

The Difference in Breastfeeding Techniques of Primiparous Mothers Before and After Education on Correct Breastfeeding Techniques Using Audiovisual Media at Puskesmas Pakusari

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ABSTRAK

Banyak ibu yang baru pertama kali melahirkan (primipara) mengalami kesulitan saat menyusui karena belum mengetahui teknik menyusui yang benar. Hal ini bisa menyebabkan masalah seperti puting lecet, nyeri, bahkan pembengkakan pada payudara, yang akhirnya membuat sebagian ibu enggan melanjutkan menyusui. Padahal, dengan edukasi yang tepat, masalah ini bisa dikurangi. Salah satu cara yang dinilai efektif adalah melalui media audiovisual karena lebih mudah dipahami dan diingat. Tujuan penelitian ini adalah untuk mengetahui perbedaan teknik menyusui ibu primipara sebelum dan sesudah diberikan edukasi correct breastfeeding techniques melalui media audiovisual di Puskesmas Pakusari. Desain penelitian ini adalah pre-eksperimental dengan pendekatan one group pre-post test design. Populasinya adalah semua ibu primipara yang sedang menyusui di Puskesmas Pakusari. Teknik sampling menggunakan total sampling dengan sampel berjumlah 30 responden. Instrumen pengumpulan data menggunakan skor LATCH yang kemudian akan dilakukan uji statistik menggunakan wilcoxon. Dari hasil penelitian didapatkan, sebelum edukasi, sebagian besar responden (90,0%) memiliki teknik menyusui kategori cukup, dan hanya (10,0%) yang kategori baik. Setelah edukasi, terjadi peningkatan signifikan di mana mayoritas ibu (76,7%) memiliki teknik menyusui kategori baik, dan hanya 23,3% di kategori cukup. Berdasarkan hasil uji statistik didapatkan p value $0,000 < 0,05$ atau ($p < \alpha$), maka dapat disimpulkan H1 diterima yang menunjukkan bahwa ada perbedaan teknik menyusui ibu primipara sebelum dan sesudah diberikan edukasi correct breastfeeding techniques melalui media audiovisual di Puskesmas Pakusari. Disarankan bagi ibu primipara untuk mencari informasi tentang edukasi teknik menyusui yang benar, khususnya melalui media audiovisual untuk memastikan keberhasilan pemberian ASI.

ABSTRACT

Many first-time mothers (primiparous women) experience difficulties in breastfeeding due to a lack of knowledge about proper breastfeeding techniques. This can lead to issues such as sore nipples, pain, and even breast engorgement, which may discourage some mothers from continuing to breastfeed. In fact, with appropriate education, these problems can be minimized. One method considered effective is the use of audiovisual media, as it is easier to understand and remember. This study aimed to determine the difference in breastfeeding techniques among primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Puskesmas Pakusari. The study employed a pre-experimental design with a one-group pre-test and post-test approach. The population consisted of all breastfeeding primiparous mothers at Puskesmas Pakusari. Total sampling technique was

applied, with a sample size of 30 respondents. Data were collected using the LATCH scoring system and analyzed statistically using the wilcoxon. The results showed that before the education, most respondents (90.0%) had breastfeeding techniques in the "fair" category, with only 10.0% in the "good" category. After the education, there was a significant improvement, with the majority of mothers (76.7%) categorized as "good" and only 23.3% remaining in the "fair" category. Based on the statistical test results, a p -value of $0.000 < 0.05$ ($p < \alpha$) was obtained, indicating that H_1 was accepted, which means there was a significant difference in the breastfeeding techniques of primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Puskesmas Pakusari. It is recommended that primiparous mothers seek information about proper breastfeeding techniques, particularly through audiovisual media, to support the success of breastfeeding.

Introduction

Breastfeeding is a physiological process experienced by mothers in the postpartum period. It is widely perceived by society as a natural activity rather than a skill that needs to be learned (Kurniasari, 2022). Difficulties in breastfeeding commonly occur among mothers who have just given birth to their first child, or primiparous mothers. Failures in the breastfeeding process frequently arise due to various problems, which may originate from either maternal or infant factors. One factor that may hinder lactation is incorrect breastfeeding technique (Astuti, 2020). This lack of knowledge is caused by limited or no prior experience regarding proper breastfeeding techniques, which can lead to problems in newly breastfeeding mothers. Several issues that may occur include sore nipples, cracked nipples, and breast engorgement (Fitriana, 2024).

