

The Effect of Exclusive Breastfeeding Education Video Media on the Knowledge and Attitudes of Breastfeeding Mothers in The Region Working Area of Tateli Health Center

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Abstract

Breast milk is the optimal source of nutrition for infants and plays a vital role in improving the health of both mothers and children. Exclusive breastfeeding, defined as providing only breast milk without any additional food or drink, is crucial during the first six months of life to support optimal growth and development and reduce infant morbidity and mortality. However, in the working area of Tateli Health Center, data from November 2023 to April 2024 showed that only 36.07% of 122 infants aged 0–6 months received exclusive breastfeeding, far below the national target of 80%. This study aimed to examine the effect of educational video media on the knowledge and attitudes of breastfeeding mothers regarding exclusive breastfeeding in this region. The research design was quasi-experimental, involving 55 mothers selected through random sampling. Data were collected using validated and reliable questionnaires and analyzed using the one-sample t-test with a significance level of $\alpha = 0.05$. The results showed a significant improvement in maternal knowledge and attitudes before and after the intervention ($p = 0.000 < 0.05$). This indicates that educational video media effectively enhances mothers' understanding and attitudes toward exclusive breastfeeding.

Keywords: Educational Video, Knowledge, Attitude, Exclusive Breastfeeding

Abstrak (Indonesian)

Air susu ibu (ASI) merupakan sumber gizi terbaik yang berperan penting dalam meningkatkan kesehatan ibu dan anak. Pemberian ASI sangat penting terutama pada awal kehidupan, di mana bayi dianjurkan untuk mendapat ASI secara eksklusif selama 6 bulan pertama tanpa tambahan makanan atau minuman lain. Kandungan gizi dalam ASI mendukung pertumbuhan dan perkembangan bayi secara optimal, serta dapat menurunkan angka kesakitan dan kematian pada bayi. Namun, di wilayah kerja UPTD Puskesmas Tateli, data November 2023 hingga April 2024 menunjukkan bahwa dari 122 bayi usia 0–6 bulan, hanya 36,07% yang mendapat ASI eksklusif, jauh di bawah target nasional sebesar 80%. Penelitian ini bertujuan untuk mengetahui pengaruh media video edukasi terhadap pengetahuan dan sikap ibu menyusui tentang ASI eksklusif. Jenis penelitian ini adalah kuasi eksperimen dengan jumlah sampel 55 ibu menyusui yang dipilih secara acak. Pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan uji t satu sampel dengan tingkat signifikansi $\alpha = 0,05$. Hasil uji t menunjukkan adanya pengaruh yang signifikan terhadap perubahan perilaku ($p = 0,000 < 0,05$) dan pengetahuan ($p = 0,000 < 0,05$) sebelum dan sesudah intervensi. Ini menunjukkan bahwa media video edukasi efektif meningkatkan pengetahuan dan sikap ibu terhadap ASI eksklusif.

Kata Kunci: Video Edukasi, Pengetahuan, Sikap, ASI Eksklusif

INTRODUCTION

Breast milk is the best source of nutrition that can improve the health of mothers and children. Breastfeeding for infants is very important, especially in the early period of life; therefore, infants are exclusively breastfed for the first 6 months without adding or replacing with other foods and drinks. The nutrients in breast milk are needed by babies to grow and develop optimally. Exclusive breastfeeding should be given to infants aged 0-6 months to reduce morbidity and mortality rates in infants (Safitri et al., 2021).

According to the World Health Organization (WHO) in 2020, the exclusive breastfeeding rate in the world is around 38%. This achievement is still below the exclusive breastfeeding coverage target of 50%. Exclusive breastfeeding coverage in Central Africa is 25%, in Latin America and the Caribbean, 32%, in East Asia, 30%, in South Asia, 47%, and in developing countries, 46%. Less than 40% of children under six months of age are exclusively breastfed. Based on the data, the average global exclusive breastfeeding rate in 2022 was only 44% of infants aged 0-6 months worldwide who were exclusively breastfed during the 2015-2020 period, from the 50% exclusive breastfeeding target. This is not by the target of increasing exclusive breastfeeding in the first 6 months to at least 50%. This is the WHO's fifth target by 2025, and the American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for 6 months and continued for up to 2 years (WHO, 2020).

