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The Influence of ACTING on Breastfeeding Knowledge, Attitudes, and Behavior for Postpartum Mothers

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Abstrak

Stunting berdampak pada pertumbuhan anak, terutama dalam hal penurunan kemampuan kognitif yang memengaruhi kecerdasan. Stunting juga memengaruhi perkembangan psikologis, seperti meningkatkan risiko kecemasan dan depresi, menurunkan kepercayaan diri, serta memunculkan perilaku hiperaktif yang tidak sesuai dengan kondisi normal. Tujuan penelitian adalah untuk mengetahui pengaruh ACTING terhadap peningkatan pengetahuan, sikap, dan perilaku menyusui pada ibu nifas. Metode penelitian ini menggunakan desain penelitian kuantitatif dengan pendekatan Quasy Experiment. Jumlah sampel penelitian adalah 20 ibu nifas di Desa Bagendung Kecamatan Cilegon yang diambil dengan menggunakan teknik total sampling. Intervensi yang diberikan adalah edukasi Aksi Cegah Stunting (ACTING) diberikan secara langsung (offline) dan melalui pendampingan online menggunakan aplikasi WhatsApp. Instrumen yang digunakan adalah kuesioner Pengetahuan, Sikap, dan Perilaku yang diukur sebelum dan sesudah diberikan edukasi ACTING. Data dianalisis dengan menggunakan Paired t-test. Hasil penelitian menunjukkan bahwa terdapat pengaruh edukasi ACTING yang signifikan terhadap pengetahuan ibu nifas ($p\text{-value} = 0.015; \alpha < 0.05$), tidak ada pengaruh edukasi ACTING terhadap sikap ($p\text{-value} = 0.110; \alpha < 0.05$) dan perilaku menyusui pada ibu nifas ($p\text{-value} = 0.135; \alpha < 0.05$). ACTING atau edukasi terkait aksi pencegahan stunting signifikan mempengaruhi pengetahuan namun tidak signifikan mempengaruhi sikap dan perilaku ibu nifas. Pengetahuan meningkat setelah diberikan sebuah edukasi, namun perubahan sikap dan perilaku dapat dipengaruhi oleh banyak faktor (faktor internal dan eksternal).

Kata Kunci: *Edukasi ACTING, Pengetahuan Ibu Nifas, Perilaku Ibu Menyusui, Sikap Ibu Nifas, Stunting*

Abstract

Stunting impacts children's growth, especially in decreasing cognitive abilities, which affects intelligence. Stunting also affects psychological development, such as increasing the risk of anxiety and depression, reducing self-confidence, and giving rise to hyperactive behavior that does not follow normal conditions. The research aimed to determine the effect of ACTING on increasing breastfeeding knowledge, attitudes, and behavior in postpartum mothers. This research method used a quantitative research design with a Quasy Experiment approach. The research sample was 20 postpartum mothers in Bagendung Village, Cilegon District, and it was taken using total sampling techniques. The intervention provided was Action To Prevent Stunting (ACTING) education, provided directly (offline) and through online assistance using the WhatsApp application. The instruments were knowledge, attitude, and behavior questionnaires, measured before and after being given ACTING education. Data were analyzed using a Paired t-test. The results of the study showed that there was a significant effect of ACTING education on the knowledge of postpartum mothers (p -value = 0.015; $\alpha < 0.05$), there was no effect of ACTING education on attitudes (p -value = 0.110; $\alpha < 0.05$) and breastfeeding behavior of postpartum mothers (p -value = 0.135; $\alpha < 0.05$). ACTING or education related to action to prevent stunting significantly influences knowledge but does not significantly influence the attitudes and behavior of postpartum mothers. Knowledge increases after being given education, but changes in attitudes and behavior can be influenced by many factors (internal and external factors).

