



Influence of Health Promotion in Exclusive ASI Providing in the Working Area of the Hamparan Puskesmas Perak Deli Serdang District

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Abstract

Breast milk that is not given optimally to babies will have an impact on low nutrition and growth in babies. This can be prevented by giving exclusive breast milk for six months from the first hour after the baby's birth without being given any additional food or drink. The aim of this research is to determine the effect of health promotion on exclusive breastfeeding in the Hamparan Perak Community Health Center Working Area, Deli Serdang Regency. This research method is quasi-experimental with a population of mothers in the Hamparan Perak health center working area with a sample size of 93 respondents. The results of this research are that there is an influence of health promotion on knowledge, culture, information, before and after giving exclusive breastfeeding in the working area of the Tanjung Perak Health Center, Deli Serdang Regency with a p-value of 0.000; 0.002; 0.001 and <0.05. The conclusion of this research is that there is an influence of health promotion on knowledge, culture, information before and after giving exclusive breastfeeding. It is hoped that respondents will be able to find out by taking part in scientific activities, hoping to slowly change mothers' mindsets towards culture, it is hoped that mothers will be able to take part in discussions to find out about the latest information regarding exclusive breastfeeding.

Keywords: health promotion, knowledge, culture, information, exclusive breastfeeding

Introduction

Breast milk (ASI) is the best food for babies which contains white blood cells, protein and immune substances which are very suitable for babies. Breast milk also helps children grow and develop optimally and protects against disease (Safitri, 2016). Breast milk has an important role because it is very beneficial for both the baby, the breastfeeding mother and the family (Editia et al., 2021).

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Breast milk that is not given optimally to babies will have an impact on low nutrition and growth in babies, thereby triggering high Infant Mortality Rates (IMR) every year. The United Nations Children's Fund (UNICEF) states that 30,000 infant deaths in Indonesia and 10 million deaths of children under five in the world each year can be prevented by providing exclusive breastfeeding for six months from the first hour after the birth of the baby without being given any additional food or drink (Suriana et al., 2024).

According to World Health Organization data, Indonesia's exclusive breastfeeding coverage in 2023 was recorded at only 67.96%, down from 69.7% in 2022, indicating the need for more intensive support so that this coverage can increase. In North Sumatra, exclusive breastfeeding for babies aged up to 6 months is 22.9% (2023), 39.55% (2022) while exclusive breastfeeding for 0-5 months is 52.9% (2023), 50.80% (2022). And in Medan City itself, exclusive breastfeeding coverage taken from Deli Serdang Community Health Center data is 16.85% (2016), 79.34% (2017), 89.42% (2018). In the village of Tanjung Perak, exclusive breastfeeding coverage is: 13.16% (2021), 28.07% (2022), 25.93% (2023) .

Family support is very important in the success of exclusive breastfeeding. Lack of family support, especially grandmothers, in providing exclusive breastfeeding can have an impact on the baby's nutrition and growth and development, because support from the family in the form of motivation is very important to support the baby's nutritional needs and growth and development. Apart from that, the lack of support from grandmothers who are in the closest circle of breastfeeding mothers and babies will have an impact on the mother's psychology because this support can trigger the hormone oxytocin which has a calming effect on the mind of breastfeeding mothers. Efforts to provide exclusive breastfeeding that do not go well will also make babies vulnerable to various kinds of infectious diseases (Sari & Sudarmiati, 2017).

The greater the support the mother receives from the family in providing exclusive breast milk, the greater the influence on breast milk production and the mother will continue to continue to provide breast milk to her baby. Maternal psychological factors greatly influence breast milk production. Breast milk is also very important in developing baby health which aims to reduce the infant mortality rate (Saputro et al., 2015).

According to Mery Ramadani (2023) there is a relationship between family support and exclusive breastfeeding. Considering the large role of the family in the success of exclusive breastfeeding, families need to be targeted for breastfeeding education and encouraged to be more active in seeking information and actively learning about breastfeeding, so that they understand better in providing support to mothers to breastfeed exclusively (Yuliani et al., 2022).

