Enhance Effectiveness Knowledge and Attitudes of Pregnant Women in Royal Prima Medan Hospital Based on Comparison Providing Verbal Information and Information through Presentation Media Video

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Abstract

Early initiation of breastfeeding (IMD) is one way that can be done to reduce the risk of post partum bleeding in the mother and reduce infection after delivery. The purpose of this study was to determine the comparison of the effectiveness of providing verbal information and video presentation on the knowledge and attitude of pregnant women about early breastfeeding initiation based on age, education level, knowledge, attitude, at Royal Prima Medan General Hospital. Type of research used is the Quasi Experiment, Pretest and Post Test Controlled Trial. The sampling technique used total sampling with a sample size of 50 people. The conclusion from the results of the analysis using Wilcoxon, there is an effect of giving verbal and video information on the level of knowledge and attitudes of mothers about IMD with a p value of 0.00 <α 0.05. Based on the results of the regression test, there was no difference in the effectiveness of verbal information and presentation using video on the level of knowledge and attitudes of mothers about IMD with a significance value = 0.21 and p (0.21).

I. Introduction

Communication is important in life, as is social media. In 2011, 59% of adults searched for information via online and internet access. One of the most sought-after social media is Youtube. Social media has the potential for easy medical information, but the information received is inaccurate or biased (Drozd, Couvillon, & Suarez, 2018). Verbal and non-verbal communication plays an important role for both the patient and the doctor. Verbal communication can increase patient satisfaction with doctors while doctor satisfaction with patients is negative due to active speaking / communication styles (Vogel, Meyer, & Harendza, 2018)

According to the 2007 Indonesian Health Demographic Survey (IDHS) only 10% of babies who were breastfed on the first day, 73% were given ASI for less than 2 months, 53% were given breast milk for 4 to 5 months, 20 % and exclusive breastfeeding until 6 months of age as much as 49%. IMD coverage in Central Java Province in 2010 was 34%, whereas the target for Healthy Indonesia 2010 was 80% for normal postpartum mothers who had IMD at least one hour after the baby was born (Alemu, Alemu, & Habtewold, 2019).

Forty percent of infant deaths occur in the first month of life. The results of a study conducted by Karen Edmond in Ghana in 2006 on more than 11,000 neonatal age infants stated that Early Initiation of Breastfeeding can reduce infant mortality by 22 percent in infants aged 1-28 days. This is in line with the results of research conducted by the World

Health Organization (WHO), which states that IMD is one way that can be done to reduce the risk of post partum bleeding in mothers and reduce infection after childbirth, this is because the baby's first suction will stimulate the discharge. the placenta is faster due to the release of the hormone oxytocin (Novianti, & Mujiati, 2016)

Breastfeeding is associated with the development of a baby's life and health benefits for both mother and baby. Consequently in promotional activities and support for breastfeeding initiation, duration is particularly a public health issue. Globally, breastfeeding rates are lower than recommended, especially in high-income countries (Gianni et al, 2019).

Newborns lose four times more heat than adults, resulting in a drop in temperature. In the first 30 minutes the baby can experience a temperature drop of 3-40C. In a room with a temperature of 20-250C the baby's skin temperature drops by about 0.30C per minute. The temperature drop is caused by heat loss by conduction, convection, evaporation and radiation. The immature ability of babies to produce heat makes babies very susceptible to hypothermia (Hutagaol, Darwin & Yantri, 2014)

The risk of death in newborns is high at birth and decreases in the following days and weeks. About 50% of infant deaths occur within the first 24 hours of birth and about 75% occur during the first week of birth. Infant mortality is known as the 2/3 phenomenon, first is the phenomenon of 2/3 infant mortality in the first month, then 2/3 infant mortality in the first 1 week and 2/3 infant mortality in the first 24 hours.

One factor that affects the low level of exclusive breastfeeding is that not all babies have IMD. Not doing IMD can cause problems with the breastfeeding process and lactation in the mother. Breastfeeding (breastfeeding) is not only good for mother and baby, but benefits the family and the country (Uruakpa et al, 2002).