Incorrect positioning and latch-on of the infant may cause sore or cracked nipples. In addition, improper breastfeeding positions

and procedures can result in suboptimal milk flow, thereby affecting subsequent milk production (Munawarah, 2019). Sore and cracked nipples may interfere with mother–infant bonding and attachment, cause discomfort, and influence mothers to discontinue breastfeeding earlier (Febriyeni, 2020). Furthermore, nipple pain and injury resulting from improper positioning may make mothers reluctant to breastfeed and lead them to choose formula feeding. If not promptly managed, these conditions may also lead to milk stasis, mastitis, and, in more severe cases, breast abscess (Febriyeni, 2020). However, if a mother is able to perform correct breastfeeding techniques, the incidence of these problems can be minimized.

The rate of exclusive breastfeeding in Indonesia declined from 64.5% in 2018 to 52.5% in 2021 due to inadequate workplace support, unethical promotion of formula milk, and gaps in information regarding proper breastfeeding practices. According to



data from Statistics Indonesia, the percentage of infants receiving breast milk in East Java Province was 66.72% in 2022 and increased to 72.68% in 2023, while the coverage of breastfeeding in Jember Regency in 2022 was 36.6%. This indicates that the proportion of mothers providing breast milk in Jember is lower than the provincial average. At Pakusari Community Health Center, three out of four primiparous mothers reported difficulties in breastfeeding and had never received education on breastfeeding techniques. According to the World Health Organization (WHO), optimal breastfeeding practices could save the lives of more than 820,000 children under five years of age each year and prevent 20,000 cases of breast cancer in women annually.

Information on correct breastfeeding techniques delivered through media can significantly influence information uptake. Audiovisual media rely on both hearing and vision; therefore, the likelihood of information being received is greater because such media engage two sensory channels in learning, enabling the content to be understood and retained in memory (Supliyani, 2021). Thus, the researcher assumes that audiovisual media have an

influence on increasing knowledge.

The results of this study are expected to contribute to the development of health promotion programs. In addition, the findings may serve as a basis for healthcare providers at community health centers to use audiovisual methods as educational media in breastfeeding counseling for mothers. This study is limited in scope to primiparous breastfeeding mothers who visit Pakusari Community Health Center. The educational intervention was conducted in a single session using an instructional video on correct breastfeeding techniques. The findings are expected to provide a more specific description of the effectiveness of audiovisual education in improving breastfeeding skills among primiparous mothers.

This study employed a pre-experimental design with a one-group pretest–posttest approach (an experimental design conducted in a single group without a comparison group). The research was carried out in June 2025 at Pakusari Community Health Center. The study population consisted of all primiparous breastfeeding mothers totaling 30 individuals within the working area of Pakusari Community Health Center who met the research criteria. The research



instrument used was the standardized LATCH scoring instrument developed by Debora Jensen, which has been validated and proven reliable. The instrument includes five domains: latch (quality of infant attachment to the mother's breast), audible swallowing (sound of swallowing during breastfeeding), type of nipple (shape and condition of the mother's nipple), comfort (level of maternal comfort during breastfeeding), and hold (position and manner in which the mother holds the baby while breastfeeding).

This study obtained ethical clearance with approval number 996/KEPK/UDS/V/2025. During the research process, the researcher conducted direct observations of respondents using the LATCH score. After data collection, data were processed using the SPSS computer program version 25. Statistical analyses included univariate and bivariate analyses. Univariate analysis was used to explain or describe the characteristics of each research variable, while bivariate analysis was used to determine differences in breastfeeding techniques among primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Pakusari Community

Health Center. The analysis employed the Wilcoxon test, with data processing steps including editing, coding, scoring, and tabulating.

General Data

General data that will be discussed in this is the characteristics of respondents in the study on differences in breastfeeding techniques among primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Pakusari Community Health Center are presented in the tables below..

Table 1. Characteristics of Respondents Based on General Data of Primiparous Mothers at Pakusari Community Health Center, 2025

Characteristics	Frequency	Percentage (%)
Age		
Middle	1	3.3
Adolescence		
Late	13	43.3
Adolescence		
Adulthood	16	53.3
Middle	1	3.3
Adolescence		
Education		
SD	8	26.7
SMP	10	33.3
SMA	10	33.3
Sarjana	2	6.7
Breastfeeding Problems		
Cracked Nipples	20	66.7
Flat Nipples	2	6.7
Breast Engorgement	4	13.3
Milk Stasis	4	13.3
Total	30	100

Source : Primary Data 2025

Based on Table 1, it can be concluded that most respondents were adults (53.3%). Furthermore, the majority of respondents were housewives (70%), and most respondents reported cracked nipples as their breastfeeding problem (66.7%).

