

ABSTRACT

Latar Belakang: ASI eksklusif merupakan sebuah proses menyusui yang diberikan kepada bayi dari usia 0 – 6 bulan tanpa memberikan makanan ataupun minuman lain selain ASI. Teknik pendidikan gizi dengan memberikan edukasi menggunakan metode *emotional demonstration* diduga mampu untuk mengatasi rendahnya pengetahuan, sikap dan intensi terhadap pemberian ASI eksklusif.

Tujuan: Untuk mengetahui pengaruh edukasi *emotional demonstration* terhadap pengetahuan, sikap dan intensi pemberian ASI eksklusif pada ibu hamil di wilayah Puskesmas Cikuya Kecamatan Solear Kabupaten Tangerang.

Metode: Jenis penelitian kuantitatif metode *quassy eksperimental design* dengan pendekatan *pre-test* dan *post-test*. Tempat penelitian dilaksanakan di Desa Solear wilayah Puskesmas Cikuya, Kecamatan Solear, Kabupaten Tangerang Provinsi Banten. Teknik pengambilan sampel penelitian ini menggunakan *Non-Probability Sampling* teknik *Purposive Sampling*. Jenis analisis statistik yang digunakan pada penelitian ini adalah uji statistik *Paired Sample T-test* dengan derajat kepercayaan 95% ($\alpha = 0,05$).

Hasil: Menunjukkan ada perbedaan rata-rata pengetahuan, sikap dan intensi pemberian ASI eksklusif sebelum dan sesudah dilakukan emo demo dengan taraf signifikansi $<0,005$ ($p = 0,000$). Karakteristik responden menunjukkan bahwa usia responden paling banyak berusia dewasa awal (26 – 35 tahun) yaitu sebanyak 42,5%, tingkat pendidikan responden paling banyak memiliki pendidikan akhir SMP (Sekolah Menengah Pertama) yaitu sebanyak 37,5% dan pekerjaan responden paling banyak sebagai ibu rumah tangga yaitu sebanyak 72,5%.

Kesimpulan: Kesimpulan pada penelitian ini yaitu sesudah diberikan intervensi berupa edukasi dengan metode emo demo dapat meningkatkan pengetahuan, sikap dan intensi ibu hamil terhadap pemberian ASI eksklusif. Sehingga dapat dikatakan metode edukasi tersebut cukup berpengaruh terhadap pengetahuan, sikap dan intensi pemberian ASI eksklusif.

Kata Kunci : ASI Eksklusif, Emotional Demonstration, Ibu Hamil

ABSTRACT

Background: Exclusive breastfeeding is a breastfeeding process that is given to babies from the age of 0 – 6 months without giving food or drink other than breast milk. Nutrition education techniques by providing education using the emotional demonstration method are thought to be able to overcome low knowledge, attitudes and intentions towards exclusive breastfeeding.

Objectives: To determine the effect of emotional demonstration education on knowledge, attitudes and intentions to provide exclusive breastfeeding to pregnant women in the Cikuya Community Health Center area, Solear District, Tangerang Regency.

Methods: This type of quantitative research is a quasi-experimental design method with a pre-test and post-test approach. The research location was carried out in Solear Village, Cikuya Health Center area, Solear District, Tangerang Regency, Banten Province. The research was carried out in May – July 2023 with a sample size of 38 respondents. The sampling technique for this research uses Non-Probability Sampling, Purposive Sampling technique. The type of statistical analysis used in this research is the Paired Sample T-test statistical test with a confidence level of 95% ($\alpha = 0.05$).

Results: Shows that there is a difference in the average knowledge, attitude and intention to provide exclusive breastfeeding before and after the emo demonstration with a significance level of <0.005 ($p = 0.000$). The characteristics of the respondents showed that the majority of respondents were early adulthood (26 - 35 years), namely 42.5%, the education level of respondents at most had a junior high school education (Junior High School), namely 37.5% and the most respondents' occupation was as housewives, namely 72.5%.

Conclusions: *The conclusion of this research is that after being given intervention in the form of education using the emo demo method, it can increase the knowledge, attitudes and intentions of pregnant women towards exclusive breastfeeding. So it can be said that this educational method has quite an influence on knowledge, attitudes and intentions to provide exclusive breastfeeding.*

Keywords: *Exclusive Breastfeeding, Emotional Demonstration, Pregnant Women*