The percentage of babies aged less than 6 months who receive exclusive breast milk (ASI) with a target of 80% in 2024. The government has set a target for exclusive breastfeeding coverage at 80%, the latest data shows the national average achievement is 71.58%. The government has actually issued various regulations to support breastfeeding, including ASIE. Various regulations contain norms regarding: the obligation of the government and society to support breastfeeding, the right of mothers to breastfeed at work, and the existence of breastfeeding facilities in the workplace (Aulia, 2019).

In Deli Serdang district itself, 50% of mothers breastfeed exclusively, especially working women. Providing breast milk for 6 months is still a challenge. Working women often have long and inflexible working hours. In addition, not many workplaces provide adequate support for working women to breastfeed or have breastfeeding-friendly policies. For example, there are no adequate breastfeeding facilities, such as breastfeeding rooms or breast milk storage areas. On the other hand, there are still many working women who do not know the benefits of breast milk and the correct way to breastfeed, so they do not make maximum efforts to provide breast milk, and there is a lack of support from the closest support system, namely the family.

From a preliminary survey conducted by researchers at the Tanjung Perak Health Center, Deliserdang Regency, breastfeeding mothers found that of the 10 respondents, 4 of them had a good level of knowledge and 6 people had a poor level of knowledge about exclusive breastfeeding. For attitudes, of the 10 respondents, 8 of them had a poor attitude and 2 of them had a good attitude in supporting exclusive breastfeeding. Therefore, based on the data above, it can be seen that there is a gap between respondents' knowledge and attitudes towards support in supporting the success of exclusive breastfeeding, so it is necessary to increase knowledge and understanding about the importance of exclusive breastfeeding, especially for families. Because their role has a huge influence on the success of Exclusive Breastfeeding.

Based on the above, the author is interested in conducting research with the theme "The Influence of Health Promotion on Providing Exclusive Breast Milk in the Hamparan Perak Community Health Center Working Area, Deli Serdang Regency".

Literature Review

According to Mery Ramadani (2023) there is a relationship between family support and exclusive breastfeeding. Considering the large role of the family in the success of exclusive breastfeeding, families need to be targeted for breastfeeding education and encouraged to be more active in seeking information and actively learning about breastfeeding, so that they understand better in providing support to mothers to breastfeed exclusively (Yuliani et al., 2022). Via Anggara Sagita (2022) states that there is a relationship between the role of the family and the mother's behavior in providing exclusive breastfeeding, and there are fewer families who do not play a role in supporting exclusive breastfeeding compared to families who support exclusive breastfeeding, thus influencing the mother's behavior in providing exclusive breastfeeding (Sagita, 2017).

Research Method

The research used was a quasi-experimental design with pre-test and post-test. Where this research uses a control group so that the effect or influence of health promotion is large. This research was carried out at the Hamparan Perak Health Center, Kec. Hamparan Perak, Deli Serdang Regency, North Sumatra 20374, Indonesia. The research process will begin on December 6, 2023 until completion. The stages involved include an initial survey, preparation of a proposal, data collection, data analysis and preparation of a thesis report. The population

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is the entire research subject (AMALIA et al., 2023). The research population was all breastfeeding mother patients at the Hamparan Perak Health Center from the initial survey from July 1 to July 8 2024 until completion, it was found that the number of breastfeeding mothers was 122 people. So the number of samples was 93 respondents divided into the areas of the Puskesmas Tanjung Perak. Data collection was carried out during the research from July 1 to July 8 2024. The type of data used in this research is primary data which is data from the results of questionnaires filled out by respondents, and secondary data which is data from the Puskesmas Tanjung Perak, Deli Serdang Regency.

