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Program Studi : Sarjana Keperawatan
Judul Skripsi : Pengaruh Edukasi Kesehatan Berbasis Media Audiovisual Terhadap Pengetahuan Ibu Hamil Tentang ASI Eksklusif di Biro Dokpol PUSDOKKES POLRI

ABSTRAK

Latar Belakang : Cakupan pemberian ASI Eksklusif di Indonesia masih belum mencapai target nasional sebesar 80%, meskipun mengalami peningkatan setiap tahunnya. Rendahnya cakupan tersebut dipengaruhi oleh berbagai faktor, salah satunya adalah kurangnya pengetahuan ibu mengenai manfaat, teknik menyusui, dan pengelolaan laktasi. Pengetahuan ibu yang baik sejak masa kehamilan berperan penting dalam meningkatkan keberhasilan pemberian ASI Eksklusif. Salah satu metode edukasi kesehatan yang dinilai efektif adalah penggunaan media audiovisual karena mampu menyampaikan informasi melalui kombinasi unsur visual dan auditori sehingga lebih mudah dipahami dan diingat oleh sasaran. **Tujuan :** Menganalisis pengaruh edukasi kesehatan berbasis media audiovisual terhadap pengetahuan ibu hamil tentang ASI Eksklusif di Biro Dokpol PUSDOKKES POLRI. **Metode :** Penelitian ini menggunakan pendekatan kuantitatif dengan desain *quasi experiment* menggunakan rancangan *one-group pretest-posttest*. Sampel penelitian berjumlah 36 ibu hamil yang dipilih menggunakan teknik *total sampling*. Penelitian dilaksanakan pada tanggal 29 Januari sampai 1 Februari 2026 di Biro Dokpol PUSDOKKES POLRI. Pengumpulan data menggunakan kuesioner pengetahuan tentang ASI Eksklusif yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan secara univariat dan bivariat menggunakan uji *Wilcoxon Signed Rank Test*. **Hasil :** Sebagian besar responden berada pada kelompok usia tidak berisiko (88,9%), berpendidikan perguruan tinggi (75,0%), dan *primigravida* (69,4%). Tingkat pengetahuan responden meningkat setelah diberikan edukasi kesehatan berbasis media audiovisual. Hasil uji *Wilcoxon* menunjukkan nilai $p < 0,001$, yang berarti terdapat pengaruh edukasi kesehatan berbasis media audiovisual terhadap pengetahuan ibu hamil tentang ASI Eksklusif. **Kesimpulan :** Edukasi kesehatan berbasis media audiovisual terbukti efektif meningkatkan pengetahuan ibu hamil tentang ASI Eksklusif di Biro Dokpol PUSDOKKES POLRI. Media audiovisual dapat dijadikan sebagai alternatif media edukasi kesehatan dalam meningkatkan kesiapan ibu untuk memberikan ASI Eksklusif.

Kata Kunci : ASI eksklusif, Audiovisual, Edukasi Kesehatan, Ibu Hamil
Daftar Pustaka : 57 daftar pustaka (2020 – 2025)

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Thesis Title : The Effect of Audiovisual-Based Health Education on Pregnant Women's Knowledge of Exclusive Breastfeeding at the Biro Dokpol Puskor Polri

ABSTRACT

Background : The coverage of exclusive breastfeeding in Indonesia has not yet reached the national target of 80%, despite showing gradual improvement over the years. This condition is influenced by several factors, one of which is the limited knowledge of mothers regarding the benefits of exclusive breastfeeding, proper breastfeeding techniques, and lactation management. Adequate knowledge acquired during pregnancy plays a crucial role in preparing mothers to successfully practice exclusive breastfeeding after childbirth. One educational approach considered effective in improving maternal knowledge is the use of audiovisual media, as it combines visual and auditory stimulation, making health information easier to understand, retain, and apply. **Objective :** To analyze the effect of health education using audiovisual media on pregnant women's knowledge regarding exclusive breastfeeding at the Dokpol Bureau, Puskor Polri. **Methods :** This study employed a quantitative approach with a quasi-experimental one-group pretest-posttest design. The study involved 36 pregnant women selected using a total sampling technique. The research was conducted from January 29 to February 1, 2026, at the Dokpol Bureau, Puskor Polri. Data were collected using a validated and reliable questionnaire on knowledge of exclusive breastfeeding. Data were analyzed using univariate analysis and the *Wilcoxon Signed Rank Test* for bivariate analysis. **Result :** Most participants were in the non-risk reproductive age group (88.9%), had a higher education level (75.0%), and were *primigravida* (69.4%). Participants' knowledge significantly improved after receiving health education through audiovisual media. The *Wilcoxon Signed Rank Test* showed a $p\text{-value} < 0.001$, indicating a statistically significant effect of audiovisual health education on pregnant women's knowledge regarding exclusive breastfeeding. **Conclusion :** Health education using audiovisual media is effective in improving pregnant women's knowledge regarding exclusive breastfeeding at the Dokpol Bureau, Puskor Polri. Audiovisual media can be recommended as an alternative health education strategy to enhance mothers' preparedness for successful exclusive breastfeeding.

Keywords : Audiovisual, Exclusive Breastfeeding, Health Education, Pregnant Women

References : 57 references (2020–2025)