
Online Support Model For Successful Exclusive Breastfeeding

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ABSTRACT

Social media provides opportunities for users to engage in various daily experiences and interactions such as giving and receiving support. Research reveals that social media is a source of information and suggestions for support models. Breastfeeding support is an important factor in ensuring the mother can overcome the challenges of breastfeeding. Social media use can also influence breastfeeding attitudes, breastfeeding norms and increase self-efficacy. But what kind of online support is not clear which model is used.

The purpose of this study was to identify the effectiveness of online support for the success of exclusive breastfeeding. This study used an experimental design, namely Quasi-experimental post test with control design. The sample in this study were mothers with infants 2-5 months who met the criteria. The success of exclusive breastfeeding was measured using the Breastfeeding self-efficacy scale (BSES) instrument and the Bristol Breastfeeding Assessment Tool (BBAT).

The results showed that the online support model intervention had an influence on self-efficacy in the intervention group ($p = 0.009$). Whereas the attachment variable has no effect ($p = 0.082$).

Keywords: Online Support, Breastfeeding Self Efficacy, Exclusive Breastfeeding

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BACKGROUND

People in the millennial era experience easy access to information via the internet. People can communicate and interact without having to meet in person. All activities can be done in cyberspace such as buying and selling, learning processes and other activities. The 2017 AIPJII survey report internet users in Indonesia are increasing from year to year. In 2017 internet users were 54.68% of the total population of Indonesia. Internet services with chat access are 89.35%, social media 87.13%, search engines 74.84%, video 70.23%, email 33.58%, and banking 7.39% (APJII, 2017).

Social media provides opportunities for users to engage in various daily experiences and interactions such as giving and receiving support. Pew Research Center research reveals social media is a source of information and advice for childcare. 45% of breastfeeding mothers show that they strongly agree with receiving support from friends on social media. 50% of mothers receive emotional support, especially childcare issues (Duggan, 2015). The pattern of use of social media among mothers shows that social media can help mothers in the childcare stage, from the start of post partum, breastfeeding babies and the later stages of raising children (Holtz, 2015; Bartholomew, 2012).

Breastfeeding is the preferred nutrition for babies (Johnston, 2012). In Kebumen District, exclusive breastfeeding has increased from year to year. In 2016 the percentage of exclusive breastfeeding was 41.8%. Breastfeeding support is an important factor in ensuring the mother can overcome the challenges of breastfeeding. The literature on breastfeeding support is mostly received from a person and by telephone (Britton, 2012). Researchers in the field of lactation say the use of social media to support nursing mothers, encourage adaptation to change and explain how mothers exchange support and information (Audelo, 2014; Wolynn, 2012).

The 2011 Surgeon General forms of breastfeeding support are the use of new media and forms of electronic communication to reach young women and their families (Britton, 2012; Office of Surgeon General, 2011). Several qualitative studies have conducted research on breastfeeding support groups on social networking sites and identified support themes (Britton, 2012). the use of social networking sites to meet unmet information needs and to build breastfeeding skills (Britton, 2012; Bridges, 2016; Asiodu, 2015). and to overcome social isolation (Asiodu, 2015; Kim 2015). Research in Finland with a sample of premature babies shows that mothers do not receive breastfeeding support from nurses while in hospital and access peer groups in their Facebook groups to get the necessary information and support (Niela, 2015). Research with a sample of African American mothers stated that social media is the preferred mechanism for obtaining important information during pregnancy and postpartum. For mothers who are exclusively breastfeeding, Facebook provides invaluable support (Asiodu, 2015). The link between exclusive breastfeeding and online support is an important finding given that Indonesian mothers are under the recommendation to exclusively breastfeed for 6 months. In addition to providing support for breastfeeding, the use of social media can also affect breastfeeding attitudes, breastfeeding norms and increased self-efficacy (Jin, 2015; Gross, 2015; Tuan, 2014).

Through interpersonal counseling, development of breastfeeding knowledge, breastfeeding skills and receiving breastfeeding support, the results show that the combination of interpersonal counseling and mass media campaigns has a positive impact on breastfeeding behavior (Tuan, 2014). A preliminary study in Kebumen Regency that there is no online or offline breastfeeding community. Based on the journal summary and the problem, the researcher wants to make online support modeling for the success of

exclusive breastfeeding. The purpose of this study is to determine the modeling of support that can increase the success of exclusive breastfeeding mothers.

MATERIALS AND METHODS

This study used an experimental design, namely Quasi experiment post test with control design. The success of exclusive breastfeeding was measured using the Breastfeeding self-efficacy scale (BSES) instrument and the Bristol Breastfeeding Assessment Tool (BBAT). The sample in this study were mothers with babies 2-5 months in the Puskesmas Sempor 1 who met the criteria. The inclusion criteria were: 1) Statement of consent from the mother to become research respondents by signing a letter of consent and informed consent, 2) Age of the baby 2-5 months. Exclusion criteria: 1) Babies with birth defects, 2) Babies with acute illness. The sampling technique used purposive sampling, the sample size was 40 respondents. 20 control groups were given online education (Wa Groups) and 20 control group respondents were only given breastfeeding support books. The research was conducted from October 2019 to March 2020.