National data shows that the percentage of those who received exclusive breastfeeding in 2018 was 37.39%, which increased in 2019 to 66.69%. This percentage has increased again for five consecutive years. The percentage of exclusively breastfed babies nationally in 2023 increased by 2.68% compared to the previous year, and 72.04% of the increase in babies who received exclusive breastfeeding occurred since 2019. Those who received exclusive breast milk (ASI) reached 73.97% in 2023. This percentage increase is the highest in Indonesia's last 8 years of exclusive breastfeeding, reaching the highest rate in 2023 (Riskasdas, 2018).

In 2021, the coverage of exclusive breastfeeding in North Sulawesi Province was 30.2%, lower than the national target of 80%. In Manado City, exclusive breastfeeding coverage in 2022 is 22.98% (Panese, 2020). After an initial survey at UPTD Puskesmas Tateli, data on the number of mothers who gave birth from November 2023 to April 2024 were 122 people. In November 26 people, December 21 people, January 22 people, February 15 people, March 14 people, April 24 people, and for exclusive breastfeeding in the UPTD Puskesmas Tateli work area recorded in November 2023-April 2024, out of 122 babies 0-6 months only 36.07% of babies received exclusive breastfeeding, this figure is very far from the national target of 80% (Puskesmas, Tateli, 2024).

Several factors, including maternal age, maternal education, maternal employment, maternal health, family income, family support, exposure to information sources, maternal knowledge about exclusive breastfeeding, and maternal attitudes towards exclusive breastfeeding, influence the success of exclusive breastfeeding for infants aged 0-6 months. The success of breastfeeding is influenced by the mother's readiness, both physically and mentally, to breastfeed. In essence, the mother's readiness to give birth and breastfeed is strongly influenced by her knowledge about the benefits of breast milk. This is by the Thought and Feeling Theory proposed by WHO in Notoatmodjo, which states that what causes a person to behave in a certain way consists of 3 factors: predisposing, enabling, and reinforcing (Notoatmodjo, 2018).

Research conducted by Iin showed an influence between maternal knowledge and exclusive breastfeeding as indicated by a P-value of $0.000 < 0.05$. This study also states that maternal attitudes towards exclusive breastfeeding are significantly influenced (Lin, 2020). Technology development is currently very influential on human activities, including human activities in conveying messages and information, requiring the right media. One of the right media is audio-visual videos that are easy to understand (Kholid, 2019).

The study said there was a significant increase in knowledge and attitude scores when using animated video media. One of the Health promotion media is animated video media, media that can be applied to the community by its characteristics as a learning medium, which contains a collection of funny and interesting cartoon images and is equipped with audio so that it has a lively impression and conveys messages in learning (Rahmayanti, 2018). If knowledge is understood correctly, it can create the expected behavior. One of the efforts to increase knowledge is by providing education. The use of educational media is beneficial in the learning process. Providing education with video methods in the context of health education is considered more effective in changing a person's knowledge or ability. Research conducted by Wulansari shows a significant influence of mothers' knowledge and attitudes towards exclusive breastfeeding with video media (Diputra, 2021).

Audio-visual video is a medium that has sound and image elements that are used as intermediaries in conveying messages from learning materials to achieve learning goals. this media is very well used to increase knowledge and attitudes (Arsyad, 2016).

Based on the description above, the researcher is interested in researching "The Effect of Educational Video Media on the Knowledge and Attitudes of Breastfeeding Mothers About Exclusive Breastfeeding in the Tateli Health Center Working Area."

METHODS

This research is a quasi-experimental research with a one-group pretest and posttest design. The research was conducted in July 2024. The population in this study was 122 breastfeeding mothers, 0-6 months at UPTD Puskesmas Tateli in the villages of Tateli one, Tateli two, and Kalasey one. The sampling technique used in this study used purposive sampling technique, which is a way of sampling based on the will of the researcher, with a sample size of 55 mothers determined based on the Slovin Formula with inclusion criteria: breastfeeding mothers, mothers aged 20-37 years, willing to be respondents, present at the time of research implementation—exclusion criteria: not cooperative and not willing to participate in the study. The data collection technique in this study is primary data through the first observation, which is carried out through the first interview, and a consent sheet will be given if the mother is willing to become a respondent.

RESULTS AND DISCUSSION

A. RESULTS

1. Overview of the Research Site

This study was conducted in the Tateli Health Center's working area. Puskesmas Tateli Mandolang District Minahasa Regency has a working area consisting of 12 villages, namely: Kalasey 1 Village, Kalasey 2 Village, Tateli 1 Village, Tateli 2 Village, Tateli 3 Village, Tateli Village, Tateli Weru Village, Koha Village, West Koha Village, East Koha Village, South Koha Village, and Agotey Village. Geographically, the boundaries of the Tateli Health Center area are as follows: the north is bordered by Manado Bay, Pineleng District borders the east, Manado City, and Tombariri District borders the south. Tateli Health Center has an area of 5,385.8 Km².