Primary data is data taken directly by researchers from the source, obtained through data collection techniques using questionnaires. Primary data was taken from the results of distributing questionnaires to obtain information about services for pregnant women at the Taempa Health Center, Anambas Islands. As for the questionnaire used in this research. The statement items in the questionnaire are adjusted to the operational definition of each variable in this research. The primary data collection stages are as follows: Make a visit to the research location, sample patients are asked for their time/willingness to be interviewed, The researcher explains the aims and objectives of the research and explains the list of questions, Explain to each respondent that the confidentiality of the respondent's answers is guaranteed, Researchers conducted direct interviews with selected respondents who were willing to be interviewed, After the questions have been answered by the respondent, the questionnaire is collected after which the raw data can be processed. Data analysis Data analysis in the research was carried out using the SPSS computer program where 3 types of data analysis will be carried out, namely univariate, bivariate and multivariate analysis.

Result

Subject Characteristics

This research was conducted on 93 mother respondents in the working area of the Hamparan Perak Community Health Center, Deli Serdang Regency. The purpose of collecting data in this study was to analyze the effect of health promotion using booklet media regarding exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency. The results of research and data processing can be seen as follows

Table 1. Frequency Distribution of Maternal Characteristics in the Hamparan Perak Community Health Center Working Area, Deli Serdang Regency

Characteristics	Frekuensi	Persentase (%)
Age		
20-34 Years	23	24.7
35-44 Years	39	41.9
45-54 Years	31	33.3
Total	93	100.0

Education		
Didn't Finish School	6	6.5
Elementary School	10	10.8
JUNIOR HIGH SCHOOL	25	26.9
SMA/SMK	46	49.5
College	6	6.5
Total	93	100.0

In table 1, of the 93 respondents, based on age, the majority of respondents were 35-44 years old, namely 39 respondents (41.9%) and 23 respondents aged 20-34 years were minorities (24.7%). Based on education, the majority of respondents had high school/vocational education, 46 respondents (49.5%) and the minority had not finished school or college, 6 respondents (6.5%) respectively.

Before and After Knowledge

Table 2. Frequency Distribution of Knowledge Before and After Giving Health Promotion Using Booklet Media About Exclusive Breastfeeding in the Hamparan Perak Community Health Center Work Area Deli Serdang Regency

Knowledge	Before		After	
	F	%	f	%
Good	39	41.9	50	53.8
Not good	54	58.1	43	46.2
Total	93	100.0	93	100.0

In table 2, it can be seen that knowledge before being given health promotion using booklet media regarding exclusive breastfeeding, the majority was not good, namely 54 respondents (58.1%) and after the minority was good, namely 39 respondents (41.9%).

Culture Before and After

Table 3. Distribution of Cultural Frequencies Before and After Giving Health Promotion Using Booklet Media About Breastfeeding Exclusively in the Hamparan Perak Health Center Working Area Deli Serdang Regency

Culture	Before		After	
	f	%	f	%
Good	37	39.8	49	52.7
Not good	56	60.2	44	47.3
Total	93	100.0	93	100.0

In table 3, it can be seen that the culture before being given health promotion using booklet media about exclusive breastfeeding, the majority was not good, namely 56 respondents (60.2%) and after the minority was good, namely 49 respondents (52.7%).

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Before and After Information

Table 4. Frequency Distribution of Information Before and After Giving Health Promotion Using Booklet Media About Breastfeeding Exclusively in the Hamparan Perak Health Center Working AreaDeli Serdang Regency

Information	Before		After	
	f	%	f	%
Good	29	31.2	49	52.7
Not good	64	68.8	44	47.3
Total	93	100.0	93	100.0

In table 4, it can be seen that information before being given health promotion using booklet media regarding exclusive breastfeeding, the majority was not good, namely 64 respondents (68.8%) and after the minority was good, namely 49 respondents (52.7%).

