

Original Research

# The Influence of the Drama "My Mother, My Exclusive Breastfeeding Hero" on the Motivation of Exclusive Breastfeeding



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## Article Info Abstract

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mothers who do exclusive breastfeeding has not reached 80%. It is necessary to hold health promotion innovations in the form of drama games to touch the hearts of breastfeeding mothers so that awareness arises and strong motivation is formed to pass exclusive breastfeeding. The purpose of this study was to determine the effect of the drama "My Mother, My Exclusive Breastfeeding Hero" on the motivation to give exclusive breastfeeding to breastfeeding mothers in the work area of Simpang Periuk Health Center, Lubuklinggau City.

*Methods:* The research method used is quasi-experimental without control group. The sample used was 33 breastfeeding mothers with the age of the baby not exceeding 6 months by accidental sampling.

*Results:* The results of the Wilcoxon test showed that there was a difference in the mean value of exclusive breastfeeding motivation before and after the drama was given ( $p=0.000$ ).

*Conclusion:* It could be concluded that there was a significant increase in the motivation for exclusive breastfeeding before and after the drama was given. Suggestions to the Puskesmas to be able to use the drama "My Mother, My Exclusive Breastfeeding Hero" as a method of health promotion.

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*Introduction:* Health education and promotion actions have been carried out at Simpang Periuk Health Center, Lubuklinggau City by health workers. However, in practice, the percentage of



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## INTRODUCTION

In 2019 Indonesia's SDGS (Sustainable Development Goals) targets a reduction in infant mortality from 23/1000 KH in 2017 to 21/1000 KH in 2030. Indonesia's SDGS also targets a reduction in under-five mortality from 32/1000 KH in 2017 to 25/ 1000 KH in 2030 [1]. To achieve this reduction target, an exclusive breastfeeding program is needed [2]. Breast milk is an emulsion of fat in a solution of protein, lactose and organic salts secreted by both sides of the mother's breast glands, as the main food for babies [3]. At the age of the first 6 months, babies only need to be given breast milk or known as exclusive breastfeeding [4]. Exclusive breastfeeding is breastfeeding only for infants 0-6 months without additional fluids such as formula milk, orange juice, honey, tea water, water and without the addition of solid foods such as bananas, papaya, milk porridge, biscuits, and team rice. [3]

Exclusive breastfeeding for the first 6 months and complementary foods for up to 2 years are recommended by WHO/UNICEF as part of the Infant and Child Feeding Strategy[5]. Breast milk is the best food for babies and contains all the nutrients and fluids needed to meet all infant nutrition in the first 6 months [6]. The global study and facts of The Lancet Breastfeeding Series states that exclusive breastfeeding can reduce the death rate from infection by up to 88 percent in infants less than three months old. In

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addition, exclusive breastfeeding also contributes to reducing the risk of stunting, obesity and chronic diseases in children [1].

Exclusive breastfeeding in Indonesia is progressing. Based on BPS (Central Statistics Agency) data, the number of exclusive breastfeeding coverage was 66.69% in 2019; 69.62% in 2020 and 71.58% in 2021 [7]. The percentage of infants aged less than 6 months who received exclusive breastfeeding in South Sumatra Province increased from 64.39% in 2019, 68.06% in 2020 and 69.93% in 2021. The increase in exclusive breastfeeding coverage also occurred at the Simpang Periuk Health Center of Lubuklinggau City. In 2018 the Simpang Periuk Health Center in Lubuklinggau City was the second lowest in Lubuklinggau in achieving exclusive breastfeeding coverage, which was 45.8% [8]. In 2019 there was an increase in exclusive breastfeeding coverage at the Simpang Periuk Health Center, Lubuklinggau City by 56.2% [9]. In 2020 the coverage of exclusive breastfeeding decreased to 49.78% and rose again to 56.62% in 2021. Even in February 2022 the coverage of exclusive breastfeeding at the Simpang Periuk Health Center reached 76.9% [10]. Although the coverage of exclusive breastfeeding has increased, the coverage of exclusive breastfeeding has not yet reached the national target of 80% [8].

There is a significant influence between motivation and the practice of exclusive breastfeeding [11]. Motivation needs to be

grown and continuously improved so that the coverage of exclusive breastfeeding exceeds the national target. Motivation is an impulse

that exists within a person to try to change behavior for the better in meeting needs. Motivation can come from within or from

outside. Health workers are a source of motivation that comes from outside. Drama is one of the media for health promotion.

Dramas performed by health workers can be a source of motivation for breastfeeding mothers to be successful in exclusive breastfeeding [12]. Health workers use the local language in the delivery of this drama. The use of language that is easy to understand makes it easier for breastfeeding mothers to receive correct information about exclusive breastfeeding.

