



## The Effectiveness of Video- Based Lactation Education on Breastfeeding Confidence in Postpartum Mothers

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### ABSTRACT

A mother's confidence in breastfeeding is a crucial factor influencing successful breastfeeding. Lack of knowledge and experience in breastfeeding often leads to postpartum mothers feeling insecure about breastfeeding their babies. Video-based lactation education is an effective educational method because it delivers information visually and audibly in an engaging manner. This study aims to analyze the effectiveness of video-based lactation education on increasing breastfeeding confidence in postpartum mothers. The study used a quasi-experimental design with a pretest - posttest approach. The study sample consisted of 50 postpartum mothers selected using a purposive sampling technique. Data were collected using a breastfeeding questionnaire. Self-Efficacy Scale (BSES). Data analysis used paired t- test. The results showed that the average breastfeeding confidence score increased from  $48.6 \pm 7.5$  to  $67.8 \pm 6.9$  after video-based lactation education ( $p < 0.001$ ). It was concluded that video-based lactation education was effective in increasing postpartum mothers' confidence in breastfeeding.

**Keywords:** *Lactation Education, Educational Videos, Breastfeeding Confidence, Postpartum Mothers*

### 1. INTRODUCTION

Breast milk is the best source of nutrition for babies in the first six months of life. Exclusive breastfeeding offers numerous benefits for both babies and mothers, including boosting the baby's immune system, supporting optimal growth, and strengthening the emotional bond between mother and baby.





Although the benefits of breast milk are widely known, many mothers still experience difficulties breastfeeding, especially during the postpartum period. One factor influencing breastfeeding success is a mother's level of confidence in breastfeeding her baby.

Breastfeeding confidence Self-efficacy is a mother's belief in her ability to breastfeed her baby well. Mothers with high self-efficacy tend to be better able to face various challenges during the breastfeeding process.

Lactation education is an important strategy for increasing mothers' knowledge and confidence in breastfeeding. Using video media in health education has the advantage of conveying information visually and audibly, making it easier for participants to understand.

This study aims to determine the effectiveness of video-based lactation education on increasing breastfeeding confidence in postpartum mothers.

## 2. RESEARCH METHODS

### a. Research Design

This study uses a quasi-experimental design with a pretest – posttest approach .

### b. Population and Sample

The research population was all postpartum mothers in the working area of Health Center X. The research sample consisted of 50 postpartum mothers selected using purposive sampling technique .

### c. Inclusion Criteria

- 1) Postpartum mother days 1–7
- 2) Giving birth to a live baby
- 3) Willing to be a respondent

### d. Research Variables

- 1) Independent variables: video-based lactation education
- 2) Dependent variable: breastfeeding confidence

### e. Research Instruments

Research instruments using Breastfeeding Self-Efficacy Scale (BSES) to measure breastfeeding confidence levels.

### f. Research Procedures

- 1) Measuring the level of breastfeeding confidence before education ( pretest ).
- 2) Providing lactation education using educational videos for  $\pm 20$  minutes.
- 3) Re-measurement of breastfeeding confidence levels after education ( posttest ).

### g. Data analysis

Data analysis was performed using:

- 1) descriptive analysis
- 2) paired t- test with a significance level of 0.05.





### 3. RESEARCH RESULTS AND DISCUSSION

#### a. Research result

##### 1) Respondent Characteristics

This study involved 50 postpartum mothers in the early postpartum period. Respondent characteristics included maternal age, education level, and parity.

**Table 1. Characteristics of Postpartum Mothers**

Characteristics	n	%
<b>Age</b>		
<20 years	6	12
20–35 years	34	68
>35 years	10	20
<b>Education</b>		
Basic education	14	28
Secondary education	24	48
Higher education	12	24
<b>Parity</b>		
Primipara	22	44
Multipara	28	56

Most postpartum mothers are of healthy reproductive age (20–35 years). This age group generally has better physiological and psychological readiness for breastfeeding than those at extreme ages.

