

**KEMENTERIAN KESEHATAN REPUBLIK INDONESIA
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**PERBANDINGAN EFEKTIVITAS MEDIA VIDEO ANIMASI DAN
LEAFLET TERHADAP *BREASTFEEDING SELF-EFFICACY* PADA IBU
MENYUSUI GENERASI Z DI TPMB ROSITA KOTA PEKANBARU**

xi + 42 Halaman, 2 Tabel, 2 Bagan, 12 Lampiran

ABSTRAK

Keberhasilan menyusui dipengaruhi oleh faktor fisiologis dan psikologis, salah satunya *breastfeeding self-efficacy*, yaitu keyakinan ibu terhadap kemampuannya dalam menyusui. Rendahnya *breastfeeding self-efficacy* dapat meningkatkan risiko penghentian pemberian ASI secara dini. Penelitian ini bertujuan mengetahui perbedaan efektivitas media video animasi dan *leaflet* terhadap *breastfeeding self-efficacy* pada ibu menyusui Generasi Z di TPMB Rosita Kota Pekanbaru. Penelitian menggunakan desain *Quasi Experimental* dengan *Two Group Pretest-Posttest Design* pada 20 ibu menyusui Generasi Z yang memiliki bayi usia 7–42 hari, dipilih melalui *purposive sampling*. Data dikumpulkan menggunakan kuesioner *Breastfeeding Self-Efficacy Scale–Short Form* (BSES-SF) sebelum dan sesudah intervensi selama 7 hari. Hasil penelitian menunjukkan rata-rata peningkatan skor *breastfeeding self-efficacy* pada kelompok video animasi lebih tinggi ($11,60 \pm 1,713$) dibandingkan kelompok *leaflet* ($9,80 \pm 1,932$). Hasil uji statistik *independent t-test* pada derajat kepercayaan 95% menunjukkan terdapat perbedaan yang signifikan antara media video animasi dan *leaflet* terhadap *breastfeeding self-efficacy* pada ibu menyusui Generasi Z ($p=0,041$). Disimpulkan bahwa media video animasi lebih efektif dibandingkan *leaflet* dalam meningkatkan *breastfeeding self-efficacy*. Diharapkan bidan dapat memanfaatkan media video animasi sebagai salah satu media edukasi dalam pelayanan kebidanan untuk meningkatkan keyakinan ibu dalam menyusui.

Kata Kunci: Video Animasi, Leaflet, Breastfeeding Self-Efficacy, Ibu Menyusui Generasi Z

Daftar Bacaan : 40 Referensi (2016-2025)

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THESIS, JULY 2026

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**COMPARISON OF THE EFFECTIVENESS OF ANIMATED VIDEO AND
LEAFLET MEDIA ON BREASTFEEDING SELF-EFFICACY AMONG
GENERATION Z BREASTFEEDING MOTHERS AT TPMB ROSITA,
PEKANBARU CITY**

xi + 42 Pages, 2 Tables, 2 Chart, 12 Appendices

ABSTRACT

Breastfeeding success is influenced by physiological and psychological factors, one of which is breastfeeding self-efficacy, defined as a mother's confidence in her ability to breastfeed. Low breastfeeding self-efficacy may increase the risk of early cessation of breastfeeding. This study aimed to compare the effectiveness of animated video and leaflet media in improving breastfeeding self-efficacy among Generation Z breastfeeding mothers at TPMB Rosita, Pekanbaru City. This study employed a quasi-experimental design using a two-group pretest-posttest design. The participants were 20 Generation Z breastfeeding mothers with infants aged 7–42 days, selected using purposive sampling. Data were collected using the Breastfeeding Self-Efficacy Scale–Short Form (BSES-SF) questionnaire before and after a 7-day intervention. The results showed that the mean increase in breastfeeding self-efficacy scores was higher in the animated video group (11.60 ± 1.713) than in the leaflet group (9.80 ± 1.932). The independent-samples t-test at a 95% confidence level showed a significant difference between the animated video and leaflet groups in breastfeeding self-efficacy ($p = 0.041$). It was concluded that animated video was more effective than leaflets in improving breastfeeding self-efficacy. Midwives are expected to use animated video as an educational medium in midwifery care to improve mothers' confidence in breastfeeding.

Keywords: Animated Video, Leaflets, Breastfeeding Self-Efficacy, Generation Z Breastfeeding Mothers

References: 40 References (2016-2025)