## **METHODS**

The research used is quantitative research with quasi-experimental method. This method was chosen with the consideration that the researcher wanted to see the difference in motivation before and after getting a drama. Researchers want to compare the effect of drama on motivation to do exclusive breastfeeding. The research design used was pretest-posttest without control group design. The changes observed/measured are the motivational values before and after being given a drama. The research location is Simpang Periuik Health Center. The total population is 80 mothers who are exclusively breastfed. The number of samples taken were 33 people who were taken for 2 months. Inclusion criteria: willing to participate in the activity from beginning to end, willing to sign the informed consent form, able to communicate well, have good hearing. Exclusion criteria: mothers with infants less than 6 months old; babies

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are not exclusively breastfed. Respondents were collected in a shady place and then given a

pre-test. After all the respondents filled out the pre-test, the drama was displayed directly in front of the respondents. Respondents filled out the post-test immediately after the drama performance ended.

The sampling technique used is accidental sampling. The type of data used is primary data using questionnaires and checklists. Data analysis used the Wilcoxon test with an error rate of 0.05. Where  $p$  value  $> 0.05$  then  $H_0$  is accepted or  $H_a$  is rejected, meaning that there is no drama relationship with the motivation for exclusive breastfeeding. And  $p$  value  $< 0.05$  then  $H_0$  is rejected or  $H_a$  is accepted, which means that there is a drama relationship with exclusive breastfeeding motivation. This research has passed the ethical test carried out by the Health Research Ethics Commission of Health Polytechnic of Palembang with the number 0579/KEPK/Adm2/VI/2022.

## **RESULTS**

### ***Frequency Distribution of Respondents Characteristics***

Based on table 1 above, it shows that most of the respondents as many as 19 people (57.6%) are in the age group of 26-35 years, including early adulthood. And a small proportion of respondents as many as 2 people (6.1%) who belong to the late adult age group. Table 1 above shows that the

majority of respondents have high school education or the equivalent as many as 23 people (69.7%), while a small proportion of

respondents are 1 person (3.0%) who have elementary education. In table 1 above we can find that

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some of the respondents as many as 27 people (81.8%) are housewives and a small proportion of respondents work as entrepreneurs and employees, each of which is 3 people (9.1%).

(90.9%). Based on table 2, it is known that the average value of exclusive breastfeeding motivation before the drama "My Mother, My Exclusive Breastfeeding Hero" was 85.7 and increased to 88.9 after the drama. Judging from the p Value = 0.000, it can be concluded that there is a significant relationship between the drama of exclusive breastfeeding and the mother's motivation to give exclusive breastfeeding. The drama "My Mother, My Exclusive Breastfeeding Hero" has the effect of increasing mother's motivation to maintain exclusive breastfeeding until the baby reaches 6 months of age.

***Mother's Motivation in Exclusive Breastfeeding Before and After Exclusive Breastfeeding Drama***

Based on Table 2 shows that the majority of respondents have good motivation during the pre-test as many as 29 people (87.9%) and when the post-test respondents who have sufficient motivation as many as 30 people

**Table 1**

Frequency Distribution of Respondents Characteristics

**Characteristics Frequency % Age**

17-25 years 12 36,4 26-35 years 19 57,6 36-45 years 2 6,1 **Education**

Elementary School 1 3,0 Junior High School 2 6,1 Senior High School 23 69,7 College 7

**21,2 Work**

Housewife 27 81,8 Entrepreneur 3 9,1 Employee 3 9,1

**Table 2**

Motivation for Exclusive Breastfeeding Before and After Exclusive Breastfeeding **Motivation Pre**

**Test Post Test P Value**

	<b>Frequency Percentage (%)</b>	<b>Frequency Percentage %</b>
Well	29 87,9 %	30 90,9 %
Sufficient	4 12,1 %	3 9,1 %
	0,000	
<b>Total</b>	<b>33 100 %</b>	<b>33 100 %</b>
<b>Mean</b>	<b>85,7</b>	<b>88,9</b>
<b>Average</b>	<b>18</b>	<b>25</b>

## DISCUSSION

### ***Characteristics of Respondents by Age***

The results showed that most of the respondents aged 26-35 years, 19 respondents (57.6%) were in the early adult age group [13] with developmental tasks, namely choosing a life partner, achieving social roles, being responsible, achieving social independence, learning to build a home life with a spouse, raising children and being a good citizen [14]. The results of Risna's research (2018) on the relationship between knowledge, motivation, and mother's work with the success of exclusive breastfeeding at the Talise Health Center found that the majority of respondents aged 26-35 years were 33 people (66%) [11].