Among individual factors, the difficulty of breastfeeding greatly contributes to the desire to stop early initiation of breastfeeding and makes the mother less likely to provide breastmilk in the future. However, for the difficulty of breastfeeding, consider different biological, psychological and social aspects (Gianni et al, 2019).

The research objective was to compare the effectiveness of verbal information with video presentations in understanding the knowledge and attitudes of pregnant women in early breastfeeding initiation.

II. Research Methods

This type of research is the Quasi Experiment, Pretest and Post-test Controlled Trial. Research Location Royal Prima Medan General Hospital, North Sumatra. The research period lasted 1 month (January-February 2021). The population of this study were third trimester pregnant women and the sample type used was total sampling with a sample of 50 people. The data collection method is by distributing questionnaires in a structured manner with closed answers. The data were collected and then processed by data processing and analysis techniques.

III. Results and Discussion

3.1 Results

Table 1. The Relationship between Age of Pregnant Women and Knowledge Level of Pregnant Women Regarding IMD

Age	Knowledge Level of Pregnant Women Regarding IMD						
	Good		Enough				
	N	%	N	%	N	%	
21-30 Years	7	14%	6	12%	13	26%	0,58
31-40 Years	12	24%	19	38%	31	62%	
>40 Years	2	4%	4	8%	6	12%	
TOTAL	24	48%	26	52%	100	100%	

Based on the table above, it shows that the relationship between age and level of knowledge about IMD is mostly found at the age of 31-40 years, as many as 31 people (53.8%) with a good level of knowledge as many as 12 people (24%), while with a sufficient knowledge level of 19 people (38%).

From the results of the Chi Square test analysis between the influence of maternal age on the level of knowledge, the value of $p = 0.58$ is obtained, because the value of p $(0.58) > \alpha$ (0.05), it can be concluded that there is no effect of maternal age on knowledge of IMD at the Royal Prima Medan Hospital.

Table 2. The relationship between the age of pregnant women and the attitudes of pregnant women regarding IMD

Age	Attitude of Pregnant Women Regarding IMD						
	Good		Enough				
	N	%	N	%	N	%	
21-30 Years	8	16%	5	10%	13	26%	0,46
31-40 Years	14	28%	17	34%	31	62%	
>40 Years	2	4%	4	8%	6	12%	
TOTAL	21	42%	29	58%	100	100%	

Based on the table above, it shows that the relationship between age and attitudes regarding IMD is mostly found at the age of 31-40 years, as many as 31 people (53.8%) with good attitudes as many as 14 people (28%). From the results of the Chi Square test analysis between the influence of maternal age on attitudes, the value of $p = 0.46$ is obtained, because the value of p $(0.46) > \alpha$ (0.05), it can be concluded that there is no effect of maternal age on attitudes about IMD at Royal Prima Medan Hospital.

Table 3. Relationship between the level of education of pregnant women and the level of knowledge of pregnant women regarding IMD

Level Of Education	Knowledge Level Of Pregnant Women Regarding IMD						
	Good		Enough				
	N	%	N	%	N	%	
Primary School	1	2%	7	14%	8	16%	0,05
Junior High School	2	4 %	7	14 %	9	18%	
Senior High School	12	24 %	15	30 %	27	54%	
College	6	12%	0	0%	6	12%	
Total	24	48%	26	52%	100	100%	

The table above shows the relationship between education level and knowledge level about IMD is mostly found at high school education level with 27 people (54%) with sufficient knowledge level of 15 people (30%). From the results of the analysis of the Chi Square test between the influence of the mother's education level on the level of knowledge, the value of p = 0.05 is obtained, because the p value (0.05) = α (0.05), it can be concluded that there is an effect of the level of mother's education on the level of knowledge regarding IMD at the Royal Prima Medan Hospital.

