



Education on the Importance of Exclusive Breastfeeding for Babies In Suka Maju Village, Penarik District, Mukomuko Regency

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Abstract. Exclusive breastfeeding is a condition where infants receive only breast milk from the mother without the addition of other liquids or solid foods, except for syrups containing vitamins, mineral supplements or drugs with the permission of a doctor. Based on the results of the 2024 Indonesian Nutrition Status Survey, the proportion of toddlers who received early breastfeeding initiation (IMD) in Bengkulu was 57.1%, while the proportion of infants aged 0-5 months receiving exclusive breastfeeding was 68.7%. In this article we discuss the activities of Dehasen University Bengkulu's Thematic Community Service Program (KKN-T) in 2025 which aims to improve community knowledge, awareness and behavior. The program is implemented through an educational approach, namely with the method of exclusive breastfeeding counseling, exclusive breastfeeding assistance visits and demonstration of oxytocin massage techniques and lactation massage using flip sheets and counseling kit props. This activity was carried out in collaboration with village officials and the local community. The results of the activity showed an increase in community awareness regarding the importance of exclusive breastfeeding. From the results of observations through the recapitulation of pre-test results there were 10 people (33.3%) who did not understand about exclusive breastfeeding, and after counseling and post-test observations there were 30 people (100%) who understood the importance of exclusive breastfeeding. This shows that the exclusive breastfeeding counseling program is quite effective as a community-based promotive and preventive strategy that can be a model of prevention.

Keywords: *Exclusive Breastfeeding, Knowledge, Extension.*

INTRODUCTION

According to the recommendations of the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF), exclusive breastfeeding for six months is recommended, breastfeeding within the first hour after birth, breastfeeding whenever the baby wants and not using bottles or pacifiers. According to UNICEF, exclusive breastfeeding can reduce infant mortality in Indonesia. UNICEF states that 30,000 infant deaths in Indonesia and 10 million deaths of children under five in the world every year can be prevented through exclusive breastfeeding for six months from the first hour after birth without giving additional food and drink to the baby (WHO, 2022). Babies get excellent nutrition from breast milk, which has many benefits for their development, growth, and health (Jayanti & Yulianti, 2022). According to Wilda (2021), exclusive breastfeeding means giving only breast milk to babies from 0-6 months. No additional food, drink, or fluids are given except for vitamins and medications recommended by the WHO for sick babies. Exclusive breastfeeding provides significant benefits to the health of both the baby and the mother, making education about exclusive breastfeeding essential. (Wilda, 2021) Breast milk (ASI) is the primary nutrient given to babies due to its rich

content of nutrients and B12-binding protein, an essential amino acid that helps increase the number of brain cells and is linked to their intellectual development. Breast milk has sufficient nutritional content to meet the needs of babies up to six months of age. Breast milk also contains nearly 200 nutrients, including carbohydrates, fats, proteins, vitamins, and minerals, in proportions appropriate to the nutritional needs of babies from birth to six months (Suryadi & Kunci, 2022). Based on the results of the 2024 Indonesian Nutritional Status Survey, the proportion of toddlers receiving Early Initiation of Breastfeeding (IMD) in Bengkulu was 57.1%, while the proportion of infants aged 0-5 months receiving exclusive breastfeeding was 68.7%. (Ministry of Health, 2024). data from Nutrition and Health UPTD Penarik Health Center in 2024, the coverage of exclusive breastfeeding for babies 0-6 months obtained the percentage of exclusive breastfeeding achievement in Suka Maju village as much as 45% of the total target that should be achieved 80%, from birth data in 2024 in RT 04 Suka Maju Village 2 babies (66%) did not get exclusive breastfeeding , based on this nutrition program report, the low coverage of exclusive breastfeeding has an impact on babies aged 6-12 months, namely causing 7% underweight (malnutrition), then another impact of low exclusive breastfeeding is the emergence of diarrhea as much as 10% (UPTD Penarik Health Center, 2024). Previous research conducted by (Oktaviani et al., 2022) consistently shows that exclusive breastfeeding has greater health benefits for infants. Breast milk plays a crucial role in providing the nutrients necessary for infant growth. The nutrients in breast milk not only provide essential nutrients to the baby but also contain substances that strengthen the immune system, fight infections, and protect the mother from microorganisms and allergens (Oktaviani et al., 2022). Based on these considerations, the 2025 Thematic Community Service Program (KKN-T) at Dehasen University will conduct Exclusive Breastfeeding outreach activities as an effort to increase Community Knowledge, Awareness and Behavior.

