

ABSTRAK

Cakupan ASI Eksklusif di Kota Bandung mengalami penurunan, ASI tidak Eksklusif mengganggu pertumbuhan dan perkembangan bayi. Rendahnya cakupan ASI Eksklusif diakibatkan kurangnya pengetahuan dan *self-efficacy*, sehingga diperlukan intervensi melalui edukasi. Tujuan pendidikan kesehatan untuk mengetahui pengaruh paket “PKBS” terhadap pengetahuan dan *self-efficacy* ibu menyusui. Penelitian ini menggunakan kuasi eksperimen *Pre-Post test without control group design*, populasinya yaitu ibu menyusui yang memiliki balita umur 0-6 bulan dengan jumlah 39 sampel. Hasil penelitian didapatkan bahwa pengetahuan sebelum intervensi sebesar 36 orang (92,3%) dan sesudah diberikan paket sebesar 39 orang (100%), untuk *Self-efficacy* didapatkan bahwa sebelum intervensi sebesar 39 orang (100%) rendah dan setelah diberikan intervensi menjadi tinggi sebesar 39 orang (100%). Analisis didapatkan *p-value* 0,000 pada pengetahuan dan *self-efficacy*, artinya terdapat pengaruh paket “PKBS” terhadap pengetahuan dan *self-efficacy* pada ibu menyusui. Dapat disimpulkan bahwa ada perubahan signifikan pada tingkat pengetahuan dan *self-efficacy* sebelum dan sesudah diberikan perlakuan. ASI adalah salah satu pilihan terbaik yang diberikan pada bayi karena kandungan didalamnya ada antibodi dan zat-zat yang baik untuk pertumbuhan bayi seperti AA, DHA, Taurin, zat ini bisa didapatkan dalam ASI, Menurut (Mulder,2006) Kemampuan saat menyusui secara eksklusif wajib didukung dengan melakukan tindakan menyusui yang tepat. Untuk paket “PKBS” ini diharapkan dapat dijadikan sebagai intervensi untuk meningkatkan pengetahuan dan *self – efficacy* dan dapat meningkatkan cakupan ASI.

Kata Kunci : Pendidikan Kesehatan *Breastfeeding Self Efficacy*,
menyusui, pengetahuan, *self efficacy*
Daftar Pustaka : 4 Buku Elektronik (1999 – 2005)
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ABSTRACT

Exclusive breastfeeding coverage in the city of Bandung has decreased, non-exclusive breastfeeding interferes with the growth and development of babies. The low coverage of exclusive breastfeeding is due to a lack of knowledge and self-efficacy, so intervention through education is needed. The purpose of health education is to determine the effect of the "PKBS" package on the knowledge and self-efficacy of breastfeeding mothers. This study uses a quasi-experimental Pre-Post test without control group design, the population is breastfeeding mothers who have toddlers aged 0-6 months with a total of 39 samples. The results showed that the knowledge before the intervention was 36 people (92.3%) and after being given a package of 39 people (100%), for Self-efficacy it was found that before the intervention was 39 people (100%) low and after being given the intervention it became high. by 39 people (100%). The analysis obtained a p-value of 0.000 on knowledge and self-efficacy, meaning that there is an effect of the "PKBS" package on knowledge and self-efficacy of breastfeeding mothers. It can be concluded that there is a significant change in the level of knowledge and self-efficacy before and after being given treatment. Breast milk is one of the best choices given to babies because it contains antibodies and substances that are good for baby growth such as AA, DHA, Taurine, these substances can be found in breast milk, according to (Mulder, 2006) The ability to exclusively breastfeed is mandatory supported by doing appropriate breastfeeding. For the "PKBS" package, it is hoped that it can be used as an intervention to increase knowledge and self-efficacy and can increase breastfeeding coverage.

Keywords :Health Education Breast Feeding Self Efficacy, breastfeeding, knowledge, self efficacy

Bibliography : 4 Ebooks (1999 – 2005)
3 Books (1999 – 2021)
25 Journals (2008 – 2021)