Table 4. Relationship between the level of education of pregnant women and attitudes of pregnant women regarding IMD

Level Of Education	Attitude of Pregnant Women Regarding IMD						
	Good		Enough				
	N	%	N	%	N	%	
Primary School	1	2%	7	14%	8	16%	0,01
Junior High School	1	2 %	8	16 %	9	18%	
Senior High School	16	32 %	11	22 %	27	54%	
College	6	6%	0	6%	6	12%	
TOTAL	24	48%	26	52%	100	100%	

Based on the table above, it shows that the relationship between education level and attitudes regarding IMD is mostly found at high school education level as many as 27 people (54%) with good attitudes as many as 16 people (32%), while with sufficient attitudes as many as 11 people (22%). From the results of the Chi Square test analysis between the influence of the level of mother's education on attitudes, the value of p = 0.01 is obtained, because the p value (0.01) <α (0.05), it can be concluded that there is an effect of the level of mother's education on attitudes about IMD at RSU Royal Prima Medan.

Table 5. Effectiveness of Verbal Information on Mother's Knowledge of IMD

Knowledge	N	Mean	P
Pretest	25	7,36	0,00
Post-test	25	8,28	

Based on the table above, it shows the results of the analysis using the Wilcoxon test to determine the effectiveness of verbal information on the level of maternal knowledge about IMD on knowledge before and after being given treatment, the p value is 0.000 <α

0.05, which indicates that Ho is rejected, which means that there is an effect of giving information verbally on the level of knowledge of mothers about IMD at RSU Royal Prima Medan.

Table 6. Effectiveness of Verbal Information on Mother's Preparedness Regarding IMD

Attitude	N	Mean	P
Pretest	25	7,24	0,00
Post-test	25	8,76	

Based on the table above shows the results of the analysis using the Wilcoxon test to determine the effectiveness of verbal information on maternal attitudes about IMD towards knowledge before and after being given treatment, the p value is $0.000 < \alpha\ 0.05$, which indicates that Ho is rejected, which means that there is an effect of providing information. verbally on the attitude of the mother about IMD at the Royal Prima Medan Hospital.

Table 7. Effectiveness of Information by Video Presentation on Mother's Knowledge of IMD

Knowledge	N	Mean	P
Pretest	25	7,52	0,00
Post-test	25	8,72	

Based on the table above shows the results of the analysis using the Wilcoxon test to determine the effectiveness of video information on the level of maternal knowledge about IMD on knowledge before and after treatment, the p value is $0.000 < \alpha\ 0.05$, which indicates that Ho is rejected, which means that there is an effect of giving. video information on the level of knowledge of mothers about IMD at RSU Royal Prima Medan.

Table 8. Effectiveness of Information by Video Presentation on Mother's Attitudes Regarding IMD

Attitude	N	Mean	P
Pretest	25	7,56	0,00
Post-test	25	8,68	

Based on the table above shows the results of the analysis using the Wilcoxon test to determine the effectiveness of video information on maternal attitudes regarding IMD towards knowledge before and after being given treatment, the p value is $0.000 < \alpha\ 0.05$, which indicates that Ho is rejected, which means that there is an effect of providing information. on video to mother's awareness about IMD at RSU Royal Prima Medan.

Table 9. Comparison of Verbal and Video Information on Mother's Knowledge of IMD

Test One Way Anova	Sig.	Information	
Anova	0,56	Data mean is not significant	
Test Regresi	**T**	**Sig.**	**R Square**
Knowledge pre	1,476	0,14	0,12
Knowledge post	2,369	0,21	

The One Way Anova test was used to determine the differences in groups whose numbers were more than two treatment groups. The criterion for this test is if the p value is <0.05, then the data between the treatment groups is said to have at least two data groups that have a significant difference. The One Way Anova test was carried out on comparative data on the effectiveness of verbal information and presentations using video on the level of maternal knowledge about IMD at the Royal Prima Medan Hospital and obtained a value of p = 0.56 (p> 0.05) which can be concluded that the the two data groups were insignificant.