RESULTS

The research data was taken in March 2020 at Puskesmas 1 Sempor, there were 40 respondents. Following are the results of the research data shown in the table.

Table 1 characteristics of respondents

Variable	Control Group		Intervention Group	
Age	F	%	F	%
Risk	2	10	5	25
No Risk	18	90	15	75
Profession				
Work	1	5	1	5
Does Not work	19	95	19	95
Education				
Elementary School	2	10	5	25
Junior School	5	25	6	30
High School	13	65	9	45
Income				
Less than 1.500.000	10	50	10	50
1.501.000-2.000.000	8	40	9	45
2.001.000-2.500.000	1	5	0	0
More than 2.500.000	1	5	1	5
Labor				
One	10	50	8	40
Second	5	25	8	40
Third	4	20	3	15
Fourth	1	5	1	5
History of breast milk				
Exclusive				
Histtfeedingory	11	55	14	70
History Not Exclusive	9	45	6	30

**Exclusive
Breastfeeding**

Yes	14	70	18	90
No	6	30	2	10

Tabel 2. Analisis bivariat

Variable	Intervention Group (n 20)		Control Group (n 20)		p value
	Mean	Median (Min-max)	Mean	Median (Min-max)	
Self efficacy					
Self efficacy pretest	46.15	46.0 (34-55)	51.45	51.0 (23-70)	0.018
Self efficacy posttest	57.05	58.00 (38-64)	50.9	51.0 (23-70)	0.009
Attachment					
Attachment pretest	7.65	7.5 (6-12)	8.25	8.0 (4-12)	0.077
Attachment posttest	7.7	7.5 (6-12)	8.25	8.0 (4-12)	0.082

From table 2 it can be concluded that the online support model intervention has an influence on self-efficacy in the intervention group ($p = 0.009$). Meanwhile, the attachment variable has no effect ($p = 0.082$).

DISCUSSION

Factors that affect breastfeeding self-efficacy are the level of education, post partum pain, and breastfeeding experience (Poorshaban, 2017). In this study, the experience of breastfeeding dominates the success of exclusive breastfeeding. Age at risk also affects the smooth production of breast milk.

This study used two groups, namely the intervention group and the control group. Online support in the intervention group had a significant effect on increasing maternal self-efficacy scores. The increase in scores in the control group was lower when compared to the intervention group. This could be because the control group was only given booklets. Giving booklets to the control group also affects the increase in self-efficacy. Booklets are an interesting source of information and can be used at any time so that they can meet the learning needs of mothers about breastfeeding. However, the provision of booklets alone does not allow mothers to interact with health workers so that if there are things that are not understood, the mother cannot immediately get a solution (Astutiningrum, 2016).

This study shows that online media support increases a mother's decision to breastfeed exclusively and increases sexual efficacy in accordance with previous research which states that peer support has a positive influence on exclusive breastfeeding decision making (Powell R, 2014). During the research, respondents felt very happy to be in the online support group, mothers could discuss with other breastfeeding mothers, ask and answer questions and mothers could also share their experiences during breastfeeding. Respondents also feel happy because there is a nurse health team in the group so that respondents can get answers to questions asked by other respondents.

Mercer and Walker (2006) stated that the quality of nurses' interaction and social support directly affects the mother's self-confidence. The positive interactions that have been created are important for mothers to be willing to listen to and follow what the nurses say, because for patients, health workers are a role model worthy of being imitated. Bandura (2005) tends to follow and imitate people who are considered as models. Meanwhile, the control group also saw an increase in scores, although only slightly.

This study is in accordance with previous research (Salonen et al., 2011) which found significant changes in affective aspects. This change occurred because of the addition of topics needed by breastfeeding mothers and the availability of interactive media in the form of websites so that mothers get sufficient support after giving birth to their babies to breastfeed. The online media used in the intervention group is WhatsApp Group. This is in accordance with previous research showing that there is an increase in knowledge and decisions to breastfeed exclusively (Issuryanti, 2019). Social media affects individual perceptions so that it has an impact on effective breastfeeding behavior by mothers to their babies. Exposure to information from social media as a form of indirect support to mothers affects the mother's behavior in giving exclusive breastfeeding (Nurfianti, 2015). Social media exposure can influence the way mothers think and attitudes to make decisions about breastfeeding initiation, breastfeeding intensity, and duration of breastfeeding

CONCLUSION

The online support model has an influence on self-efficacy in the intervention group ($p = 0.009$). Meanwhile, the attachment variable has no effect ($p = 0.082$).

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