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Pregnant Women's Health Education About Exclusive Breastfeeding For Babies In Aek Haruaya Village, Sub-District Portibi, North Padang Lawas Regency In 2026

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ABSTRACT

Exclusive Breast Milk is breast milk that is given to babies from birth for six months without adding and/or replacing it with other foods or drinks. The early phase of the life cycle which is a critical period for handling nutrition is the infant phase. In this phase, there is very rapid growth and development wich requires high nutrients. Malnutrition disorders that occur in the infant phase can be permanent and not restored even if nutritional needs are subsequently met. This research was an analytical survey using a cross sectional design. This community service activity will be carried out in Aek Haruaya village, Portibi District, North Padang Lawas Regency in 2026. The target population for this activity was 39 pregnant women livinge in Aek Haruaya village. It is hoped that after this activity is carried out, it can increase pregnant women's knowledge about Exclusive Breastfeeding so that it can increase the coverage of exclusive breastfeeding, especially in the Aek Haruaya village area

Keywords: Health Education, Pregnant Women, Exclusive Breastfeeding

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INTRODUCTION

In accordance with Government Regulation Number 33 of 2012 concerning the Exclusive Breastfeeding, breast milk or abbreviated as breast milk is a liquid produced by the mother's breast glands. Exclusive Breast Milk is breast milk that is given to babies from birth for six months without adding and/or replacing it with other foods or drinks. (KepMenkes, 2017).

The early phase in the life cycle which is a critical period for handling nutrition is the infant phase. In this phase, there is very rapid growth and development so that it requires high nutrients. Malnutrition disorders that occur in the infant phase can be permanent and not restored even if the nutritional needs are subsequently met. Therefore, babies must get good nutritional intake to obtain good growth and development in the next phase (Walyani 2018).

UNICEF (2019), Indonesia stated that of the 5 million children born every year in Indonesia, more than half do not receive optimal breastfeeding in the first years of life. This shows that mothers in Indonesia rarely practice exclusive breastfeeding. The reason for is the cultural influence related to exclusive breastfeeding in indonesia. Several factors such as knowledge, socio-culture, psychology, physical, behavior, and health workers have been proven to affect the behavior of mothers in breastfeeding. Socio-cultural factors play a role in shaping people's mindsets. Mothers' decisions to breastfeed their babies are influenced by the culture they adhere to.

METHOD

This community service activity used a descriptive-analytical approach with a cross-sectional design. The activity was carried out on April 30, 2026, in Aek Haruaya Village, Portibi District, North Padang Lawas Regency. The target population was all pregnant women in Aek Haruaya Village, totaling 39 respondents. The sampling technique used total sampling, where all pregnant women in the village were included as participants. The instrument used in this activity was a questionnaire to measure mothers' knowledge about exclusive breastfeeding before and after counseling. The activity consisted of three stages: preparation (including instrument preparation and coordination with local health workers), implementation (providing health education about exclusive breastfeeding using lecture and discussion methods), and evaluation (assessing changes in knowledge through post-test questionnaires). Data were analyzed univariately and presented in the form of frequency distribution tables

RESULTS AND DISCUSSION

This community service activity received positive feedback from all the counseling participants. The number of participants in the counseling was 39 . Mulyani S cited (Gafriela, 2011) that the scope of exclusive breastfeeding is influenced by several factors including public understanding, low knowledge of mothers and other families about the benefits and correct ways of breastfeeding, lack oflactation counseling services and support from health workers, socio-cultural factors, inadequate conditions of working mothers and the incessant marketing of formula milk.

Mulyani S (2021) There are several factors that affect maternal behavior towards exclusive breastfeeding knowledge, education, and employment can affect the mother's decision to breastfeed or not. In addition, the influence of formula milk advertisements and other public opinions, as well as mothers' activities, also determine their decisions about breastfeeding. Lack of knowledge about exclusive breastfeeding, lack of proper and correct understanding of breastfeeding by mothers and their

families/environment, and lack of debriefing from health workers can cause mothers to decide not to breastfeed or provide complementary foods too quickly.

Knowledge plays a significant role in a mother's attitude toward breastfeeding. If the mother's behavior in breastfeeding is based on knowledge, awareness and a positive attitude, then the behavior will be lasting and vice versa if the behavior is not based on knowledge and awareness, then the behavior will not last long.

After counseling on Exclusive Breastfeeding was carried out to pregnant women, the results showed that as many as 20 mothers did not understand Exclusive Breastfeeding. They had never received health education related to Exclusive Breastfeeding. It is hoped that after Health Education is carried out, breastfeeding mothers can apply it in their daily lives so that they can minimize problems related to the failure of exclusive breastfeeding.

CONCLUSION

Of the 39 respondents (100% presentation), 51% good knowledge, and 49% had sufficient knowledge. Although the discussion of Exclusive Breastfeeding is a topic that has been heard a lot, it would be good if activities like this continue to be carried out to the public to better understand the benefits of Exclusive Breastfeeding for babies, in order to help create a healthy next generation.

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