

ABSTRACT

**EFFECT OF MODIFICATION BUZZ GROUP METHOD ABOUT
EXCLUSIVE BREASTFEEDING TO SELF EFFICACY FOR
PREGNANT WOMEN IN PUSKESMAS PUCANG SEWU**

Quasy Experiment

By : Febyana Dwi Cahyanti

Introduction: Exclusive breastfeeding for 6 months is an effort to increase the benefits of breastfeeding and to reduce infant mortality rate. Puskesmas Pucang Sewu has exclusive breastfeeding coverage value of 48.08% in 2016. This research aims to identify the level of self efficacy before and after given modified buzz group method and to analyze the influence of modified buzz group method about exclusive breastfeeding to self efficacy of pregnant mother. **Method:** This study was designed using quasi-experimental design. The study was conducted in the working area of Puskesmas Pucang Sewu. Total population used in this study was 42 pregnant women. A total sample of 38 respondents was taken according purposive sampling. BSES-SF (Breastfeeding Self Efficacy Scale Short Form) questionnaire is administered at pre-test and post-test. Data analysis was performed using Wilcoxon Signed Rank test and Mann Whitney test. **Results:** The results showed that Wilcoxon Signed Rank statistic test obtained p value of 0,000 in the treatment group and p value of 0.355 in the control group. Mann Whitney statistic test obtained significant value of $p=0,000$ at post-test. **Anylise:** The modification of buzz group method take effect to increased self efficacy about exclusive breastfeeding for pregnant mother because this method organized by four sources of self efficacy that is direct experience, indirect experience, verbal persuasion, and emotional condition. **Discussion:** With the modification buzz group method and self efficacy for pregnant mother is expected to increase of value for breastfeeding exclusive coverage in Surabaya cita especially Puskesmas Pucang Sewu.

Keywords: Exclusive Breastfeeding, Modification Buzz Group, Buzz Group Method, Self-Efficacy, Breastfeeding Self-Efficacy