The simple linear regression statistical test is a follow-up test used to test the significance of the difference in the mean data of the treatment group. Based on the results of statistical analysis tests using the Regression test

Table 10. Comparison of Verbal Information Giving and Video Presentation on Mother's Knowledge of IMD

	Test One Way Anova	Sig.	Information	
Anova		0.22	Data mean is not significant	
Test Regresi	**T**		**Sig.**	**R Square**
Attitude pre	1,751		0,14	0,23
Attitude post	1,250		0,21	

The One Way Anova test was used to determine the differences in groups whose numbers were more than two treatment groups. The criterion for this test is if the p value is <0.05, then the data between the treatment groups is said to have at least two data groups that have a significant difference. The One Way Anova test was carried out on comparative data on the effectiveness of verbal information and presentations using video on maternal attitudes about IMD at the Royal Prima Medan Hospital and obtained a p value = 0.22 (p> 0.05) which can be concluded that there are at least two treatments. insignificant group data.

Statistical test Simple Linear Regression Test is a follow-up test used to test the significance of differences in the mean data of the treatment group. Based on the results of the statistical analysis test using the regression test, the significance value was obtained = 0.21. In accordance with the provisions, if the significance value> α = 0.05, it can be concluded that Ho is accepted and Ha is rejected, which means that there is no difference in the effectiveness of verbal information and video presentations on the attitudes of mothers about IMD at RSU Royal Prima Medan. Then an analysis of the coefficient of determination or symbolized by R^2 is carried out which is the result of testing the attitudes of pregnant women regarding IMD. The R Square value is 0.23 or 23%, this value concludes that the difference in the effectiveness of verbal information and video presentations on the level of maternal knowledge about IMD at Royal Prima Medan Hospital is 23%.

3.2 Discussion
a. The Relationship between Age and Knowledge Level of Pregnant Women with IMD
Based on the research above, it shows the relationship between age and the level of knowledge about IMD is mostly found at the age of 31-40 years, namely as many as 31 people (53.8%) with a good level of knowledge as many as 12 people (24%) while with a

sufficient level of knowledge as many as 19 people (38%). From the results of the Chi Square test analysis between the influence of maternal age on the level of knowledge, the value of p = 0.58 is obtained, because the value of p (0.58)> α (0.05), it can be concluded that there is no effect of maternal age on knowledge of IMD. at the Royal Prima Medan Hospital.

Knowledge is the result of knowing from humans (Shivley et al, 2018). Early knowledge came from the holy books. Where this knowledge from time to time develops into natural sciences and cultural sciences. The more old you are, the level of maturity of a person will be higher at the time of thinking and working. This is as a result of experience and mental maturity (Sastroasmoro dan Ismail, 2016).

This is in accordance with research conducted previously by Musri 2017 with the results of hypothesis testing using the t test between the variable age and the knowledge variable of pregnant women regarding IMD, which shows that the t test results obtained a p-value of 0.076, so these results state that there is no difference in knowledge about BMI between the 17-25 year age group and the 26-35 year age group (Musri, 2017).

b. The Relationship between Age and Attitudes of Pregnant Women on IMD

Based on the research above, it shows that the relationship between age and attitudes regarding IMD is mostly found at the age of 31-40 years, namely as many as 31 people (53.8%) with a good attitude as many as 14 people (28%) and a sufficient attitude 17 people (34%). From the results of the Chi Square test analysis between the influence of maternal age on attitudes, the value of p = 0.47 is obtained, because the value of p (0.52)> α (0.05), it can be concluded that there is no effect of maternal age on attitudes about IMD in Royal Prima Medan Hospital.

Attitude is a person's closed response to a stimulus or object, both internal and external, so that its manifestation cannot be seen directly. There are two tendencies towards the object of attitude, namely positive and negative. The action tendency in a positive attitude is to approach, like, and expect certain objects (Hartono, 2016).

This is in accordance with previous research conducted by Musri 2017 with the results of hypothesis testing using the t test between the variable age and the attitude variable of pregnant women regarding IMD, which shows that the t test results obtained a p-value of 0.076, so these results state that there is no difference in attitudes about BMI between 17-25 years old and 26-35 years old group (Musri, 2017).

c. The Relationship between Education Level and Knowledge Level of Pregnant Women on IMD

Based on the research above, it shows the relationship between education level and knowledge level about IMD is mostly found at high school education level as many as 27 people (54%) with sufficient knowledge level as many as 15 people (30%), while with good knowledge level as many as 12 people (24%). From the results of the Chi Square test analysis between the influence of the level of mother's education on the level of knowledge about IMD, the value of p = 0.05 is obtained, because the value of p (0.05) = α (0.05), it can be concluded that there is an effect on the level of mother's education level of knowledge about IMD at RSU Royal Prima Medan.

