan promosi kesehatan dengan video, ibu dapat menjawab benar mengenai pengertian pijat laktasi sebesar 80% , manfaat pijat laktasi sebesar 90% , waktu terbaik mengikuti konseling laktasi sebesar 100% , jumlah tahapan pijat laktasi sebesar 85% , tahapan pertama pemijatan sebesar 65%, gerakan pada puting sebesar 75% , gerakan untuk memerah ASI sebesar 85%, gerakan pada payudara sebesar 70% dengan nilai mean 81,250. Hasil analisis bivariat: Adanya perbedaan antara pengetahuan ibu hamil trimester III tentang pijat laktasi sebelum diberikan penyuluhan dan setelah diberikan penyuluhan ($p\text{-value} = 0,000$). Saran untuk Rumah Sakit adalah memberikan promosi kesehatan pijat laktasi menggunakan video untuk meningkatkan pengetahuan ibu hamil.