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FADLLAH EKA NUR RAHMA**

**PENGARUH MEDIA EDUKASI VASIKU TERHADAP *BREASTFEEDING SELF-EFFICACY* PADA IBU MENYUSUI DI TEMPAT PRAKTIK MANDIRI
BIDAN DARLIANA KOTA PEKANBARU TAHUN 2026**

xiii + 63 Halaman, 3 Tabel, 2 Bagan, 11 Lampiran

ABSTRAK

Cakupan pemberian ASI eksklusif di Indonesia masih belum mencapai target yang ditetapkan. Salah satu faktor yang mempengaruhi keberhasilan pemberian ASI eksklusif adalah *Breastfeeding Self-Efficacy* (BSE), yaitu keyakinan ibu terhadap kemampuannya untuk menyusui. Media digital berupa video edukasi merupakan salah satu inovasi promosi kesehatan yang berpotensi meningkatkan BSE melalui penyampaian informasi yang menarik dan mudah dipahami. Penelitian ini bertujuan untuk mengetahui pengaruh video edukasi tentang ASI eksklusif terhadap *breastfeeding self-efficacy* pada ibu menyusui di TPMB Darliana Kota Pekanbaru. Penelitian ini menggunakan desain *pre-experimental one group pretest-posttest*. Penelitian dilaksanakan di PMB Darliana Kota Pekanbaru dengan jumlah sampel 20 orang ibu menyusui yang dipilih menggunakan teknik *total sampling*. Intervensi berupa video edukasi ASI eksklusif Vasiku diberikan selama tujuh hari. Instrumen BSE dilakukan menggunakan kuesioner *Breastfeeding Self-Efficacy Scale-Short Form* (BSES-SF). Analisis data menggunakan uji *Wilcoxon Signed Rank Test*. Rata-rata skor BSE sebelum intervensi adalah 55,65 (SD=12,364) dan meningkat menjadi 65,15 (SD=5,779) setelah intervensi. Hasil uji *Wilcoxon* menunjukkan nilai $p=0,000$ ($p<0,05$), yang menunjukkan adanya peningkatan BSE yang signifikan setelah pemberian video edukasi. Video edukasi Vasiku efektif meningkatkan *Breastfeeding Self-Efficacy* karena menyajikan informasi secara audiovisual sehingga memudahkan ibu memahami dan menerapkan teknik menyusui serta meningkatkan keyakinan diri dalam memberikan ASI eksklusif.

Kata kunci: ASI Eksklusif, *Breastfeeding Self-Efficacy*, Ibu Menyusui, Vasiku
Daftar Bacaan : 36 Referensi (2016-2026)

**MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA
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APPLIED MIDWIFERY BACHELOR STUDY PROGRAM**

**THESIS, JULY 2026
FADLLAH EKA NUR RAHMA**

**THE EFFECT OF VASIKU EDUCATIONAL MEDIA ON BREASTFEEDING
SELF-EFFICACY MOTHERS AT PMB DARLIANA PEKANBARU CITY
IN 2026**

xiii+ 63 Pages, 3 Tables, 2 Charts, 11 Appendices

ABSTRACT

Exclusive breastfeeding coverage in Indonesia has not yet reached the established targets. One factor influencing the success of exclusive breastfeeding is *Breastfeeding Self-Efficacy* (BSE), which is a mother's confidence in her ability to breastfeed. Digital media in the form of educational videos is a health promotion innovation with the potential to improve BSE by delivering information that is both engaging and easy to understand. This study aimed to determine the effect of educational videos on exclusive breastfeeding on the *breastfeeding self-efficacy* of nursing mothers at TPMB Darliana, Pekanbaru City. This study utilized a *pre-experimental one-group pretest-posttest* design. It was conducted at TPMB Darliana, Pekanbaru City, with a sample of 20 nursing mothers selected through *total sampling*. The intervention, the Vasiku exclusive breastfeeding educational video, was provided over seven days. BSE was measured using the *Breastfeeding Self-Efficacy Scale-Short Form* (BSES-SF) questionnaire. Data were analyzed using the *Wilcoxon Signed Rank Test*. The mean BSE score before the intervention was 55.65 (SD=12.364) and increased to 65.15 (SD=5.779) after the intervention. The *Wilcoxon* test results showed a p-value of 0.000 ($p < 0.05$), indicating a significant increase in BSE following the provision of the educational video. The Vasiku educational video is effective in improving *Breastfeeding Self-Efficacy* because it presents information audiovisually, making it easier for mothers to understand and apply breastfeeding techniques, thereby increasing their confidence in providing exclusive breastfeeding.

Keywords: Exclusive Breastfeeding, Breastfeeding Self-Efficacy, Breastfeeding Mothers, Vasiku.

References: 36 references (2016–2026).