Keywords: *ACTING Education, Knowledge of Postpartum Mothers, Behavior of Breastfeeding Mothers, Attitudes of Postpartum Mothers, Stunting*

INTRODUCTION

Stunting is an indicator of nutritional status which is measured if a child's height or body length is lower than -2.0 standard deviation (SD) compared to the average population of his age. According to the World Health Organization (WHO), the prevalence of stunting in ASEAN countries can be classified into several categories. Thailand and Malaysia are in the low category, Brunei Darussalam and Vietnam are in the medium category, while the Philippines, Myanmar, Indonesia and Cambodia are in the high category. Laos is in the very high category (Hemyati et al., 2020). In Indonesia, stunting is still a significant public health issue because of its impact on the quality of human resources, especially in developing countries like Indonesia. Based on the 2022 Indonesian Nutrition Status Survey (SSGI), the prevalence of stunting in Indonesia reached 21.6%, with Banten Province at 20% and Cilegon City at 19.1% (Ministry of Health, 2022). Through the 2020–2024 RPJMN, the government targets the national stunting prevalence to fall to 14% in 2024, so efforts to reduce stunting rates in Cilegon City are still needed.

Stunting impacts children's growth, especially in decreasing cognitive abilities, which affects their intelligence (Saiful Anwar et al., 2022). Apart from that, stunting also affects psychological development, such as increasing the risk of anxiety and depression, reducing self-confidence, and giving rise to hyperactive behavior that is not by everyday conditions (Rafika, 2019). One of the main factors that influence stunting is the lack of exclusive breastfeeding. Research shows that 80% of babies who receive exclusive breastfeeding have normal nutritional status (Komalasari et al., 2020). The government has implemented a ten-step program towards successful breastfeeding in various health facilities to support this.

A preliminary study conducted in Bagendung Village in 2023 recorded 34 cases of stunting in toddlers. The results of interviews with 10 postpartum mothers showed that five mothers did not know about exclusive breastfeeding, three mothers had an inaccurate understanding, and only two mothers had an accurate understanding of exclusive breastfeeding. Apart from that, five mothers stated that they wanted to provide exclusive breastfeeding, while five others were hesitant. Observation of breastfeeding position and attachment showed that all mothers were still not implementing breastfeeding techniques correctly. Based on these findings, this research aims to develop an action-to-prevent stunting (ACTING) Education Package, which includes education about exclusive breastfeeding, breastfeeding techniques, and assistance with breastfeeding. The research aimed to determine the effect of ACTING on increasing breastfeeding knowledge, attitudes, and behavior in postpartum mothers.

RESEARCH METHOD

This research method used a quantitative research design with a Quasy Experiment approach. The sample was 20 postpartum mothers in Bagendung Village, Cilegon District, which was taken using total sampling techniques. The independent variable in this study was the action to prevent stunting education package (ACTING). In contrast, the dependent variable includes knowledge about exclusive breastfeeding, attitudes towards exclusive breastfeeding, and breastfeeding behavior. Data was collected through pre-test and post-test methods to measure changes in mothers' knowledge and attitudes after receiving the ACTING Package education, with education provided directly (offline) and through online assistance using the WhatsApp application. Apart from that, observations of mothers' breastfeeding behavior were also carried out. Data were analyzed using a Paired t-test.

RESULT AND DISCUSSION

The Effect of ACTING on Knowledge

Table 1. Effect of ACTING on Knowledge

Test		Descriptive Statistics		Paired T-test	
		M (Std. D)	t	df	Sig. (2-tailed)
Pre-test	20	0,20 (0,410)	-2,666	19	0,015*
Post-test	20	0,55 (0,510)			

Based on Table 1, it showed that the 2-tailed significance value was $0.015 < 0.05$, indicating that there was a significant difference between the initial variable and the final variable. H_0 was rejected, and H_a was accepted. This significantly influences the differences in treatment given to each variable. This research shows a significant influence of ACTING on the knowledge of postpartum mothers in Bagendung Village, Cilegon District, in 2024, with a 2-tailed significance value of $0.015 < 0.05$. Actions to prevent stunting that involve education and nutritional interventions for families, especially mothers and children, have been proven to influence patient knowledge, especially regarding parenting patterns. Some of the main impacts of stunting prevention actions on patient knowledge are as follows:

The Effect of ACTING on Attitudes

Table 2 Effect of ACTING on Attitudes

Test		Descriptive Statistics		Paired T-test	
		M (Std. D)	t	df	Sig. (2-tailed)
Pre-test	20	0,35 (0,489)	-1,674	19	0,110
Post-test	20	0,65 (0,489)			

Table 2 showed that the 2-tailed significance value was $0.110 > 0.05$, indicating no significant difference between the initial and final variables. H_0 was accepted, and H_a was rejected. This showed no significant influence on the differences in treatment given to each variable. The research results showed no significant influence from ACTING on the attitudes of postpartum mothers in Bagendung Village, Cilegon District, in 2024, with a 2-tailed significance value of $0.110 > 0.05$.

The Effect of ACTING on Behavior

Table 3 Effect of ACTING on Breastfeeding Behavior

Test	Descriptive Statistics		Paired T-test		
		M (Std. D)	t	df	Sig. (2-tailed)
Pre-test	20	0,30 (0,470)	-1,561	19	0,135
Post-test	20	0,55 (0,510)			

Table 3 showed that the 2-tailed significance value was $0.135 > 0.05$, indicating no significant difference between the initial and final variables. H_0 was accepted, and H_a was rejected. This showed no significant influence on the differences in treatment given to each variable. The research results showed no significant influence from ACTING on the behavior of postpartum mothers in Bagendung village, Cilegon District, in 2024, with a 2-tailed significance value of $0.135 > 0.05$.

Discussion

The Effect of ACTING on Knowledge

The research results show a significant relationship between ACTING education and the knowledge of postpartum mothers in Bagendung Village, Cilegon District (p -value < 0.05). Increased Nutrition Knowledge. Actions to prevent stunting increase parents' or caregivers' knowledge about the importance of balanced nutrition for children's growth, including foods rich in protein, vitamins, and minerals needed for optimal development in the first 1,000 days of life. Understanding Stunting Risk Factors. The education provided to prevent stunting helps patients understand the factors that cause stunting, such as poor diet, lack of access to clean water, and poor environmental cleanliness. This encourages patients to take preventive steps to avoid stunting in children.

Changes in Health Attitudes and Behavior. Increased knowledge gained from stunting prevention actions tends to change patient attitudes and behavior regarding diet and child care, such as choosing nutritious foods and providing exclusive breastfeeding for the first six months of a child's life, increasing Awareness about Health Examinations and Consultations. Education in action to prevent stunting also encourages families to carry out child health checks more regularly, including monitoring children's weight, height, and development, as well as understanding the importance of early examinations to detect health problems.

Involvement in Social and Health Programs. Participants in actions to prevent stunting tend to be more involved in public health programs, such as providing additional food, immunization, and improving sanitation, which support stunting prevention. Overall, stunting prevention actions strengthen patient knowledge about the importance of nutrition, health, and hygiene for optimal child growth and development. This aligns with research by Permatasari et al. (2021), which shows that effective education can improve knowledge, attitudes, and practices related to nutrition and reproductive health using a multisectoral approach. Previous research also shows that many mothers do not understand stunting, so health promotion and education are very necessary to improve mothers' knowledge, attitudes, and practices. Research by Listyarini (2020) also shows a significant increase in maternal attitude and behavior scores after education, which is in line with the results of this study. Research by Permatasari et al. (2020) showed that nutrition and reproductive health education provided by health workers can effectively improve the knowledge, attitudes, and practices of participants in the intervention group, comparable to this study's results.