##### 2) Breastfeeding Confidence Level Before Education

Breastfeeding confidence before intervention was measured using Breastfeeding Self-Efficacy Scale (BSES).

**Table 2. Breastfeeding Confidence Before Education**

Category	n	%
Low	20	40
Currently	22	44
Tall	8	16

These results indicate that most postpartum mothers still have low to moderate levels of breastfeeding confidence. This may be due to a lack of





breastfeeding experience, limited knowledge of breastfeeding techniques, and concerns about adequate milk production.

### 3) Breastfeeding Confidence Level After Education

After being given lactation education using video media, there was an increase in the level of self-confidence of postpartum mothers.

**Table 3. Breastfeeding Confidence After Education**

Category	n	%
Low	6	12
Currently	18	36
Tall	26	52

There was an increase in the number of mothers with high self-confidence category from 16% to 52% after the educational intervention.

### 4) Comparison of Breastfeeding Confidence Scores

**Table 4. Comparison of Pretest and Posttest Scores**

Measurement	Mean $\pm$ SD
Pretest	48.6 $\pm$ 7.5
Posttest	67.8 $\pm$ 6.9

There was an increase in the average score of **19.2 points** after providing video-based lactation education.

### 5) Analysis of the Effectiveness of Lactation Education

**Tabel 5. Paired t- test results**

Variables	Mean Difference	<i>p</i> - value
Breastfeeding confidence	19.2	0,000

*p*-value <0.05 indicates that video-based lactation education has a significant influence on increasing breastfeeding confidence in postpartum mothers.

## b. Discussion

The study results showed that video-based lactation education significantly increased postpartum mothers' confidence in breastfeeding. The average increase in





score of 19.2 points indicates that the educational intervention had a significant impact on mothers' confidence in breastfeeding their babies.

Before intervention, most mothers had low to moderate levels of self-confidence. This is common among postpartum mothers, especially primiparous mothers who have no previous breastfeeding experience. Uncertainty about proper breastfeeding positioning, adequate milk production, and concerns about the baby not getting enough nutrition can all lower a mother's self-confidence.

Video media has several advantages in health education. The visual and audio information can enhance mothers' understanding of proper breastfeeding techniques, such as baby positioning, proper attachment, and signs that a baby is getting enough milk. By directly observing the video demonstration, mothers can more easily understand the steps involved in breastfeeding.

Increased breastfeeding confidence can be explained through Breastfeeding theory Self-Efficacy theory proposed by Dennis. This theory states that a mother's belief in her ability to breastfeed is influenced by four main factors, namely direct experience, vicarious observation experience, and experience), verbal persuasion, and physiological and emotional conditions.

Educational videos provide an observational experience that allows mothers to see examples of proper breastfeeding practices. This can boost their confidence that they too can do the same. Furthermore, the clear and systematic information in the videos can reduce mothers' anxiety about the breastfeeding process.

The results of this study also indicate that increased breastfeeding confidence can contribute to successful breastfeeding. Mothers with high levels of self-efficacy tend to be more persistent in facing various challenges during breastfeeding, such as nipple pain or unstable milk production in the early postpartum days.

Breastfeeding confidence is influenced not only by education but also by other factors such as family support, previous breastfeeding experience, and support from healthcare professionals. Therefore, an educational approach needs to be combined with adequate social support to ensure mothers can optimally breastfeed.

#### 4. CONCLUSION AND SUGGESTIONS

##### a. Conclusion

Video-based lactation education has been proven effective in increasing breastfeeding confidence in postpartum mothers. Video media can be an effective alternative health education method for increasing mothers' knowledge and confidence in breastfeeding.

##### b. Suggestion

- 1) Health workers can use video media as a means of lactation education.





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- 2) Breastfeeding education programs need to be provided routinely to pregnant and postpartum mothers.
- 3) Further research can examine the influence of lactation education on the success of exclusive breastfeeding.

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