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THE INFLUENCE OF EDUCATIONAL VIDEOS ON MOTHERS' KNOWLEDGE AND ATTITUDES REGARDING EXCLUSIVE BREASTFEEDING AT SEMBIRING HOSPITAL IN 2026

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Abstract: Exclusive breastfeeding up to six months of age is essential for infant growth and development; however, its coverage remains suboptimal due to low maternal knowledge and attitudes. One effort to improve maternal knowledge and attitudes is through educational video media. This study aimed to determine the effect of educational videos on mothers' knowledge and attitudes toward exclusive breastfeeding at Sembiring General Hospital in 2026. This study employed a quasi-experimental design with a one-group pretest–posttest approach. The study sample consisted of breastfeeding mothers who met the inclusion criteria and received an intervention in the form of an educational video about exclusive breastfeeding. Maternal knowledge and attitudes were measured before and after the intervention using structured questionnaires. Data analysis was conducted using the paired t-test. The results showed a significant increase in mothers' knowledge and attitude scores after the educational video intervention ($p\text{-value} < 0.001$). Educational videos were proven effective in improving knowledge and shaping positive maternal attitudes toward exclusive breastfeeding. Therefore, educational video media can be used as an alternative health education strategy to support the success of exclusive breastfeeding programs in healthcare facilities.

1 INTRODUCTION

Exclusive breastfeeding until six months of age is crucial for infant growth, development, and the immune system, and can reduce neonatal mortality. However, coverage remains low globally and nationally, including in North Sumatra, which has not yet reached the established target.

This low coverage is due to various factors, such as mothers' limited knowledge of proper breastfeeding techniques, lack of support, and premature introduction of foods or drinks other than breast milk. Incorrect technique can lead to problems like sore nipples and suboptimal milk production, ultimately reducing mothers' motivation to exclusively breastfeed.

Maternal knowledge and attitudes are key factors influencing breastfeeding behavior. Effective health education is needed to increase understanding and

foster positive attitudes. Audiovisual media, particularly educational videos, are considered effective because they present information visually and audibly, making them more engaging, easier for mothers to understand, and remember.

Based on an initial survey at Sembiring General Hospital, many mothers complained of a lack of knowledge about exclusive breastfeeding and the lack of regular educational programs. Therefore, this study was conducted to analyze the effect of educational videos on improving mothers' knowledge and attitudes about exclusive breastfeeding at Sembiring General Hospital.

2 METHOD

2.1 RESEARCH DESIGN

This study used a quasi-experimental design with a one-group pretest-posttest approach. This design involved one group of subjects receiving an intervention without a comparison (control) group. Measurements were taken twice, before the intervention (pretest) and after the intervention (posttest), to analyze changes.

2.2 Population And Sample

The population in this study was all mothers who exclusively breastfed at Sembiring General Hospital, totaling 164 people. The sample was drawn using the Slovin formula with a 15% margin of error, resulting in 35 respondents. Inclusion criteria included healthy breastfeeding mothers, willingness to participate, and ownership of an Android phone. Exclusion criteria included mothers with serious illnesses or sensory impairments.

2.3 Research Variables and Instruments

This study has two types of variables: the independent variable (X) is an educational video about exclusive breastfeeding, and the dependent variable (Y) consists of mothers' knowledge and attitudes towards exclusive breastfeeding. The variables were measured using a structured questionnaire instrument that has been tested for validity and reliability. The knowledge questionnaire consists of 15 multiple-choice items, while the attitude questionnaire is structured on a Likert scale that includes 15 statements to measure mothers' affective and cognitive responses.

2.4 Procedures and Data Analysis

The research procedure began with an initial measurement (pretest), followed by the screening of an educational video as an intervention, and concluded with a re-measurement (posttest). Data were processed through editing, entry, tabulation, and cleaning. Statistical analysis used the Wilcoxon Signed Ranks Test to test for significant differences between pretest and posttest scores, as the data were not normally distributed.

2.5 Research Ethics

This research upholds the principles of health ethics which include: (a) Informed consent or approval from respondents after explanation of the research objectives; (b) Anonymity or confidentiality of respondents' identities by using a code; and (c)

Confidentiality or guarantee of confidentiality of all information collected during the research..

3 RESULT

3.1 Respondent Characteristics

Table 1: Frequency Distribution of Respondent Characteristics

No	Characteristics	Frequency (n)	%
1	Usia		
	a.Dewasa (26-35)	Awal 34	97.1%
		1	2.9%
	b.Dewasa (36-45)	Akhir	
	Total	35	100%
2	Pendidikan		
	a.SD	3	8.6%
	b.SMP	14	40.0%
	c.SMA	16	45.7%
	d.Sarjana	2	5.7%
	Total	35	100%
3	Pekerjaan		
	IRT	14	40.0%
	PNS	2	5.7%
	Petani	7	20.0%
	Pedagang	9	25.7%
	Swasta	2	5.7%
	Guru	1	2.9%
	Total	35	100%

Based on table 1 which contains data related to breast cancer patients undergoing chemotherapy at Sembiring Hospital, the interpretation results are as follows: based on age, the majority of respondents are in the early adulthood group (26-35 years), namely 34 people (97.1%) and a small number are in late adulthood (36-45 years), namely 1 person (2.9%). Based on education, the majority of respondents have an educational background equivalent to high school, namely 16 people (45.7%), and a small number of respondents with undergraduate education as many as 2 people (5.7%) and based on occupation, the majority of respondents are in the housewife occupation group, namely 14 people (40.0%) and a minority of teacher occupations, namely 1 person (2.9%).