The level of knowledge of a person is in line with the level of education. Someone who has higher education will find it easier for them to receive information, which in turn will cause the more knowledge they have. ^ 10 Mothers who have higher education can understand information better against the explanations given (Fatmah Zakaria, 2017)

This is in accordance with previous research conducted by Musri 2017 with the results of hypothesis testing using the t test between the variable level of education and the variable level of knowledge of pregnant women regarding IMD shows that the results of the t test obtained a p-value of 0.039, so these results state that there is a difference in knowledge. about IMD between respondents with higher education and respondents with low education (Musri, 2017).

d. The Relationship between Education Level and Attitudes of Pregnant Women on IMD

Based on the results of the research above, it shows that the relationship between education level and attitudes regarding IMD is mostly found at high school education level as many as 27 people (54%) with good attitudes as many as 16 people (32%), while with sufficient attitudes as many as 11 people (22%). From the results of the Chi Square test analysis between the influence of the level of mother's education on attitudes, the value of p = 0.01 is obtained, because the p value (0.01) <α (0.05), it can be concluded that there is an effect of the level of mother's education on attitudes about IMD at the Royal Prima Medan Hospital.

Attitude is the ability of the results of thinking processing, it is emotional or affective and if there is a positive or negative change this is because there is a strong and influential need. Factors influenced by attitude are emotional reactions to social stimuli, so they can still be closed (Pera Setiawati, 2020). This is in accordance with previous research conducted by Musri 2017 with the results of hypothesis testing using the t test between educational level variables and attitude variables. Pregnant women regarding IMD showed that the t test results obtained a p-value of 0.019 (Musri, 2017).

e. The Effectiveness of Verbal Information on Mother's Knowledge of IMD

Based on the research above, it shows the results of the analysis using Wilcoxon to determine the effectiveness of verbal information on the level of maternal knowledge about IMD on knowledge before and after being given treatment, the p value is 0.00 <α 0.05, which indicates that Ho is rejected, which means that there is an influence. giving information verbally on the level of knowledge of mothers about IMD at RSU Royal Prima Medan.

In carrying out health promotion, a delivery medium is needed to attract the public. Media that is good for the community is media that pays attention to various factors, one of which is the characteristics and tastes of the target recipient (Musri, 2017).

This is in accordance with previous research conducted by Musri 2017 with the results of hypothesis testing using the t-test results obtained by a p-value of 0.02 (<0.05), it can be concluded that there are differences in the level of knowledge of pregnant women about IMD between groups. leaflets and controls were given (Musri, 2017).

f. The Effectiveness of Verbal Information on Mother's Attitudes Regarding IMD

Based on the table above shows the results of the analysis using the Wilcoxon test to determine the effectiveness of verbal information on maternal attitudes about IMD towards knowledge before and after being given treatment, the p value is 0.00 <α 0.05, which indicates that Ho is rejected, which means that there is an influence. giving information verbally on the attitude of the mother about IMD at RSU Royal Prima Medan.

Education or health promotion is not the only thing that can change the respondent's behavior, but education plays an important role in shaping the respondent's behavior (Andam, 2020). The text media used in this study are designed so that the available text is

fun to read, neither too long nor too long. too short, the material is explained in clear and concise language, and uses bullet points to explain certain materials. The existence of interventions regarding education about IMD through verbal increases the respondent's attitude about IMD.

This is in accordance with previous research conducted by Musri 2017 with the results of hypothesis testing using the t-test results obtained by a p-value of 0.01 (<0.05) so it can be concluded that there are differences in the attitudes of pregnant women about IMD between groups given leaflet and control (Musri, 2017).

g. The Effectiveness of Information by Video on Mother's Knowledge about IMD

Based on the table above shows the results of the analysis using the Wilcoxon test to determine the effectiveness of video information on the mother's level of knowledge about IMD on knowledge before and after being given treatment, the p value is $0.00 < \alpha$ 0.05 which indicates that Ho is rejected, which means the effect of providing information via video on the level of maternal knowledge about IMD at RSU Royal Prima Medan.