Bivariate Analysis

The knowledge data obtained before and after the T-Test was carried out, so the data normality test was first carried out. Following are the results of the data normality test which can be seen in table 6. below this.

a. Data Normality Test Results

Table 6. Data Normality Test Results Using Kolmogorov Smirnov Before and After

Variable	<i>p-value</i>	Information
Knowledge		
Before	0.226	Normal
After	0.333	Normal
Culture		
Before	0.310	Normal
After	0.577	Normal
Information		
Before	0.426	Normal
After	0.373	Normal

Based on Table 6, it is known that all data on knowledge, culture, information, family support and health worker support are normally distributed because all p-values are greater than 0.05. so that it can be carried out for the next test, namely the paired sample t-test.

b. The Influence of Health Promotion on Knowledge Before and After Providing Exclusive Breast Milk in the Working Area of the Hamparan Perak Community Health Center, Deli Serdang Regency

The analysis used to see the effect of health promotion on knowledge before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

Table 7. The Influence of Health Promotion on Knowledge Before and After Providing Exclusive Breast Milk in the Working Area of the Hamparan Perak Community Health Center, Deli Serdang Regency

Knowledge	\bar{x}	Selisih	SD	Lower	Upper	<i>p-value</i>
Before	26.2796	-2.47312	6.26128	-3.60261	-1.34363	0.000
After	28.7527		5.69068			

Based on table 7, it is known that the average knowledge before being given health promotion using booklet media about exclusive breastfeeding was 26.2796 with a standard deviation of 6.26128 and after it was 28.7527 with a standard deviation of 5.69068. The average difference obtained was -2.47312, meaning that between before and after there was an increase in the average knowledge of 2.47312.

From the results of the paired sample t-test carried out, the probability (p) was $0.000 < 0.05$. This means that there is a significant difference in average before and after. So it can be concluded that there is an influence of health promotion on knowledge before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

- c. The Influence of Health Promotion on Culture Before and After Providing Exclusive Breast Milk in the Working Area of the Hamparan Perak Community Health Center, Deli Serdang Regency

The analysis used to see the influence of health promotion on culture before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

Table 8. The Influence of Health Promotion on Culture Before and After Providing Exclusive Breastfeeding in the Community Health Center Work Area Overlay of Perak, Deli Serdang Regency

Culture	\bar{x}	Selisih	SD	Lower	Upper	<i>p-value</i>
Before	28.1828	-0.4838	5.23356	-.78388	-.18386	0.002
After	28.6667		5.39995			

Based on table 8, it is known that the cultural average before being given health promotion using booklet media about exclusive breastfeeding was 28.1828 with a standard deviation of 5.23356 and after it was 28.7527 with a standard deviation of 5.39995. An average difference of -0.4838 was obtained, meaning that between before and after there was an increase in the average culture of 0.4838.

From the results of the paired sample t-test carried out, the probability (p) was $0.002 < 0.05$. This means that there is a significant difference in average before and after. So it can be concluded that there is an influence of health promotion on culture before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

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- d. The Influence of Health Promotion on Before and After Information in Providing Exclusive Breast Milk in the Hamparan Perak Community Health Center Working Area, Deli Serdang Regency

The analysis used to see the effect of health promotion on before and after information in providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

Table 9. The Influence of Health Promotion on Before and After Information in Providing Exclusive Breastfeeding in the Community Health Center Work Area
Overlay of Perak, Deli Serdang Regency

Information	\bar{x}	Selisih	SD	Lower	Upper	<i>p-value</i>
Before	26.1505	-1.55914	5.23356	-2.42892	-.68936	0.001
After	27.7097		5.39995			

Based on table 4.10, it is known that the average information before being given health promotion using booklet media about exclusive breastfeeding was 26.1505 with a standard deviation of 5.23356 and after it was 27.7097 with a standard deviation of 5.39995. The average difference obtained was -1.55914, meaning that between before and after there was an increase in the average information of 1.55914.