Most of the population in the Tateli Health Center working area has the latest education, namely: SD, SMP, SMA, Perguruan Tinggi and Most of the population has livelihoods as Private Employees, Civil Servants, Traders, Self-employed, Drivers, Laborers, TNI / Polri, Fishermen and religious beliefs adopted by the population are Protestant Christianity, Islam, Catholicism, Buddhism, Hinduism, Confucianism.

2. Characteristics of respondents

Table 1: Frequency Distribution of Respondents by Age

Age	Frequency (n)	Percentage (%)
20-25 years old	16	29.1
26-30 years	19	34.5
31-37 years old	20	36.4
Total	55	100

Table 1 shows that the most respondents aged 31-37 were 20 people (36.4%), while the fewest respondents aged 20-25 years were 16 people (29.1%).

Table 2: Frequency Distribution Table of Respondents Based on Last Education

Education	Frequency (n)	Percentage (%)
Elementary school	9	16
Junior school	12	21.8
High school	19	34.5
Bachelor's degree	15	27.3
Total	55	100

Table 2 shows that most respondents have the latest education, namely high school, totaling 19 people (34.5%), while the fewest respondents are elementary school, totaling nine people (16%).

Table 3: Frequency Distribution Based on Occupation

Occupation	Frequency (n)	Percentage (%)
Housewife	32	58.2
Private employee	17	30.9
Civil servant	6	10.9
Total	55	100

Table 3 shows that most respondents had a job, namely housewives (IRT), totaling 32 people (58.2%) 0.9 while the fewest respondents were private, totaling six people (10.9%).

Table 4: Frequency Distribution of Respondents Based on the Role of Health Cadres

Gender	Frequency	
	N	%
Male	14	43,8
Female	18	56,3
Total	32	100 %

Table 4 shows the role of health cadres according to the most active respondents, with a total of 28 (87.5%), and the role of health cadres who are less active, with a total of 4 (12.5%).

Table 5: Frequency distribution based on utilization of Posbindu PTM facilities

Utilization of Facilities Posbindu PTM	Frequency	
	N	%
Utilize	26	81,2
Not utilizing	6	18,8
Total	32	100 %

Table 5 shows that most respondents utilize Posbindu with 26 (81.2%), and those who do not utilize Posbindu are 6 (18.8%).

3. Univariate Analysis

Distribution of Respondents Based on Breastfeeding Mothers

Table 6: Frequency Distribution of Respondents Based on Breastfeeding Mothers

Category	Knowledge			
	Before		After	
	N	%	N	%
Good	29	51.8	35	62.5
Less good	26	46.4	20	35.7
Total	55	100	55	100

Based on Table 6. Shows that knowledge before being given educational video media about exclusive breastfeeding is mainly in the good category, with a percentage of 51.8 (n = 29), and knowledge after being given educational video media about exclusive breastfeeding increased to 63.6% (n = 35) in the good category.

a. Distribution of Respondents Based on the Attitude of Breastfeeding Mothers

Table 7: Frequency Distribution Based on Breastfeeding Mothers' Attitude

Category	Attitude			
	Before		After	
	N	%	N	%
Good	29	50	31	55.4
Less good	26	48.2	24	42.9
Total	55	100	55	100

Table 7 shows that the attitude before being given educational video media about exclusive breastfeeding is mainly in the good category, with a percentage of 52.9% (n = 29), and the attitude after being given educational video media about exclusive breastfeeding increased to 55.4% (n = 31) in the good category.

b. Distribution of Respondents Based on Exclusive Breastfeeding Video Media

Table 7: Frequency Distribution Based on Exclusive Breastfeeding Video Media

Category	Video Media			
	Before		After	
	N	%	N	%
Good Less good	29	51.8	31	55.4
	26	46.4	24	42.9
Total	55	100	55	100

Table 8 shows that the exclusive breastfeeding video media before, according to the most respondents, is good with a percentage of 51.8% ($n = 29$), and after, according to the most respondents, is good with a percentage of 55.4% ($n = 31$).