One of the determining factors for the success of learning is the media. Through the media the learning process can be more interesting and fun (joyful learning). Video media is often used in various studies to provide an understanding of health to various groups, both children and adults because of its dynamic nature and utilizes audio and visual functions. Here is the role of the media, as a tool to clarify the message of learning (Andam, 2020).

This is in accordance with the previous research conducted by Fairus 2019 with the results of hypothesis testing using the t-test results obtained by a p-value of 0.00 (<0.05), it can be concluded that there are differences in the level of knowledge of pregnant women about IMD between groups. provided audio-visual and control media (Fairus Prihatin, 2019).

h. The Effectiveness of Information by Video on Mother Attitudes Regarding IMD

Based on the table above, it shows the results of the analysis using the Wilcoxon test to determine the effectiveness of video information on maternal attitudes about IMD towards knowledge before and after treatment, the p value is $0.00 < \alpha$ 0.05 which indicates that Ho is rejected, which means that providing video information to the mother's awareness about IMD at the Royal Prima Medan Hospital.

Attitude is a closed form of action related to someone's beliefs, opinions, and beliefs that have not been openly disclosed. Before the intervention, overall respondents already had a good attitude towards breastfeeding (Andam, 2020). This is in accordance with previous research conducted by Fairus 2019 with the results of hypothesis testing using the t-test results obtained by a p-value of 0.02 (< 0.05) it can be concluded that there are differences in the attitudes of pregnant women knowledge about IMD between the groups that were given audio-visual media and the control (Fairus Prihatin, 2019).

i. The Comparison of Providing Verbal and Video Information on Mother's Knowledge of IMD

Based on the research above, it shows that the regression test results obtained a significance value = 0.21. So it can be concluded that Ho is accepted and Ha is rejected, which means there is no difference in the effectiveness of verbal information and presentation using video on the level of mother's knowledge about IMD at Royal Prima Medan Hospital. The R Square value is 0.12 or 12%. This value concludes that the

difference in the effectiveness of verbal information and presentation using video on the level of maternal knowledge about IMD at Royal Prima Medan Hospital is 12%.

The discussion above shows that both counseling with video and counseling with simulations have increased the knowledge of research subjects about IMD. This is in accordance with research conducted previously by Azizatul 2016 with the results of hypothesis testing using the t-test results obtained by a p-value of 0.23 (> 0.05), it can be concluded that there is no significant difference in the level of knowledge between the treatment groups. Extension with video and treatment group with simulation (Fairus Prihatin, 2019).

IV. Conclusion

1. From the results of the Chi Square test analysis between the influence of the level of mother's education on the level of knowledge about IMD, the value of $p = 0.05$ and $p = 0.01$ is obtained, it can be concluded that there is an influence on the level of mother's education on the level of knowledge and attitudes about IMD in RSU Royal Prima Medan.
2. Based on the results of the analysis using the Wilcoxon test, the results obtained p value $0.00 < \alpha\ 0.05$, which indicates that there is an effect of verbal information on the level of knowledge and attitudes of mothers about IMD at RSU Royal Prima Medan.
3. Based on the results of the analysis using the Wilcoxon test p value $0.00 < \alpha\ 0.05$, which shows that there is an effect of providing information as a percentage of video on the level of knowledge and attitudes of mothers about IMD at RSU Royal Prima Medan.
4. Based on the results of the regression test, the significance value $= 0.21$ and $p = 0.21$, it can be concluded that there is no difference in the effectiveness of verbal information and presentation using video percentages on the level of knowledge and attitudes of mothers regarding IMD at RSU Royal Prima Medan.
5. The R Square value is 0.12 or 12%, this value concludes that the difference in the effectiveness of verbal information and video presentations on the level of maternal knowledge about IMD at Royal Prima Medan Hospital is 12%.
6. The R square value is 0.23 or 23%, this value concludes that the difference in the effectiveness of verbal information and video presentations on maternal attitudes about IMD at Royal Prima Medan Hospital is 23%.

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