From the results of the paired sample t-test carried out, the probability (p) was $0.001 < 0.05$. This means that there is a significant difference in average before and after. So it can be concluded that there is an influence of health promotion on the information before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

Discussion

The Effect of Health Promotion on Knowledge Before and After Providing Exclusive Breast Milk in the Working Area of the Hamparan Perak Community Health Center, Deli Serdang Regency

Based on the research results in table 7, it is known that the average knowledge before being given health promotion using booklet media about exclusive breastfeeding was 26.2796 with a standard deviation of 6.26128 and after it was 28.7527 with a standard deviation of 5.69068. An average difference of -2.47312 was obtained, meaning that between before and after there was an increase in the average knowledge of 2.47312. From the results of the paired sample t-test carried out, the probability (p) was $0.000 < 0.05$. This means that there is a significant difference in average before and after. So it can be concluded that there is an influence of health promotion on knowledge before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency. Respondents' knowledge about exclusive breastfeeding before being given health promotion was that respondents did not know that after giving birth the mother could immediately give breast milk to her baby, if the baby is not breastfed immediately after birth then it will be

difficult to breastfeed, exclusive breastfeeding is introduced from 0-6 months of age, exclusive breastfeeding is giving breast milk until the age of 12 months without the addition of other foods, giving exclusive breast milk can strengthen the inner bond between mother and child, breast milk is the best food that can protect babies from disease, giving exclusive breast milk increases intelligence, is easily absorbed and can protect babies from various diseases, Giving formula milk before 6 months can cause allergies and diarrhea for babies, breast milk can be expressed using hands and a pump, babies who are given breast milk rarely get sick compared to babies who are not given breast milk. After being given health promotion, the majority of respondents' knowledge increased regarding the meaning, goals, benefits and consequences of exclusive breastfeeding. The results above show an increase in knowledge after the intervention, and the media used during the intervention was a booklet about exclusive breastfeeding. In this research, through booklets about exclusive breastfeeding, the public was able to understand and learn about exclusive breastfeeding. Education using booklets about exclusive breastfeeding can help increase public understanding about exclusive breastfeeding.

According to Suiroaka and Supariasa (2021) (Ardiana et al., 2021), one of the effective media that can be used is the booklet type of media, which is one of the booklet media. Booklet media can be a helpful tool in carrying out counseling Apart from that, Notoadmodjo (Notoatmodjo, 2016), said that the use of booklet media in providing information formally and informally can increase knowledge. The use of media, in this case booklet media, is one form of providing non-formal information that is often used in counseling. Knowledge is the result of knowing, and this occurs after people sense a particular object. Sensing occurs through the five human senses, namely the senses of sight, hearing, smell, taste and touch. Most human knowledge is acquired through the eyes and ears (Febriantika, 2017).

Knowledge or cognitive is a very important domain in the formation of a person's actions. Therefore, based on experience and research, it turns out that behavior that is based on knowledge will be more lasting than behavior that is not based on knowledge (Maryati & Wahyuni, 2022). According to the constructivist approach, knowledge is not a fact of a reality that is being studied, but rather is a person's cognitive construction of objects, experiences, and their environment. Knowledge is not something that already exists and is available and other people just have to accept it. Knowledge is a continuous formation by someone who experiences reorganization at any time due to new understandings (Nopiyanti, 2022).

This research is in line with Wijayanti's (2021) research results showing that the intervention was successful in increasing public knowledge about exclusive breastfeeding. Lectures using booklet media about exclusive breastfeeding using booklet media can increase knowledge about exclusive breastfeeding, so that it can become a health promotion method. This statistical increase in knowledge means that respondents understand the material and are able to absorb the material given during treatment. This is in accordance with the opinion which states that respondents have retained the knowledge provided during treatment (AMALIA et al., 2023)

The results of other research include booklet media being more effective in changing knowledge, attitudes and behavior compared to using leaflet media (Sulastri, 2021). Apart from that, other research results that are also appropriate are the results of research conducted by

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Yustisa, et al (2021), where it was stated that there were differences in the level of elementary school students' knowledge about PHBS before and after being given health promotion using booklet media and the results showed an increase in elementary school students' knowledge about PHBS. According to the researcher's analysis, there was an increase in mothers' knowledge about exclusive breastfeeding after health promotion was carried out using booklet media because in the booklet there was visual media through the sense of sight and explained by the researcher so that respondents understood what was conveyed about exclusive breastfeeding.

