



Effects of Using Digital Magazines "Sobat Busui" Against Mother's Knowledge About Breastfeeding

Dina Isfentiani, Alfin Nihayatul Islamiyah, Dwi Purwanti, and Kharisma Kusumaningtyas

Department of Midwifery, Polytechnic of the Ministry of Health Surabaya, Indonesia.
isfentiani@gmail.com

Abstract. Breast milk is best food babies. In this era information technology is developing very rapidly, this brings changes in society. It is possible that breastfeeding mothers also use Android-based media to access information on the internet about breastfeeding. The purpose to analyze the effect of using the digital magazine "Sobat Busui" on mothers' knowledge about breastfeeding. Research method is quantitative research with a Quasi Experiment Design study with one group pre post test design. The independent variable is the use of digital magazines about breastfeeding, the dependent variable is the mother's knowledge about breastfeeding. To analyze the effect using the Wilcoxon test. The results showed good knowledge (56.4%) before using the digital magazine "Sobat Busui" after using the digital magazine "Sobat Busui" showing a good increase in knowledge (70.9%). Wilcoxon test knowledge variable $p = 0.006 (< 0.05)$. This means that there is an effect of using the digital magazine "Sobat Busui" on mothers' knowledge. The conclusion is an increase in mothers' knowledge after using the digital magazine "Sobat Busui".

Keywords: Digital Magazine, Breastfeeding, Knowledge.

1 Introduction

The fatty liquid secreted by the mother's mammary glands and used to feed babies commonly called breast milk. Exclusive breastfeeding means breastfeeding as soon as after delivery until the baby is six months old, given unscheduled and without additional food or drink, even if it's plain water [1] [2]. Breast milk is seen as good nutrition for babies because it is sterile, inexpensive, has an appropriate nutritional composition, and contains antibodies that can prevent disease [3] [4] [5].

The Ministry of Health is targeting to increase the target exclusive breastfeeding to 80%. But in reality there is still a shortage of exclusive breastfeeding in Indonesia, only 74.5% [3]. Information on Indonesia's Health Profile shows the coverage of babies with exclusive breastfeeding of 68.74% in 2018. The exclusive breastfeeding rate of for infants aged 0-6 months in East Java was 61.0% in 2020, down from 68.2% in 2019. This decrease was due to the COVID-19 pandemic, but this coverage was above the target of the 2019 RPJMN 2020, which is 40% based on data [6]. In 2021 the districts/cities with the highest percentage of breastfeeding to babies <6 months are Bojonegoro (92.2%), Magetan (91.7%), and Pacitan (91.6%). Meanwhile, for the city of Surabaya

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T. Triwiyanto et al. (eds.), *Proceedings of the 6th International Conference of Health Polytechnic Surabaya (ICoHPS 2023)*, Advances in Health Sciences Research 72,
https://doi.org/10.2991/978-94-6463-324-5_31

it was 72.2%. From 31 districts in Surabaya according to the data (Anon., 2021) the highest six months old the percentage of exclusive breastfeeding in infants below were Asemrowo Health Center (100%), Pucangsewu (100%), and Mulyorejo (100%). Meanwhile, for the Sidotopo Wetan Health Center (48.69%). If seen from these data, the provision of information for mothers about breastfeeding is still not evenly distributed.

The goal of health education is to persuade or teach society in such a way that individuals are motivated to take actions that enhance and maintain their well-being [7] [8]. In this era, advances in information technology are developing rapidly, this brings changes in society. Almost all levels of Indonesian society own and use Android-based media to facilitate their daily activities. It is possible that breastfeeding mothers also use Android-based media to access information on the internet. According to research [9] exclusive breastfeeding the proportion of to mothers who get counseling through android media users is more than not [10] [11] [12].

Exclusive breastfeeding at the age of 0-6 months is considered very important because during this period babies are still sensitive and susceptible to various diseases [13] [14] [15]. This makes mothers feel less confident in giving milk to their babies. In addition, common factors that often trigger breastfeeding failure include 1) Lack of support from the family, 2) Working mothers, 3) Inappropriate breastfeeding techniques, 4) Difficulty in sucking the baby, 5) Not supporting the nipple, and 6) Myths circulating, such as the notion that diluted milk is not good for babies [16]. Ignorance and lack of understanding of mothers regarding the benefits of breastfeeding and breastfeeding are the main factors that cause mothers to be easily influenced and switch to formula milk [10] [17] [18].

Today, there are 2 out of every 3 babies worldwide who do not receive exclusive breastfeeding for 6 months, and this situation has occurred for the last 20 years [8] [19]. If the baby does not get exclusive breastfeeding, it will have a negative impact on the baby's health. The impact includes an increased risk of death from diarrhea as much as 3.94 times greater than babies who are exclusively breastfeeding [20].