RESEARCH METHODS

The counseling activity was carried out in RT 04 Suka Maju Village, Penarik District, Mukomuko Regency, Bengkulu, using the method of providing counseling, visits, and practice on the importance of providing exclusive breastfeeding with flipcharts and teaching aids. Counseling was also carried out by observing pre-test and post-test sheets to determine the partners' understanding of the material presented. Partners in this program are residents of RT 04 Suka Maju Village, Penarik District, Mukomuko Regency, Bengkulu Province, namely pregnant women, breastfeeding mothers, and productive age communities. The counseling was held on Tuesday, June 3, 2025. The activity also involved around 11 KKN students from Dehasen University, Bengkulu, and cadres in this activity. The counseling activity, carried out starting from coordination with the Head of RT 04 Suka Maju Village and cadres, preparation of places and equipment for flipcharts and teaching aids (breastfeeding counseling KIT), pre-test, delivery of material about exclusive breastfeeding, post-test, and home visits. Group 1 KKN collaborated with Village Officials to encourage the community to cooperate in the Exclusive Breastfeeding outreach program.

RESULTS AND DISCUSSION

Results Activity

The activity was attended by around 30 participants consisting of from pregnant women, mothers of toddlers, cadres, and members of the productive age group. This activity covered three main topics: exclusive breastfeeding counseling, techniques to facilitate breast milk production, and exclusive breastfeeding support visits . The activity was held on June 3, 2025, at the Posyandu building in Suka Maju village.

Table 1. Results of the Pre- Study Sheet Summary Test

Knowledge Category	Before Counseling
Less than	22 people (73.3%)
Good	8 people (26.7%)
Total	30 people (100%)

Judging from the pre -counseling table, there were 30 participants who attended the counseling, 22 (73.3%) of whom did not understand the concept of exclusive breastfeeding , the benefits of exclusive breastfeeding , the contents of breast milk, and did not know the correct breastfeeding method.

Table 2. Post Sheet Summary Results Test

Knowledge Category	Before Counseling
Less than	6 people (20%)
Good	24 people (80%)
Total	30 people (100%)

After conducting education in the form of counseling using flip charts and observations using post-it sheets The test found that 24 (80%) participants who attended already understood the concept of exclusive breastfeeding , the benefits of exclusive breastfeeding , the content of breast milk, but did not know about the correct breastfeeding method, so it can be interpreted that this counseling activity has been proven to increase knowledge and public awareness about the importance of providing exclusive breastfeeding .

Discussion

This activity shows that education-based interventions are very effective in increasing public knowledge and awareness about the importance of providing exclusive breastfeeding, the correct breastfeeding method. In filling out the Pre-Counseling observation sheet from 30 participants attending the counseling, 22 (73.3%) participants did not understand the concept of exclusive breastfeeding, the benefits of exclusive breastfeeding , breast milk content, did not know about the correct breastfeeding method. After the counseling was carried out using flipcharts, teaching aids and observations with post-it sheets The test found that 24 (80%) participants who attended already understood the concept of exclusive breastfeeding , the benefits of exclusive breastfeeding , the content of breast milk, did not know about the correct breastfeeding method, so it can be interpreted that the activity of conducting counseling on exclusive breastfeeding as a form of community service by students of the Thematic Real Work Lecture (KKN-T) Group 1 of Mukomuko Regency in RT 04 Suka Maju Village, has been proven to be beneficial for the community, increasing awareness, knowledge, and abilities of the community about the importance of exclusive breastfeeding in RT 04 Suka Maju Village .

research (Wati et al., 2021) also highlights the importance of the timing of exclusive breastfeeding during the sensitive postpartum period. New findings indicate that exclusive breastfeeding in the first 6 months of life significantly impacts infants' future health, including a lower risk of obesity, chronic diseases, and developmental disorders. This research emphasizes the importance of supporting and educating mothers about the importance of breastfeeding. (Wati et al., 2021) This aligns with previous research by (Nurlaily, 2022) that demonstrated that the use of health education media on the importance of exclusive breastfeeding has been shown to improve postpartum mothers' knowledge (Nurlaily, 2022). Research by (Wahyuningsih, 2021) also demonstrated an increase in knowledge regarding exclusive

breastfeeding before and after health promotion using expressed breast milk health promotion media (Wahyuningsih, 2021).



