

ABSTRACT

The different in the effect of counseling on the correct way of breastfeeding between the use of video media with bookley media on mother's knowledge and attitude breastfeeding at BPM Rini Effendi Sidoarjo

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Background : *Success in giving breast milk still need more awareness for mothers who give breast milk, it is strengthened with the data of exclusive breast milk giving level in Sidoarjo in 2015 is 57.3% with the total of checked babies is 13.510. One of ten steps to breastfeeding successfulness corresponds with the decision of Health Minister of Indonesia Republic No. /MENKES /SKI/IV/2004 is helping mothers about how the right way in breastfeeding and how to keep breastfeeding even if the mother is separated from her baby as the medic indication.*

Objective : *Related to those things, the role of health workers are very needed in giving counseling and promotion about how to give the right breastfeeding. The purpose of this research is to know the differences of giving the right breastfeeding between the users of video and booklet to the mother's knowledge and attitudes in giving breastfeeding so it can be an effective media.*

Method : *This research is an experimental quasi with pretest-posttest design. Subject of this research is maternity mothers in November and December 2016 also January, February, and March 2017 in Rini Effendi's BPM which chosen uses formula for category comparative analytic problem is not pairing with the sample acquisition of 27 people for each group in treatment group and control group. The used analysis is statistic test of Wilcoxon Signed Rank Test and Mann Whitney U Test with the significant level is 0.05. The result shows that after the counseling, it gets knowledge value in video group with mean 25.96 (0.035) and booklet group with mean 25.56 ($p=0.025$) and attitude value in video group with mean 8.22 (0.011) and booklet group with mean 7.92 ($p=0.017$). There is a significant enhancement between knowledge and attitude of respondents before and after the counseling by using video or booklet.*

Conclusion : *After the counseling shows that significant value which is gained is 0.617 for knowledge between group of video and booklet and 0.700 for attitude between group of video and booklet. That's why there is no differentiation of range in knowledge and attitude value between the respondents of video and booklet group after the counseling. Based on the result of this research, it can be concluded that health counseling using video and booklet can be used as an alternative way in counseling how to give the right breast feeding.*

Keyword: knowledge, attitude, breastfeeding, video, booklet.