

PENGARUH PROMOSI KESEHATAN TENTANG *BREAST CARE* TERHADAP PENGETAHUAN IBU HAMIL *PRIMIGRAVIDA* DI WILAYAH KERJA PUSKESMAS PASIR NANGKA

Tasya Tjahyaningsih

Abstrak

Breast care memiliki banyak manfaat bagi ibu hamil untuk meningkatkan produktivitas ASI dan pengeluaran ASI. Namun, sebagian besar ibu hamil *primigravida* yang belum mengetahui pentingnya *breast care*, hal ini disebabkan oleh kurangnya informasi mengenai *breast care*. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh promosi kesehatan tentang *breast care* terhadap pengetahuan ibu hamil *primigravida* di wilayah Kerja Puskesmas Pasir Nangka yang dilaksanakan pada bulan Maret-Juni 2023. Penelitian ini menggunakan metode quasi experimental dengan rancangan pretes-posttest two group design dengan media phantom dan leaflet. Sampel diambil dengan teknik purposive sampling berjumlah 104 ibu hamil *primigravida*. Analisis data dengan Uji Wilcoxon dan Mann Whitney. Hasil analisis data karakteristik responden mayoritas 75% kelompok eksperimen dan 69% kelompok kontrol berusia 21-35, kedua kelompok mayoritas ibu rumah tangga 85% kelompok eksperimen dan 77% kelompok kontrol, 86% dan 85% rata-rata berpenghasilan kurang atau sama dengan UMR Kabupaten Tangerang pada kelompok eksperimen dan kelompok kontrol, kedua kelompok memiliki tingkat pendidikan terakhir jenjang menengah. Hasil analisis bivariat dengan uji Wilcoxon menunjukkan terdapat pengaruh pengetahuan mengenai *breast care* pada ibu hamil *primigravida* sebelum dan sesudah dilakukan promosi kesehatan (nilai *p value* 0,000). Terdapat perbedaan efektivitas promosi kesehatan mengenai *breast care* melalui media phantom dan leaflet. (nilai *p value* 0,000). Jadi dapat disimpulkan bahwa terdapat pengaruh promosi kesehatan *breast care* terhadap pengetahuan ibu hamil *primigravida* dan terdapat perbedaan efektivitas antara media phantom dan media leaflet. Promosi Kesehatan *breast care* dengan media phantom lebih efektif jika dibandingkan dengan media leaflet. Saran untuk memberikan atau menyampaikan materi *breast care* dalam kelas ibu hamil menggunakan media phantom dan leaflet yang menarik untuk media promosi kesehatan.

Kata Kunci : Promosi Kesehatan, *Breast Care*, Pengetahuan, *Primigravida*

THE EFFECT OF HEALTH PROMOTION OF BREAST CARE ON PRIMIGRAVID PREGNANT WOMEN KNOWLEDGE IN WORK AREA OF PUSKESMAS PASIR NANGKA

Tasya Tjahyaningsih

Abstract

Breast care has many benefits for pregnant women to increase milk productivity and milk expenditure. However, most primigravida pregnant women do not know the importance of breast care, this is caused by a lack of information about breast care. The purpose of this study was to determine the effect of health promotion regarding breast care on the knowledge of primigravida pregnant women in the Pasir Nangka Public Health Center working area which was carried out in March-June 2023. This research used a quasi-experimental method with a pretest-posttest two group design with phantom media and leaflets. Samples were taken by purposive sampling technique totaling 104 primigravida pregnant women. Data analysis with Wilcoxon and Mann Whitney test. The results of the analysis of data on the characteristics of the majority of respondents 75% of the experimental group and 69% of the control group were aged 21-35, the two groups were mostly housewives 85% of the experimental group and 77% of the control group, 86% and 85% on average earning less than or equal to the Tangerang District Minimum Wage in the experimental group and the control group, both groups had the senior high school. The results of bivariate analysis using the Wilcoxon test showed that there was an effect of knowledge about breast care on primigravida pregnant women before and after health promotion (p value 0.000). There are differences in the effectiveness of health promotion regarding breast care through phantom media and leaflets. (p -value 0.000). So it can be concluded that there is an effect of breast care health promotion on the knowledge of primigravida pregnant women and there is a difference in effectiveness between phantom media and leaflet media. Breast care health promotion with phantom media is more effective than leaflet media. Suggestions for giving or delivering breast care material in pregnant women's classes use phantom media and attractive leaflets for health promotion media.

Keywords : *Health Promotion, Breast Care, Knowledge, Primigravida*