3.2 Univariate Analysis Results

Table 2: Frequency Distribution Before and After Educational Videos Were Given Regarding Mothers' Knowledge of Exclusive Breastfeeding at Sembiring Hospital

No	Knowledge Category	Pre Test	Post Test
		F %	F %

1	Baik	0	0.0	4	10.5
2	Cukup	0	0.0	31	89.5
3	Kurang	35	100.0	0	0.0
Total		35	100.0	20	100.0

Based on Table 2 above, it can be seen that of the 20 respondents, before being given the video education, the majority of respondents had insufficient knowledge (35 people) (100%), and a small number had no knowledge. After being given the education, the majority of respondents had sufficient knowledge (31 people) (81.5%), and a small number of respondents had good knowledge (4 people) (10.5%).

Table 3: Frequency Distribution Before and After Educational Videos Regarding Mothers' Attitudes in Providing Exclusive Breastfeeding at Sembiring Hospital

No	Attitude Category	Pre Test		Post Test	
		F	%	F	%
1	Baik	0	0.0	0	0.0
2	Cukup	0	0.0	35	100.0
3	Kurang	35	100.0	0	0.0
Total		35	100.0	20	100.0

Based on Table 3 above, it can be seen that of the 20 respondents, before being given the video education, the majority of respondents had insufficient knowledge, as many as 35 people (100%), and a small number had no knowledge. After being given the education, the majority of respondents had sufficient knowledge, as many as 35 people (100.0%), and a small number of respondents had no knowledge..

3.3 Hasil Analisis Data Bivariat

Table 4: Data Normality Test

	SD	Shapiro Wilk	
		df	Sig
Pengetahuan Pre	0.935	35	0.038
Pengetahuan Post	0.929	35	0.026
Sikap Pre	0.151	35	0.007
Sikap Post	0.110	35	0.015

Based on the data normality test with the Shapirowilk test, it shows that the data is normally distributed with Sig 0.038, which is <0.05 .

Table 5: Wilcoxon test of educational videos on mothers' knowledge and attitudes

Kategori	Pre-Test		Post-Test	
	N	%	N	%
Baik	0	0.0	4	10.5
Cukup	0	0.0	31	89.5
Kurang	35	100.0	0	0.0
Total	35	100.0	35	100.0
p	0.000			

Based on Table 5, the data obtained that in the pre-test, most respondents had knowledge and attitudes in the less category as many as 35 respondents (100.0%), while those who had good knowledge and attitudes were 4 respondents (10.5%) and sufficient as many as 31 people (89.5%). After analysis using the Wilcoxon Signed Ranks Test, the p-value = 0.000 (<0.05) and $Z = -5.217$ were obtained. Therefore, it can be concluded that there is an influence of educational videos on mothers' knowledge and attitudes in providing exclusive breastfeeding at Sembiring Hospital in 2026.

4 DISCUSSION

4.1 Respondent Characteristics

The majority of respondents were in early adulthood (26-35 years old) and had a high school education, representing a productive age group with a good grasp of information. Most were housewives, who are assumed to have more free time to listen to and understand educational materials. These characteristics support the effectiveness of educational video interventions, as age and adequate education play a role in the ability to understand health information.

4.2 The Influence of Educational Videos on Mothers' Knowledge

The study results showed a significant increase in knowledge after the educational video intervention. Before the intervention, all respondents were in the poor knowledge category, but afterward, most improved to the fair and good knowledge categories. This demonstrates that audiovisual media such as videos are effective in conveying complex information about exclusive breastfeeding in a more understandable, engaging, and memorable way than conventional outreach methods.

4.3 The Influence of Educational Videos on Mothers' Attitudes

The educational video intervention also successfully increased mothers' positive attitudes toward exclusive breastfeeding. Before the intervention, all respondents held less than favorable attitudes, but afterward, this shifted to the fair and good categories. The video not only provided cognitive knowledge but also addressed affective aspects through persuasive narratives and visualizations, thereby building mothers' confidence and motivation to exclusively breastfeed.

4.4 Implications of Results and Consistency with Theory

These findings are consistent with audiovisual learning theory and health behavior change models. Educational videos act as a medium that accelerates understanding and attitude formation because they simultaneously engage the senses of sight and hearing. The results support previous studies that suggest video-based education is an effective health promotion strategy for improving mothers' knowledge and attitudes, supporting the success of exclusive breastfeeding programs in healthcare facilities.

5 CONCLUSION

Based on the results of the study using a quasi-experimental design of one group pretest-posttest and the Wilcoxon statistical test, the study that has been conducted on the effect of educational videos on mothers' knowledge and their perspectives on exclusive breastfeeding at Sembiring General Hospital in 2025 can be found that: The results of the bivariate analysis showed a p -value = 0.001 ($p < 0.05$), which indicates that there is a significant effect on increasing mothers' knowledge and attitudes in exclusive breastfeeding. In other words, the scores of mothers' knowledge and attitudes increased after the educational videos were given compared to the scores before the intervention. Therefore, educational videos are proven to be useful as a health education tool because they increase understanding and encourage mothers to exclusively breastfeed. As a result, the research hypothesis (H_a) is accepted, while the null hypothesis (H_o) is rejected.

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