4. Bivariate Analysis

Statistical tests were conducted to see the effect of Exclusive Asi Education Video Media on the Knowledge and Attitudes of Breastfeeding Mothers in the Tateli Health Center Working Area. The data were normally distributed, so the test used was the one-sample t-test.

a. Effect of Exclusive Breastfeeding Education Video Media on Breastfeeding Mothers' Knowledge

Table 9: Test Analysis of the Effect of Exclusive Breastfeeding Educational Video Media on Breastfeeding Mothers' Knowledge

One-Sample Test				
	T	Df	Sig. (2-tailed)	Mean Difference
Knowledge before	22.480	54	.000	1.527
Knowledge after	24.997	54	.000	1.636

Table 9 shows that the results of the *one-sample T-test* test obtained a significant effect between knowledge before and after *treatment* ($p=0.000 < 0.05$).

b. Effect of Exclusive Breastfeeding Educational Video Media on Breastfeeding Mothers' Attitude

Table 10 Effect of Exclusive Breastfeeding Educational Video Media on Breastfeeding Mother's Attitude

Role of cadres Health Cadres	Utilization of Posbindu PTM Facilities						P Value
	Utilizing			Not utilizing		Total	
	N	%	n	%	n	%	
Active	28	87.5	26	81.2	54	84.37	0,000
Less Active	4	12.5	6	18.8	10	15.62	
Total	32		32		64	100	

Table 10. The one-sample T-test results found a significant effect between the attitude before and after treatment ($p=0.000 < 0.05$).

DISCUSSION

1. Analyzing the characteristics of respondents based on age

The results of identifying the characteristics of respondents according to age show that the most respondents aged 31-37 years are 20 people (36.4%), while the fewest respondents aged 20-25 years are 16 people (29.1%).

According to Notoatmodjo (Elsa Novia 2022), age is the time people live up to, from birth to the present. With increasing age, they will reach reproductive age and have good knowledge about something. Handayani et al (2020) found that age is one of the factors that can describe a person's maturity, both physically, psychologically, and socially. With increasing age, the knowledge gained increases.

In addition, the older the age, the more mature a person's level of personal maturity and strength will be, in thinking and working. In line with the research results of this study, Ehipani (2023) shows that most respondents' ages are in the reproductive age range.

2. Analyzing the characteristics of respondents based on their latest education

Most respondents had the latest education, namely high school, totaling 19 people (34.5%) while the fewest respondents were elementary school, totaling nine people (16%).

The level of education is closely related to the mother's understanding of important information that needs to be done to improve the welfare and health of the mother and her child. This is in line with Maria Nafrida's 2021 research, which says that mothers with secondary education can also receive good information and knowledge. This is also in line with the research of Yuni Puji 2020 which says that mothers with secondary education status can accept new information and changes to improve health, in this case, about breastfeeding or lactation. They are motivated to seek information to increase knowledge and skills related to lactation.

3. Analyzing the characteristics of respondents based on occupation

Most of the respondents had a job, namely housewives (IRT), totaling 32 people (58.2%) 0.9 while the fewest respondents were private, totaling six people (10.9%). The status of working mothers is one of the factors causing a mother not to provide exclusive breastfeeding to her child. This is in line with Riza Ramli 2020, who conducted a study with the results of respondents, who found that most of the mothers did not work. However, the percentage of mothers who provided exclusive breastfeeding to their babies was still very low. The wrong mindset and poor lifestyle cause this condition, thus influencing mothers in providing complementary foods at the age of <6 months. The rise of formula milk advertisements offered by milk producers has succeeded in attracting the attention of mothers to give their babies. Work is closely related to meeting family needs and the economy. Working mothers will spend much time at work, but they are expected to still provide exclusive breastfeeding to their babies through expressed breast milk. Mothers who do not work are more likely to provide exclusive breastfeeding.

4. Analyzing the knowledge of breastfeeding mothers before and after being given an exclusive breastfeeding educational video media

The data shows that knowledge before being given educational video media about exclusive breastfeeding is mainly in the good category, with a percentage of 51.8 (n = 29), and knowledge after being given educational video media about exclusive breastfeeding increased to 63.6% (n = 35) in the good category. This is in line with other research by Jira (2019), which also shows differences in knowledge before and after being given exclusive breastfeeding counseling. Before being given counseling, some mothers still had poor knowledge (60%). After being given counseling about exclusive breastfeeding, many respondents had increased their knowledge to good (85%). This research is supported by research (Idris and Enggar, 2019), which states that the use of video media in providing counseling greatly facilitates a person in receiving information to increase knowledge. From

the observations made, the use of video media is beneficial in increasing maternal knowledge. Education with video media is an external factor that increases maternal knowledge through information about exclusive breastfeeding. This is because video media not only shows images but also provides sound effects, so that the senses of sight and hearing work simultaneously and make the brain work better to absorb information.