Government Regulation Number 33 of 2012 concerning Exclusive Breastfeeding is a policy regarding exclusive breastfeeding in Indonesia. One of the contents in the fourth part of information and education is about counseling, counseling and assistance regarding the importance of breastfeeding. This is expected to change people's behavior regarding breastfeeding, that breastfeeding is the mother's right to breastfeed and the baby's right to be breastfeeding because breast milk is the best nutrition for babies [21] [22] [23].

Currently there are three existing applications including in research [24] who reported that the use of the Android application "Breastfeeding Fathers" proved effective in increasing the husband's understanding and contribution in exclusive breastfeeding (ASI fathers). Then in research [25] indicated the Sik-Asiek application's impact on understanding and attitudes toward exclusive breastfeeding was successful in raising understanding and attitudes toward exclusive breastfeeding. Next in research [26] that there is an influence on the importance of exclusive breastfeeding through the use of the SITENSIE application can influence the mothers' behavior in giving exclusive breastfeeding. Three studies using these applications are useful and can be used in

education because they are based on Android' which makes users interested in opening them.

Based on the description of the background above and supported by the benefits of breastfeeding, a study was conducted on "The Effects of Using the Digital Magazine "Sobat Busui" on Breastfeeding. Mother's Knowledge About Breastfeeding."

2 Methods

This research uses a type of quantitative research with a Quasi Experiment Design study. As for one group pre post test design, before being given action, the variables are observed or measured first through the initial test. After that, the intervention was carried out' and then measurements or observations were carried out through the final test. This was done in the working area of Sidotopo Wetan Health Center in Surabaya. Starting in September 2022 until January 2023 according to the academic calendar. Then the data collection began in February-March 2023. The number of respondents was 120 mothers who had babies aged between 0-6 months in the working area of the Sidotopo Wetan Health Center, Surabaya City in January. Samples were taken from populations that inclusion and exclusion requirements which were calculated using the slovin formula and obtained 55 samples. The independent variable in this study was the use of digital breastfeeding magazines. Then, the dependent variable is breastfeeding knowledge of breastfeeding mothers. The instruments used were univariate data analysis using the frequency distribution and bivariate using the Wilcoxon Sign Rank Test. Research ethics uses informed consent, anonymity, and confidentiality. Prior to conducting the research, ethical arrangements were carried out through the SIM-EPK Poltekkes of the Ministry of Health in Surabaya and obtained an ethical certificate with number No.EA/1416/KEPK-Poltekkes_Sby/V/2023.

3 Results

Table 1. Frequency Distribution of Respondent Characteristics Based on Age, Education, and Occupation in the Work Area of the Sidotopo Wetan Health Center, Surabaya City, February-March 2023.

No	Characteristics of Respondents	Frequency	Percentage (%)
1	Age		
	<20 years	5	9.1
	20-30 years	42	76.4
	>35 years	8	14.5
	Total	55	100
2	Education		
	No school	0	0
	Elementary Education (SD)	20	36,4
	Secondary Education (SMP-SMA)	30	54.5

	Higher Education (Academy/PT)	5	9,1
	Total	55	100
3	Job status		
	Work	9	16,4
	Doesn't work	46	83.6
	Total	55	100

Based on Table 1, the results of the study in the shows that of the fivetifive respondents who had babies aged 0-6 months, based on age, almost all fourty two respondents (76.4%) were aged 20-35 years. Based on education, most of the 30 respondents (54.5%) had secondary education (junior high school). Based on employment status, almost all 46 respondents (83.6%) did not work.

Table 2. Frequency Distribution of Respondents' Knowledge Before and After Using Digital Magazine "Sobat Busui" About Breastfeeding in the Work Area of the Sidotopo Wetan Health Center, Surabaya City in February-March 2023

Respondent Knowledge	Pre-test		Post test	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Good	31	56.4	39	70.9
Enough	23	41.8	15	27.3
Not enough	1	1.8	1	1.8
Total	55	100	55	100

Based on Table 2 it shows that there was an increase in good knowledge before using the digital magazine "Sobat Busui" from 31 respondents (56.4%) to 39 respondents (70.9%) after using the digital magazine "Sobat Busui". This shows that there is an effect of using the digital magazine "Sobat Busui" on mothers' knowledge about breast-feeding.

Table 3. Results of the Analysis of the Effect of Using the Digital Magazine " Sobat Busui" on Knowledge About Breastfeeding in the Work Area of the Sidotopo Wetan Health Center, Surabaya City in February-March 2023

Information	Amount	Average Rating	Number of ratings
Before and after knowledge Negative dif- ference (knowledge after)	10	13.20	132.00
The difference in positive values (knowledge after > prior knowledge)	23	18.65	429.00

The similarity of values (knowledge after = knowledge before)	22
Total	55

Based on Table 3 shows the results of the analysis that out of 55 respondents, there were 23 respondents who experienced increased knowledge about breastfeeding

Table 4. Results of the Wilcoxon Sign Rank Test The Effect of Using the Digital Magazine "Sobat Busui" on Knowledge About Breastfeeding in the Work Area of the Sidotopo Wetan Health Center, Surabaya City in February-March 2023

	Calculated value (Z)	Probability value (Asymp. Sig. (2- tailed))
Before and after knowledge	-2.479	0.006

Based on Table 4, the results of the Wilcoxon Sign Rank Test with a level of α equal 0.05 obtained a value of $p = 0.006$

4 Discussion

The results showed that there was an effect of using the digital magazine "Sobat Busui" on respondents' knowledge about breastfeeding. A mother's knowledge of the importance of breastfeeding influences breastfeeding success [27].