The Influence of Health Promotion on Culture Before and After Providing Exclusive Breast Milk in the Working Area of Hamparan Perak Health Center, Deli Serdang Regency

Based on the research results in table 8, it is known that the cultural average before being given health promotion using booklet media about exclusive breastfeeding was 28.1828 with a standard deviation of 5.23356 and after it was 28.7527 with a standard deviation of 5.39995. An average difference of -0.4838 was obtained, meaning that between before and after there was an increase in the average culture of 0.4838. From the results of the paired sample t-test carried out, the probability (p) was $0.002 < 0.05$. This means that there is a significant difference in average before and after. So it can be concluded that there is an influence of health promotion on culture before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency.

Before health promotion was given, it was found that the majority of cultural respondents should give newborn babies honey or starch, mothers think that breast milk that has been in the breast for too long is stale milk, babies often cry because they are hungry, they should be given rice porridge, bananas are good food for babies. , mothers should not consume eggs while breastfeeding, seafood (shrimp, squid, crab) should not be consumed by breastfeeding mothers, mothers must work to produce a lot of breast milk, breast milk must be expressed first and then given to the baby so that the breast milk results are good, the habit of giving breast milk must be in a position mother lay down. After being given health promotion activities, respondents were able to understand that babies before the age of 6 months should not be given other additional foods and understand how to provide exclusive breastfeeding properly and correctly. Apart from that, respondents knew what foods should be consumed during breastfeeding.

Lawrence Green in Notoatmodjo formulated the definition of Health Promotion as any combination of health education and interventions related to economics, politics and organizations, designed to facilitate behavioral change and an environment conducive to health. Health promotion is defined as an effort to empower the community to maintain, improve and protect the health of themselves and their environment through learning from, by, for and with the community, so that they can help themselves, as well as developing activities that sourced from community resources, appropriate to local social culture and supported by public policies with a health perspective. One way to promote health is by conducting health education (Green & All, 1980).

Pregnancy is a physiological process, but in society there are many beliefs, cultures or

myths that have been practiced by people for generations to maintain or care for pregnancy. Likewise, the Malay community in the Anambas Islands has various beliefs, customs or myths surrounding pregnancy. Research conducted by Cukarso & Herbawani (2020) regarding traditional beliefs and practices among pregnant women in Javanese society (literature review) found that traditional beliefs and cultural practices can have both positive and negative impacts on the pregnant mother and her fetus (Lubis, 2019).

An understanding of people's cultural beliefs relating to health, disease and health care is very necessary, so that health workers can provide culturally appropriate care. Antenatal care is an individual health effort that pays attention to the precision and quality of medical services provided. The results of research by Harlinisari & Amalia (2020) show that the mother has a low level of education. There are still traditions passed down from generation to generation among the people in the Lenteng Community Health Center working area regarding breastfeeding. The Lenteng community has the view that babies have the right to receive breast milk from their mothers, but many still give it (Harlinisari & Amalia, 2020).

Research conducted by (Safri Mulya, 2012) stated that exclusive breastfeeding cannot be separated from the influence of habits colored by local customs (culture), the existence of a hereditary tradition of giving bananas or honey to babies before they are 6 months old. According to researchers, the slight increase in culture after health promotion is carried out is because culture is a tradition that is embedded in society and requires time to change. Socio-cultural factors that exist in society influence mothers' behavior in the practice of giving exclusive breast milk to their babies. This is in accordance with previous research which states that myths/beliefs have a close cultural relationship with giving exclusive breast milk. Usually people are often influenced by local culture, especially intervention from families not to give breast milk to their babies.