Maternal age greatly determines health

related to the condition of pregnancy, childbirth and how to care for and breastfeed the baby [15]. Wawan & Dewi (2010) stated that in terms of public trust, someone who is more mature will be more trusted than someone who is not yet mature [16]. The age range of 26-35 years includes early adulthood and has the maturity to make decisions [17]. It can be seen from the results of the questionnaire that most of the respondents have good motivation towards the implementation of exclusive breastfeeding. In this study, most of the respondents were 29 years old. Respondents in this age range have received many sources of information about the importance of exclusive breastfeeding, both from the Simpang Periuk Health Center officers in Lubuklinggau City and from other sources of information.

### ***Characteristics of Respondents***

#### ***Based on Occupation***

The results showed that most of the

respondents worked as housewives as many as 27 people (81.8%). These results are in accordance with research by Nurleli (2017) and Rosida (2020) which show that the majority of respondents who visit health center are housewives[18][19]. Although the

majority of health center visitors are housewives, with the struggle to increase exclusive breastfeeding, the work factor does not determine the success of exclusive breastfeeding. There is no relationship

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between work and the success of exclusive breastfeeding [19]. Working mothers can also carry out exclusive breastfeeding.

Center, Lubuklinggau City from 2018 to 2022.

### ***Characteristics of Respondents***

#### ***Based on Education Level***

The results showed that the majority of respondents' education level was high school, namely 23 people (69.7%). Supported by Pravitasari's research (2018) on the motivation of working mothers in exclusive breastfeeding, the majority of respondents' education is high school as many as 29 respondents (55.8%) [6]. Education can affect a person's behavior and lifestyle, especially in motivating attitudes, so that in general the higher a person's education, the easier it is to receive information.

### ***Mother's Level of Motivation in***

#### ***Exclusive Breastfeeding***

The results showed that the majority of mothers' motivation level was good, 29 respondents (87.9%) in the pre-test and 30 (90.9%) in the post-test. Motivation is an impulse that exists within a person to try to change behavior for the better in meeting needs, where to achieve motivational goals, one must know and understand the background of life, needs, and personality [20]. This level of motivation is in line with the increase in exclusive breastfeeding coverage at the Simpang Periuk Health

### ***Drama's Relationship with Mom's Motivation in Exclusive Breastfeeding***

The results of the statistical test using the Wilcoxon test, which obtained a p-value of 0.000, which means  $0.000 < 0.05$ , this means that  $H_0$  is rejected and  $H_a$  is accepted, which means that there is a relationship between exclusive breastfeeding and mother's motivation in exclusive breastfeeding. Giving only breast milk without additional food or other drinks to the baby immediately after birth until the baby is 6 months old is included in proper feeding. Exclusive breastfeeding can protect infants and toddlers from various diseases and even prevent infant and toddler deaths. But in reality there are still many mothers who are not aware of this[2]. Mothers need high motivation to apply exclusive breastfeeding [21]. With good motivation, mothers are expected to apply exclusive breastfeeding practices appropriately.

Motivation changes a person's will from unwilling to willing. Mother's motivation to breastfeed Exclusive Breastfeeding can be born from a strong drive. Health promotion by health workers helps mothers have a strong incentive to implement exclusive breastfeeding. The selection of health promotion media has a major influence on the success of message delivery[22]. The use of drama media in delivering health promotion

can increase mother's awareness and motivation in giving exclusive breastfeeding.

The data obtained from this study

the mother's motivation to give exclusive breastfeeding. The average value of motivation changed from 18 to 25 after health promotion using drama was carried out. Based on statistical tests obtained p-value of 0.000 which means the hypothesis is accepted. Mardiana et al. (2020) proved that the drama media of the first thousand days of life can increase knowledge and nutritional attitudes of pregnant women[23]. Knowledge of exclusive breastfeeding is directly proportional to motivation. The better the knowledge about exclusive breastfeeding, the more motivation a person has to give exclusive breastfeeding[11].

#### **STUDY LIMITATION**

Research respondents had difficulty in writing questionnaire answers because they were holding a baby. The number of research assistants is not as much as research respondents. The time to fill out the questionnaire was less effective because they took turns waiting for help from research assistants. Not all research respondents attended on time. There were several respondents present in the middle of the play. There needs to be support from the research respondent's family to achieve time effectiveness such as helping to write down questionnaire answers, preparing necessities to be brought to the health center and accompanying the research respondents to the health center. The drama of "My Mother, My Exclusive Breastfeeding Hero" is very good to be implemented at health center as an

indicate that the drama "My Mother, My Exclusive Breastfeeding Hero" can increase

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effort to increase motivation for exclusive breastfeeding.

#### **CONCLUSION**

There is a relationship between exclusive breastfeeding drama and exclusive breastfeeding motivation with a significance value of p-value (0.000), which means p-value =  $0.000 < (0.05)$ .

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#### **CONFLICTS OF INTEREST**

There are no conflicts of interest in this research.

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