According to [28] Knowledge is the ability to know and understand an object through the senses such as sight, smell, hearing, feeling, and touch. Knowledge is the result of information obtained, mostly through the use of eyes and ears. According to Notoatmojo in the [29] health promotion includes various means or efforts to convey messages or information from communicators through various types of media such as print media, electronic media (such as radio, television, computers, etc.), and external media the room. This aims to increase the target's knowledge so that they can behave more positively in terms of health. Health promotion media consists of three types, namely print media such as booklets, leaflets, flyers, flip charts, rubrics, posters, and photos. Then, electronic media such as television, radio, video compact discs, slides, and film strips. Apart from that, there are also outdoor media such as billboards, banners, exhibitions, banners, and television wide screens. In Adhiana's research [30] only a few respondents were exposed to electronic media. After the intervention, knowledge increased, according to [30] [31] several factors contributed to this increase, such as internal factors such as education, work and age. Meanwhile, external factors include environment and culture. According to Nursalam in [30] the age group of 20-35 years is classified as a reproductive age where their intellectual abilities have not decreased.

In the digital magazine "Sobat Busui" most of the sensing is through the eyes and ears. The magazine contains mostly video and audio, so it is interesting for mothers to get information. Audiovisual media has an effect on feelings of pleasure and concentration so as to generate interest which influences the final result of knowledge. With these characteristics, digital magazines are a very useful source of actual information. Therefore, researchers try to utilize digital magazines as the latest educational media by utilizing technological advances.

In this study, there were respondents who were less knowledgeable before and after using the digital magazine "Sobat Busui". Respondents who lack knowledge are different respondents where for less pre-test scores' there has been an increase after using the digital magazine "Sobat Busui", while respondents to the post-test scores are respondents whose knowledge has decreased after using the digital magazine "Sobat Busui". These two respondents are from secondary educational backgrounds and unemployed employment status, but of different ages where for the first responders with increased knowledge are respondents with age > 35 years which is in accordance with According to Nursalam in the journal [31] [33] age can affect one's knowledge, getting old enough, the level of maturity and strength is more mature in thinking and work. "Meanwhile, respondents who have experienced a decrease in knowledge are respondents aged 20-35 years which are in accordance with Rostianah's research [34] based on the theory of 20-35 years of age who are biologically mentally not optimal with emotions that tend to be unstable, mentally immature tend to experience the shock to answer the question that was originally true to be wrong".

This research area has a strong culture so that social values accepted by society as a whole are spread through language. Culture itself can be seen from the level of beliefs, views, and habits of a person in playing the role of a nursing mother [34]. Knowledge is also influenced by education' where one way to acquire knowledge is through education. In this study, most of the mothers had secondary education (junior high school). The higher a person's educational level, the higher the knowledge he has, as shown by Listyo's research in the journal [32] [35] [36]. The mother's role in providing breast milk to the child is strongly influenced by her understanding and knowledge of exclusive breastfeeding, which is also influenced by the mother's level of education [33] [36] [37]. Lack of knowledge can affect mothers in providing breast milk for their babies.

When viewed from employment status, in this study the majority of respondents who did not work had better knowledge because the focus was only on caring for their babies and meeting their needs [40] [41] [42]. With information obtained from various media, mothers become more insightful. The results of calculations using the Wilcoxon Sign Rank Test obtained a probability value less than alpha, then H_0 is rejected and H_1 is accepted, meaning that there is an effect of using the digital magazine "Sobat Busui" on mother's knowledge about breastfeeding. Supported by research from [34] states that the factor that influences knowledge is electronic media, in this case the digital magazine "Sobat Busui". The results indicate that the better a person's knowledge, the better his attitude. Supported by experience and research showing that attitudes based on knowledge tend to be better than attitudes that are not based on knowledge. The findings from this study indicate that the wider knowledge of respondents about the use of the digital magazine "Sobat Busui" and the positive effects it has, the more inclined

they are to be supportive of its use. Conversely, if the respondent's knowledge about the use of the digital magazine "Sobat Busui" is limited, then they tend to be negative or do not support its use.

5 Conclusion

The aim of this research is to determine the effect of using the digital magazine "Sobat Busui" on Mother's knowledge about breastfeeding. So it can be concluded that the results of the study show that there is an influence on the use of magazines digital "Sobat Busui" on respondents' knowledge about breastfeeding. It is hoped that Busui's digital magazine can be used as support in providing health education about breastfeeding.

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