The Effect of Health Promotion on Before and After Information in Providing Exclusive Breast Milk in the Hamparan Perak Community Health Center Working Area, Deli Serdang Regency

Based on the research results in table 9, it is known that the average information before being given health promotion using booklet media about exclusive breastfeeding was 26.1505 with a standard deviation of 5.23356 and after it was 27.7097 with a standard deviation of 5.39995. The average difference obtained was -1.55914, meaning that between before and after there was an increase in the average information of 1.55914. From the results of the paired sample t-test carried out, the probability (p) was $0.001 < 0.05$. This means that there is a significant difference in average before and after. So it can be concluded that there is an influence of health promotion on the information before and after providing exclusive breastfeeding in the work area of the Hamparan Perak Community Health Center, Deli Serdang Regency. Before being given health promotion activities, the information obtained by respondents was only through relatives, family, neighbors, and after being given health promotion activities, the information received was in the form of: So far, the mother has had a pregnancy check-up with a health worker, the mother has had a pregnancy check-up once after being declared pregnant, the mother has received information about exclusive breastfeeding during pregnancy checks, the mother received this information from the midwife, the

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community health center provided brochures for exclusive breastfeeding information, the mother received a book on MCH during pregnancy from the community health center, the mother received information about exclusive breastfeeding from the media, the type of information media conveying is television, the mother gets exclusive breastfeeding information from the community health center and the mother provides exclusive breastfeeding due to information from her neighbors.

Health promotion is essentially an activity or effort to convey health messages to communities, groups or individuals. With the hope that with these messages, communities, groups or individuals can gain better knowledge about health. This knowledge is ultimately expected to have an impact on behavior. In other words, the existence of health promotion is expected to result in changes in the health behavior of the target (Maziyyati et al., 2023) .

One of the efforts made to obtain information is through health education which is adapted to conditions in Islamic boarding schools which limit the use of electronic media, namely by using print media. One of the print media that can be used is booklets, which is a medium for conveying health messages in written and image form. The benefits of booklets as a communication medium for health education include helping educational targets to learn more and faster, making educational targets interested and wanting to know more deeply in order to pass on messages received to others, making it easier for educational targets to find information and encouraging people's desire to knowing then deepening and finally getting a better understanding. According to Bambang, et al, information sources can influence a person's level of knowledge, with rapid technological advances, all information can be accessed easily and quickly, so it can influence a person's level of knowledge. The information factor that is received repeatedly and the motivation one has to obtain that information will increase a person's knowledge of something (Anggraeni et al., 2022).

This research is in line with Sahara (2022), the information obtained by mothers increased after health promotion activities were carried out, namely regarding exclusive breastfeeding during the first 6 months after the new baby was born. From the age of 0-6 months, only breast milk is needed, no other food is needed. One of the reasons why exclusive breastfeeding is important is because it can help optimize your baby's development (Fitrah, 2018). According to the researchers' analysis, health promotion greatly influenced the increase in information about exclusive breastfeeding among respondents. Because in the everyday environment respondents do not necessarily get the correct information about exclusive breastfeeding.

Conclusion

From the results of research on the influence of health promotion on the provision of exclusive breastfeeding in the work area of Hamparan Perak Health Center, Deli Serdang Regency, a conclusion can be found, namely: There is an influence of health promotion on knowledge before and after giving exclusive breastfeeding in the working area of the Tanjung Perak Health Center, Deli Serdang Regency with a p-value of $0.000 < 0.05$. There is an influence of health promotion on culture before and after giving exclusive breastfeeding in the work area

of the Tanjung Perak Health Center, Deli Serdang Regency with a p-value of $0.002 < 0.05$. There is an influence of health promotion on before and after information in providing exclusive breastfeeding in the working area of the Tanjung Perak Health Center, Deli Serdang Regency with a p-value of $0.001 < 0.05$.

Suggestion

It is recommended that Puskesmas officers provide regular counseling using booklets or other health promotion tools to make it easier for pregnant women to understand the benefits of exclusive breastfeeding. Knowledge It is hoped that respondents will increase their knowledge about exclusive breastfeeding by participating in health promotion activities from health workers. It is hoped that respondents will not provide other additional food before the baby is 6 months old and try to only provide exclusive breast milk. It is hoped that respondents will add exclusive breastfeeding information through social media provided by health workers. It is hoped that this research can be continued by using other independent variables. The results of this research can be used as material or a reference source.

Declaration of Conflicting Interest

The author declares that there is no conflict of interest in the implementation and results of this research.

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