

Pengaruh Program "Cerdas ASI" terhadap Pemberian ASI Eksklusif dan Perubahan Berat Badan Bayi Baru Lahir di Kabupaten Lahat = Effect of "Cerdas ASI" Program on Exclusive Breastfeeding and Infant Weight Changes in Lahat District

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Abstrak

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Capaian pemberian ASI eksklusif di Kabupaten Lahat tahun 2019 mengalami penurunan yang drastis dan belum mencapai *Global Nutritional Targets* 2025 yaitu 50%. Tujuan penelitian ini adalah untuk mengetahui pengaruh program "Cerdas ASI" terhadap pemberian ASI eksklusif dan perubahan berat badan bayi baru lahir. Penelitian *quasi experimental* digunakan dengan tehnik pengambilan sampel *consecutive sampling* terhadap 116 pasangan ibu-bayi. Kelompok intervensi mendapatkan program "Cerdas ASI" yaitu edukasi dengan menggunakan video audiovisual, melibatkan anggota keluarga serta pemberian *reinforcement* positif melalui *whatsapp*. Sedangkan kelompok kontrol mendapatkan edukasi standar rumah sakit. Hasil penelitian menyatakan bahwa terdapat perbedaan yang signifikan antara kelompok ($p=0,000$) dalam mempraktikkan pemberian ASI eksklusif setelah intervensi. Peningkatan berat badan bayi pada kelompok intervensi lebih tinggi dibandingkan kelompok kontrol. Berdasarkan uji statistik didapatkan bahwa selisih perubahan berat badan antara kelompok kontrol dan intervensi mengalami perbedaan yang signifikan ($p=0,000$). Hasil uji statistik menunjukkan bahwa tidak ada hubungan antara karakteristik responden ibu dengan pemberian asi eksklusif. Program "Cerdas ASI" efektif dalam meningkatkan pemberian asi eksklusif dan berat badan pada bayi baru lahir.

Achievement of exclusive breastfeeding in Lahat district in 2019 has decreased drastically and has not yet reached the *Global Nutritional Targets* in 2025, which is 50%. The purpose of this study was to determine the effect of "Cerdas ASI" program on exclusive breastfeeding and infant weight changes. The quasi-experimental study was used in this study with consecutive sampling techniques for 116 mothers-infants. Intervention group received "Cerdas ASI" program; education using audiovisual videos, involving family members and giving positive reinforcement through whatsapp. While the control group received hospital standard education. The results of the study stated that there were significant differences between groups ($p = 0,000$) in practicing exclusive breastfeeding after the intervention. Infant weight gain in the intervention group was higher than in the control group. Based on statistical tests it was found that the difference in weight change between the control and intervention groups experienced a significant difference ($p = 0,000$). The results showed that there was no relationship between the characteristics of maternal respondents with exclusive breastfeeding. "Cerdas ASI" program may be effective in promoting exclusive breastfeeding and infant weight changes.