5. Analyzing breastfeeding mothers' attitudes before and after being given exclusive breastfeeding education video media.

Shows that the attitude before being given educational video media about exclusive breastfeeding is mainly in the good category, with a percentage of 50% ($n = 29$), and the attitude after being given educational video media about exclusive breastfeeding increased to 55.4% ($n = 31$) in the good category. This is in line with Alaydroes' research (2019) showing an increase in attitude values before and after being given counseling about exclusive breastfeeding. The mean attitude value at the time of the pretest was 6.00. After being given the Intervention, the mean attitude value was 12.00, meaning there was an increase in the attitude value towards a better direction after being given health counseling on exclusive breastfeeding. Also in line with research (Safitri, 2019), which states that health education using video media can significantly improve maternal attitudes about exclusive breastfeeding. Elza Novia's research (2022) also found a significant increase in mothers' attitudes about exclusive breastfeeding before and after being given an intervention in the form of health education, this increase in attitude illustrates that mothers already understand the health education provided, education provided through video media can increase motivation in breastfeeding mothers in providing exclusive breastfeeding to their babies. Breastfeeding mothers are more motivated to provide the best nutrition because they understand the benefits of exclusive breastfeeding, so that they take a more positive attitude in providing exclusive breastfeeding to their babies.

6. Analyzing the effect of educational video media on the knowledge and attitudes of breastfeeding mothers about exclusive breastfeeding.

The one-sample T-test showed a significant effect between knowledge and attitudes before and after treatment ($p=0.000 < 0.05$). This increase in knowledge and attitude illustrates that mothers already understand the health education provided. This research is supported by Yulyana (2017), who stated that exclusive breastfeeding video media affected the knowledge and attitudes of mothers about exclusive breastfeeding. The results of this study are also in line with Safitri's 2019 research, which states that the increase in knowledge and attitudes of intervention group mothers and comparison group mothers reflects that the increase in knowledge and attitudes is influenced by media assistance, which makes it easier for mothers to remember the material provided. The existence of information with a motion model can increase the respondent's desire to pay attention to what information is presented in educational shows using video media. The information in the video is then further clarified with additional sound to increase the respondent's knowledge. According to Neneng Safitri (2019), health education using video media is often used because it is considered adequate for delivering messages to the public. Video media can stimulate the senses of hearing and vision to maximize the results obtained. This has been proven by research conducted by Zakariya (2017), which shows a significant increase in mothers' knowledge and attitudes after receiving health education with audiovisual media. So it can be concluded that video media is very effective in providing health education to mothers. The results of this study are also in line with research conducted by Elza Novia in 2022 at the Pagar Jati Health Center, Central Bengkulu Regency, which obtained statistical test results $p = 0.001 < \alpha = 0.005$, meaning that there is an effect of providing health education through video media on maternal knowledge about exclusive breastfeeding.

The statistical test results obtained a value of $p = 0.001 < \alpha = 0.005$, meaning that providing health education through video media affects maternal attitudes about exclusive breastfeeding. Providing education using video media is very useful and important to breastfeeding mothers to increase the

mother's knowledge that exclusive breastfeeding is the best for her baby and increase motivation in breastfeeding mothers so that the mother's attitude towards exclusive breastfeeding. can take a good attitude in this exclusive breastfeeding

CONCLUSION

1. Breastfeeding mothers in the Tateli Health Center Working Area are 31-37 years old with the latest education, namely high school. Most of the respondents have jobs, namely housewives (IRT).
2. Knowledge before being given educational video media about exclusive breastfeeding the most is in the Good category with a percentage of %46.4 (n = 29) and Knowledge after being given educational video media about exclusive breastfeeding increased to 63.6% (n = 35) good category Indicates that the attitude before being given educational video media about exclusive breastfeeding the most is in the Good category with a percentage of 52.8% (n = 29) and Attitude after being given educational video media about exclusive breastfeeding increased to 55.5% (n = 31) good category Indicates that Exclusive breastfeeding video media Before according to the most respondents, namely Good with a percentage of 51.8% (n = 29) and Before according to the most respondents, namely Good with a percentage of 55.4% (n = 31).
3. There is an effect of exclusive breastfeeding education video media on the knowledge of breastfeeding mothers in the Tateli Health Center Work Area (p-value=0.000).
4. There is an effect of exclusive breastfeeding education video media on the attitude of breastfeeding mothers in the Tateli Health Center Work Area (p-value=0.000).

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