

**PENGARUH PROMOSI KESEHATAN DENGAN MEDIA VIDEO  
TENTANG INISIASI MENYUSU DINI (IMD) TERHADAP PENGETAHUAN  
DAN SIKAP IBU HAMIL TRIMESTER III DI PUSKESMAS KASIHAN I  
BANTUL TAHUN 2024**

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**INTI SARI**

**Latar Belakang:** Inisiasi menyusui dini (*early initiation*) merupakan kegiatan meletakkan bayi pada dada atau perut sehingga kulit bayi melekat pada kulit ibu yang dilakukan segera setelah bayi dilahirkan dalam waktu sekurang-kurangnya satu jam. Apabila kontak tersebut terhalangi oleh kain atau dilakukan > 1 jam maka di anggap pelaksanaan IMD belum sempurna dan dianggap tidak melakukan IMD.

**Tujuan:** Mengetahui pengaruh promosi kesehatan dengan media video tentang IMD terhadap pengetahuan dan sikap ibu hamil trimester III di Puskesmas Kasihan I Bantul Tahun 2024.

**Metode:** Penelitian ini dirancang dengan desain *One-Grup Pretest-Posttest Design*. Teknik sampling menggunakan *purposive sampling*. Melibatkan 40 ibu hamil trimester III.

**Hasil:** Hasil penelitian menunjukkan adanya perbedaan rata-rata skor *pretest* dan *posttest* pengetahuan ibu sebelum dan sesudah pemberian promosi kesehatan melalui media video tentang IMD sebesar 2,80. Selain itu, terdapat perbedaan rata-rata skor *pretest* dan *posttest* sikap ibu sebelum dan sesudah pemberian promosi kesehatan dengan media video tentang IMD sebesar 4,15. Hasil uji bivariat menggunakan uji Wilcoxon didapatkan nilai p yang diperoleh adalah 0,000 ( $p < 0,05$ ), sehingga  $H_0$  ditolak dan  $H_a$  diterima.

**Kesimpulan:** Terdapat pengaruh signifikan promosi kesehatan melalui media video tentang IMD terhadap pengetahuan dan sikap ibu hamil trimester III di Puskesmas Kasihan I Bantul.

**Kata Kunci:** Video; Inisiasi Menyusui Dini; Pengetahuan; Sikap.

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**THE INFLUENCE OF HEALTH PROMOTION USING VIDEO MEDIA  
ON EARLY BREASTFEEDING INITIATION (IMD) ON THE  
KNOWLEDGE AND ATTITUDES OF III TRIMESTER PREGNANT  
WOMEN AT KASIHAN I BANTUL HEALTH CENTER IN 2024**

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**ABSTRACT**

**Background:** Early initiation of breastfeeding is the activity of placing the baby on the chest or stomach so that the baby's skin adheres to the mother's skin which is carried out immediately after the baby is born within at least one hour. If the contact is blocked by cloth or is carried out for > 1 hour then it is considered that the implementation of IMD has not been perfect and is considered not to have carried out IMD.

**Objective:** To determine the effect of health promotion using video media about IMD on the knowledge and attitudes of pregnant women in the third trimester at the Kasihan I Bantul Community Health Center in 2024.

**Method:** This research was designed with a One-Group Pretest-Posttest Design. The sampling technique uses purposive sampling. Involving 40 third trimester pregnant women.

**Results:** The results of the study showed that there was a difference in the average pretest and posttest scores of mothers' knowledge before and after providing health promotion through video media about IMD of 2.80. Apart from that, there was a difference in the average pretest and posttest scores of mothers' attitudes before and after providing health promotion using video media about IMD of 4.15. The results of the bivariate test using the Wilcoxon test showed that the p value obtained was 0.000 ( $p < 0.05$ ), so  $H_0$  was rejected and  $H_a$  was accepted.

**Conclusion:** There is a significant influence of health promotion through video media about IMD on the knowledge and attitudes of pregnant women in the third trimester at the Kasihan I Bantul Community Health Center.

**Keywords:** Video; Early Initiation of Breastfeeding; Knowledge; Attitudes.

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