

**PENGARUH MEDIA *BOOKLET* MANAJEMEN LAKTASI  
TERHADAP *BREASTFEEDING SELF-EFFICACY* PADA  
IBU PRIMIGRAVIDA TM III DI PMB ERNI KD  
KOTA YOGYAKARTA  
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**INTISARI**

**Latar Belakang:** *Breastfeeding Self-Efficacy* (BSE) adalah keyakinan ibu terhadap kemampuannya untuk menyusui, yang penting bagi keberhasilan ASI eksklusif, terutama bagi ibu primigravida. Rendahnya BSE dapat menghambat proses menyusui dan berdampak pada kesehatan ibu dan bayi. Intervensi edukatif seperti *booklet* manajemen laktasi diperlukan untuk meningkatkan BSE, dengan harapan dapat meningkatkan kepercayaan diri ibu dalam menyusui. Berdasarkan persentase pemberian ASI eksklusif di DIY, Kota Yogyakarta mendapatkan persentase terendah yaitu 76,8%.

**Tujuan:** Penelitian ini bertujuan untuk menganalisis pengaruh penggunaan media *booklet* manajemen laktasi terhadap *breastfeeding self-efficacy* pada ibu primigravida TM III di PMB Erni KD Kota Yogyakarta.

**Metode:** Penelitian ini menggunakan desain *pre-experimental* dengan rancangan *one-group pretest-posttest*. Sampel terdiri dari 42 ibu hamil primigravida trimester III yang dipilih secara *purposive sampling* dan memenuhi kriteria inklusi. Intervensi yang diberikan adalah media *booklet* manajemen laktasi yang berisi informasi terkait persiapan dan praktik menyusui. Pengukuran BSE dilakukan sebelum dan setelah intervensi menggunakan *Breastfeeding Self-Efficacy Scale-Short Form* (BSES-SF). Analisis data dilakukan dengan menggunakan uji *Wilcoxon* untuk melihat perbedaan skor BSE sebelum dan sesudah intervensi.

**Hasil:** hasil menunjukkan bahwa terdapat pengaruh signifikan media *booklet* terhadap BSE dengan  $p\text{-value} = 0,000 (< 0.05)$  yaitu  $H_a$  diterima, artinya ada pengaruh media *booklet* manajemen laktasi terhadap *breastfeeding self-efficacy* ibu hamil primigravida TM III di PMB Erni KD Kota Yogyakarta. Sebelum intervensi, sebagian besar responden memiliki tingkat BSE yang rendah, namun setelah intervensi, mayoritas responden menunjukkan peningkatan kepercayaan diri yang tinggi dalam menyusui.

**Kesimpulan:** Penggunaan media *booklet* manajemen laktasi terbukti efektif dalam meningkatkan BSE pada ibu primigravida trimester III dan dapat direkomendasikan sebagai alat intervensi dalam program promosi menyusui.

**Kata Kunci :** *Breastfeeding Self-Efficacy, Edukasi Kesehatan, Manajemen Laktasi, Media Booklet, Primigravida.*

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**BREASTFEEDING SELF-EFFICACY OF PRIMIGRAVIDA MOTHERS  
IN THIRD TRIMESTER: THE EFFECT OF LACTATION  
MANAGEMENT BOOKLET MEDIA IN THE INDEPENDENT  
PRACTICE OF MIDWIFE ERNI KD  
IN YOGYAKARTA  
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**ABSTRACT**

**Background:** *Breastfeeding Self-Efficacy (BSE) is a mother's belief in her ability to breastfeed, which is important for exclusive breastfeeding success, especially for primigravida mothers. Low BSE can hinder breastfeeding and impact on maternal and infant health. Educational interventions such as lactation management booklets are needed to improve BSE, with the hope of increasing mothers' confidence in breastfeeding. Based on the percentage of exclusive breastfeeding in DIY, Yogyakarta City has the lowest percentage, namely 76.8%.*

**Objective:** *This study aims to analyze the effect of using lactation management booklet media on breastfeeding self-efficacy in primigravida TM III mothers at PMB Erni KD Yogyakarta City.*

**Method:** *This study used a pre-experimental design with a one-group pretest-posttest design. The sample consisted of 42 third trimester primigravida pregnant women who were selected by purposive sampling and met the inclusion criteria. The intervention was a lactation management booklet containing information related to breastfeeding preparation and practice. BSE was measured before and after the intervention using the Breastfeeding Self-Efficacy Scale-Short Form (BSES-SF). Data were analyzed using Wilcoxon test to see the difference in BSE scores before and after the intervention.*

**Result:** *the results showed that there was a significant effect of booklet media on BSE with p-value = 0.000 (<0.05), namely  $H_0$  is accepted, meaning that there is an effect of lactation management booklet media on breastfeeding self-efficacy of primigravida pregnant women TM III at PMB Erni KD Yogyakarta City. Before the intervention, most respondents had a low level of BSE, but after the intervention, the majority of respondents showed an increase in high confidence in breastfeeding.*

**Conclusion:** *The use of lactation management booklet media is proven effective in improving BSE in third trimester primigravida mothers and can be recommended as an intervention tool in breastfeeding promotion programs.*

**Keywords:** *Breastfeeding Self-Efficacy, Health Education, Lactation Management, Booklet Media, Primigravida.*

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