Table 2. Breastfeeding Techniques of Primiparous Mothers Before (Pre-Test) Receiving Education on Correct Breastfeeding Techniques at Pakusari Community Health Center, 2025 January-December 2024 Period

Source : Primary Data 2025

Based on Table 2, almost all respondents were in the fair category, with score ranges of 4–7 obtained by 27 respondents (90%).

Tabel 3. Breastfeeding Techniques of Primiparous Mothers After (Post-Test) Receiving Education on Correct Breastfeeding Techniques at Pakusari Community Health Center, 2025

Source : Primary Data 2025

Based on Table 3, almost all respondents were in the good category, with score ranges

Category	Frequency	Percentage (%)
Poor	0	0
Fair	27	90.0
Good	3	10.0
Total	30	100

Category	Frequency	Percentage (%)
Poor	0	0
Fair	7	23.3
Good	23	76.7
Total	30	100

of 8–10 obtained by 23 respondents (76.7%).

Based on the results of statistical analysis using the Wilcoxon test, the Asymp. Sig. (2-tailed) value obtained was 0.000. This value is smaller than the significance level

of 0.05, indicating that there is a statistically significant difference in breastfeeding skill scores among primiparous mothers before and after receiving education on breastfeeding techniques through audiovisual media. Therefore, H_0 is rejected and H_1 is accepted, meaning that there is a difference in breastfeeding techniques among primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Pakusari Community Health Center.

Discussion

Breastfeeding Techniques of Primiparous Mothers Before Receiving Education on Correct Breastfeeding Techniques Through Audiovisual Media (Pre-Test)

Before receiving education, most primiparous mothers had not yet mastered proper breastfeeding techniques. This was evident from the majority of respondents who only reached the moderate category in the breastfeeding skills assessment. The data showed that 70% of respondents were housewives or unemployed. This condition provided them with more free time to visit healthcare facilities, as they were not bound by work routines.

According to Fitriana et al. (2024),

primiparous mothers tend not to have mastered correct breastfeeding techniques and may not yet fully realize their importance for their infants. The success of exclusive breastfeeding can also be influenced by maternal age. For younger mothers, the breastfeeding process may present particular challenges, as they are often considered not yet fully mature physically and emotionally. Consequently, limited knowledge and practical experience frequently make them confused and uncertain about practicing exclusive breastfeeding (Yanti, 2021). According to Hilaumu et al. (2023), educational level affects information absorption; the higher the level of education, the broader the knowledge acquired, whereas lower educational attainment tends to limit one's insight and understanding. In addition, sore or cracked nipples may interfere with mother–infant bonding and attachment, cause discomfort, and influence mothers to discontinue breastfeeding earlier. Nipple pain and injury resulting from incorrect positioning may also discourage mothers from breastfeeding and lead them to choose formula feeding. If not promptly

managed, these conditions may lead to milk stasis, mastitis, and, in more severe cases, breast abscess (Febriyeni, 2020).

According to the researcher's interpretation, prior to receiving education on correct breastfeeding techniques through audiovisual media, many respondents still demonstrated inadequate breastfeeding skills. Common errors were observed in infant attachment and positioning, and swallowing sounds were rarely heard during feeding. This situation is understandable considering that the respondents were primiparous mothers, meaning mothers who had just experienced childbirth and breastfeeding for the first time. Mothers older than 25 years generally have a greater likelihood of breastfeeding successfully than younger mothers; however, in this study, older mothers did not always demonstrate adequate breastfeeding techniques. The researcher assumes that other factors may also influence this outcome. Educational background is often associated with broader access to information sources (such as books and the internet); respondents with higher educational backgrounds tended to possess more knowledge about breastfeeding.

Furthermore, most mothers reported common breastfeeding problems, particularly cracked or injured nipples, which are often caused by improper infant attachment and positioning. Cracked nipples frequently occur when the infant suckles only on the nipple rather than the entire areola, resulting in nipples appearing elongated or flattened after breastfeeding.

Breastfeeding Techniques of Primiparous Mothers After Receiving Education on Correct Breastfeeding Techniques Through Audiovisual Media (Post-Test)

After receiving education through audiovisual media, an improvement in breastfeeding technique ability was observed among most respondents. The educational intervention proved helpful in enabling mothers to understand correct breastfeeding practices, ranging from positioning to proper infant latch.

