

ABSTRACT

Adelia, Selly. 2024. Effectiveness of Education with Pop-Up Booklet Media on the Knowledge and Skills of Postpartum Mothers Regarding Breastfeeding Techniques in the Bululawang Community Health Center Working Area, Malang Regency. Thesis of Bachelor of Applied Midwifery Study Program Malang. Main Supervisor: Herawati Mansur, SST., M.Pd., M.Psi. Co-advisor: Sheilla Tania Marcelina, S.Keb., Bd., M.Kes.

Failure to breastfeed is caused by several problems, both for mother and baby. Factors that influence mother's failure to provide exclusive breastfeeding include knowledge and skills in breastfeeding techniques. Efforts to increase knowledge and skills breastfeeding techniques by providing education using media, that education can be more efficient and easier to receive. One of the media booklets, innovated into pop-up booklets. The aim of this research to determine effectiveness education using pop-up booklet media on knowledge and skills postpartum mothers regarding breastfeeding techniques in working area of Bululawang Community Health Center, Malang Regency. This research uses pre-experimental design with one group pretest-posttest design approach. The research population was all postpartum mothers on days 1-7 in Bululawang Community Health Center working area in June 2024. Using proportional random sampling with sample size 38 respondents. The research instrument used questionnaire and observation sheet. Data analysis using the Wilcoxon signed rank test, obtained p value of $0.000 < 0.05$. It can be concluded that education using pop-up booklet media effective in increasing knowledge and skills postpartum mothers regarding breastfeeding techniques in working area of Bululawang Community Health Center, Malang Regency. Providing education using pop-up booklets needs to be done so that it can increase knowledge and skills about breastfeeding techniques. The media used in learning activities can influence the effectiveness of learning.

Keywords : health education, lactation, breast milk, intermediaries, instruments