The Effect of ACTING on Attitudes

The research results showed no significant relationship between ACTING education and the attitudes of postpartum mothers in Bagendung Village, Cilegon District (p -value >0.05). This may be caused by the implementation of ACTING, which is not in-depth or does not include sufficient relevant and precise information, so its impact on changing participants' attitudes is limited. Suppose the approach is only informative and does not allow participants to be more interactive or reflect on the information provided. In that case, the attitude changes that occur may be less effective. In addition, the duration and intensity of short or less sustainable counseling can limit attitude change because participants do not have sufficient opportunities to internalize and apply the information received. Social and cultural factors can also influence the process of changing attitudes, as stated by Apriluana and Fikawati (2018), which state that social norms or habits that have long existed in a community can be more influential than the information provided through counseling. If these norms or habits conflict with the information provided, attitude change becomes more difficult.

According to Danie (2017), knowledge is not always directly proportional to attitude changes. Even though participants understand the information provided, their attitudes may remain unchanged if they do not feel emotionally or practically connected to the

information. For example, even though they know the importance of nutrition for preventing stunting, their children's eating habits remain unchanged due to practical or economic constraints. Therefore, the absence of a significant influence between ACTING and attitudes in this study could be caused by various factors, such as the quality of counseling, internal and external factors of participants, and the measurement methods used. To increase the effectiveness of interventions, a more holistic approach is needed, including improving the quality of counseling, using methods based on participant experience, and adapting to relevant social and cultural conditions.

The Influence of ACTING on the Behavior of Postpartum Mothers

The research results showed no significant relationship between ACTING education and the breastfeeding behavior of postpartum mothers in Bagendung Village, Cilegon District (p -value >0.05). This is likely caused by counseling that is too general or not tailored to the individual's personal conditions, thus failing to motivate behavior change. A more personalized and relevant approach to an individual's actual situation has a greater possibility of changing behavior. Social pressure in society or the family also significantly influences a person's behavior. Even though someone has been given counseling about acting to prevent stunting, pressure from family or society to follow existing habits can hinder this change in behavior.

Kurniati (2020) stated that a counseling duration that is too short or limited can cause limited effects on behavior change. Behavior change takes time, consistency, and ongoing support. If counseling is conducted in only one or two sessions, the impact on the participant's behavior may not be significant. Without follow-up or ongoing support, participant behavior will likely not change. Without post-counseling monitoring and support, individuals may struggle to implement changes in their daily lives. Some individuals may feel they cannot change their habits or behavior despite counseling. Low self-confidence or inadequacy often complicates changing behavior (Sutarto, 2018).

Setyawan (2019) stated that limited resources play a role in changing a person's behavior after being given counseling. Even if someone has gained the necessary knowledge in counseling, limited resources, such as economic hardship or limited access to nutritious food, can prevent them from changing behavior. Behavior change often requires broader support, such as better access to health services or economic resources. In addition, health conditions also influence behavior, where several health problems or psychological challenges can influence individual behavior. For example, mothers who experience stress

or mental problems may find it difficult to change their diet or child care even though they have been given counseling.

Saragih (2020) believes that family and social support are crucial in changing behavior. Behavior change often requires support from family or community. If counseling does not involve the family or does not build strong social support, individual behavior change may be limited. Behavior changes driven by social support and family involvement are more likely to be successful. The absence of a significant influence between counseling and behavior in this study could be caused by various factors, such as the quality and intensity of counseling, social and cultural factors, individual internal motivation, and limited resources. To increase the impact of counseling on behavior change, it is important to involve a more holistic approach, such as ongoing follow-up, provision of practical skills, and support from family and community.

CONCLUSION

ACTING or education related to action to prevent stunting significantly influences knowledge but does not significantly influence the attitudes and behavior of postpartum mothers. Knowledge increases after being given education, but changes in attitudes and behavior can be influenced by many factors (internal and external factors). For further research, it is recommended to consider using more interactive methods involving more social elements and ongoing support to achieve more significant changes in community attitudes and behavior regarding stunting prevention.

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