Teaching proper breastfeeding techniques is essential for every mother who has recently given birth, as breastfeeding is not an automatic or purely instinctive ability but rather a process that must be learned. This learning process applies not only to first-time mothers but also to those who have previously given birth. Education is



therefore an effective method for improving mothers' knowledge and skills regarding breastfeeding techniques (Fitriana et al., 2024). The advantage of audiovisual media in health education lies in its ability to stimulate two senses simultaneously, namely vision and hearing. This makes the learning process more effective because audiences tend to be more focused and interested in the material presented (Wardeni et al., 2024). Audiovisual media rely on both hearing and vision, increasing the likelihood that information will be received, understood, and retained in memory because two sensory channels are engaged in the learning process (Supliyani, 2021).

According to the researcher's analysis, several respondents in this study had not yet achieved effective breastfeeding skills, both before and after receiving education on breastfeeding techniques. This condition may be influenced by various factors originating from either the mother or the infant. Based on educational background, respondents whose last education level was junior high school, senior high school, or bachelor's degree appeared more open and quicker to absorb

information regarding correct breastfeeding practices compared to those with only elementary education. Mothers with higher educational attainment are generally more accustomed to formal learning methods, such as listening to explanations, observing demonstrations, or reading guidelines, which may facilitate better comprehension of the educational material. In addition, one of the breastfeeding problems most commonly experienced by respondents was cracked nipples. Many reported feeling soreness or pain during breastfeeding, particularly in the early postpartum period, most often caused by improper infant attachment to the breast. However, after receiving education on correct breastfeeding techniques through audiovisual media, respondents demonstrated improved understanding of the causes of nipple pain.

Differences in Breastfeeding Techniques of Primiparous Mothers Before and After Receiving Education on Correct Breastfeeding Techniques Through Audiovisual Media

The comparison between pre- and post-education results showed a significant improvement in breastfeeding skills among primiparous mothers. These

findings strengthen the evidence that education using audiovisual media is effective in improving breastfeeding technique abilities, particularly for mothers who lack prior breastfeeding experience.

The results of the Wilcoxon statistical test showed a significant value or probability level of 0.000, which is far lower than the significance standard of 0.05 ($p < \alpha$). Therefore, H_0 was rejected and H_1 was accepted, indicating that there is a difference in breastfeeding techniques among primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Pakusari Community Health Center.

This study is consistent with the findings of Hanifa and Purwaningsih (2023), which demonstrated that education on correct breastfeeding techniques significantly influences breastfeeding practices among primiparous mothers, with a p-value of 0.000, indicating a positive correlation between such education and breastfeeding among first-time mothers. In addition, a previous study conducted by Febriyeni (2020), entitled The Effect

of Health Education Using Audiovisual Media on Knowledge and Attitudes of Breastfeeding Mothers Regarding Exclusive Breastfeeding, concluded that there was a significant effect on maternal attitudes toward exclusive breastfeeding after the provision of health education using audiovisual media, with a p-value of 0.000.

According to the researcher's interpretation, educational methods delivered through audiovisual media have proven effective in improving breastfeeding techniques, especially among first-time mothers (primipara). This is evident from the improvement in breastfeeding technique mastery after respondents participated in the educational session. Before the intervention, most primiparous mothers were not yet skilled in breastfeeding, with 90% classified in the fair category; however, after receiving education, there was a marked improvement, with 76.7% classified in the good category. Thus, education on correct breastfeeding techniques has a significant effect on primiparous mothers at Pakusari Community Health Center. Providing breastfeeding education to primiparous

mothers is highly important, as it enables them to understand effective positioning and attachment, which can ultimately prevent nipple injury. Based on the results of this study, the use of audiovisual media is expected to serve as an effective educational medium for primiparous mothers in healthcare facilities.

Conclusion

1. The breastfeeding techniques of primiparous mothers before receiving education on correct breastfeeding techniques at Pakusari Community Health Center were predominantly classified in the fair category.
2. The breastfeeding techniques of primiparous mothers after receiving education on correct breastfeeding techniques at Pakusari Community Health Center were predominantly classified in the good category.
3. There was a difference in breastfeeding techniques among primiparous mothers before and after education on correct breastfeeding techniques at Pakusari Community Health Center. The statistical test results showed a p value of $0.000 < 0.05$ ($p < \alpha$); therefore, H_1 was accepted and H_0 was rejected. This

indicates that there is a significant difference in breastfeeding techniques among primiparous mothers before and after receiving education on correct breastfeeding techniques through audiovisual media at Pakusari Community Health Center.

Ethics Approval and Consent to Participate

This research has received an ethical feasibility test at dr. Soebandi with number: No. 996/KEPK/UDS/V/2025.

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