Figure 1 Group photo of participants of the Exclusive Breastfeeding counseling session



Figure. 2 Counseling Exclusive breastfeeding in Suka Maju village



Figure 3 & 4 Oxytocin Massage and Lactation Massage Practice to Facilitate Breast Milk Production

Settlement Problem: Counseling about exclusive breastfeeding Counseling about Exclusive Breastfeeding was carried out at the Posyandu building in Suka Maju village to the

community who participated in the Exclusive Breastfeeding counseling activities from the beginning of the activity until the end of the activity. Then the community also participated in a series of activities, namely pre-test, post-test, question and answer sessions given by students of the Faculty of Health Sciences. It is hoped that this Exclusive Breastfeeding counseling activity can be beneficial for the community. Counseling about Exclusive Breastfeeding has an important role in reducing the risk of malnutrition and stunting. Application of Oxytocin Massage and Lactation Massage oxytocin massage is done to stimulate the oxytocin reflex or reflex let down . Apart from stimulating the let reflex The benefits of oxytocin massage include providing comfort to the mother, reducing swelling (engorgement), reducing breast milk blockages, stimulating the release of the hormone oxytocin , and maintaining breast milk production when the mother and baby are sick (Ministry of Health of the Republic of Indonesia, 2007). The purpose of this community service is to increase participants' knowledge about exclusive breastfeeding and non-pharmacological therapy in the form of oxytocin massage and lactation massage, as well as to help increase breast milk production. Through this community service activity, interventions are carried out in the form of education and oxytocin massage and lactation massage for pregnant and breastfeeding mothers. This program aims to increase awareness, knowledge, and the ability of residents to increase breast milk production independently so that the quality of breast milk can be improved. However, there are still shortcomings in the widespread and systematic application of this method, as well as a lack of understanding of the benefits of oxytocin massage and lactation among the community. Therefore, it is important to develop a new approach that integrates counseling on exclusive breastfeeding with the routine implementation of oxytocin massage and lactation. The aim of this activity is to provide comprehensive education to partners regarding exclusive breastfeeding and non-pharmacological ways to manage it, so as to improve the quality of exclusive breastfeeding in the RT 04 community of Suka Maju village. Exclusive Breastfeeding Assistance Visit The next step was to conduct exclusive breastfeeding support visits to the homes of mothers with babies aged 0-6 months. Students provided direct counseling and taught breastfeeding mothers proper breastfeeding techniques to ensure sufficient breast milk supply and promote growth and development. The goal of this activity was not only to provide counseling but also to support breastfeeding mothers in maintaining their enthusiasm for exclusive breastfeeding. The mothers visited were very enthusiastic and welcomed this activity.

CONCLUSION

The collaboration between the UNIVED 2025 KKN Team and the Maju Village Government in increasing exclusive breastfeeding using exclusive breastfeeding counseling and exclusive breastfeeding mentoring visits has proven effective, increasing community knowledge, awareness and behavior. And beneficial in RT 04 Suka Maju Village. Enthusiasm participant Active listening and Q&A sessions indicate that this outreach has a positive impact and warrants continuation. This program not only emphasizes individuals but also strengthens community participation through community outreach activities to collaborate in every activity including pregnant women's classes, integrated health posts (posyandu) or integrated health posts (posbindu) to implement exclusive breastfeeding counseling. This was successfully conveyed through field activities and educational media in the form of flipcharts and ASI Kit counseling demonstration tools. This approach increases community awareness, knowledge, and behavior about the importance of exclusive breastfeeding, demonstrating positive behavioral changes that improve the achievement of exclusive breastfeeding. As a result, all babies receive exclusive breastfeeding. Further education is provided to ensure that information is not limited to this point but is also implemented in daily life. Regular cross-sector collaboration is also encouraged to strengthen monitoring of exclusive breastfeeding.

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