

# THE EFFECT OF THE ATTITUDE TOWARD BREASTFEEDING CONCEPT BASED COMIC ON THE ADOLESCENCE'S ATTITUDE TOWARD EXCLUSIVE BREASTFEEDING

## (Efek Komik Berbasis Konsep *Attitude Toward Breastfeeding* Terhadap Sikap Remaja Terkait Pemberian Asi Eksklusif)

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### ABSTRAK

**Pendahuluan:** Cakupan pemberian ASI eksklusif di Indonesia masih sangat rendah. Faktor utama yang mempengaruhi pemberian ASI eksklusif adalah sikap terhadap pemberian ASI eksklusif. Terdapat hubungan yang signifikan antara sikap terhadap pemberian ASI eksklusif dengan lama pemberian ASI eksklusif. Pembentukan sikap terhadap pemberian ASI eksklusif idealnya dilakukan pada usia remaja karena rerata usia perkawinan pertama di Indonesia adalah 19 tahun. Tujuan dari penelitian ini adalah untuk menguji efek komik berbasis konsep *Attitude Toward Breastfeeding* terhadap sikap remaja terkait pemberian ASI eksklusif. **Metode:** Desain penelitian ini adalah *quasy experimental pretest posttest one group only*. Responden diberikan komik berbasis konsep *Attitude Toward Breastfeeding*. Sikap responden terhadap pemberian ASI eksklusif diukur dengan menggunakan *The Attitude Toward Breastfeeding Questionnaire*. Data dianalisis menggunakan uji *t* berpasangan. **Hasil:** Sebagian besar responden berusia 17 tahun (70%), merupakan anak pertama (23,3%), dan memiliki keluarga inti (80%). Hasil uji *t* berpasangan menunjukkan bahwa ada perbedaan yang signifikan antara skor *pre-test* dan *post-test* ( $t = -7,17, p < 0,001$ ). **Diskusi:** Perawat dapat menggunakan komik berbasis *Attitude Toward Breastfeeding* untuk meningkatkan sikap remaja terhadap ASI.

**Kata kunci:** komik, sikap dalam pemberian ASI eksklusif, remaja

### ABSTRACT

**Introduction:** The exclusive breastfeeding rate in Indonesia was still low. The major factor affecting the exclusive breastfeeding is an attitude toward exclusive breastfeeding. The earlier attitude toward exclusive breastfeeding shaped produce the longer exclusive breastfeeding duration. Considering the first marriage age among Indonesian, so, the attitude toward exclusive breastfeeding should be shaped at the adolescence age. The purpose of this study was to examine the effect of the *Attitude Toward Breastfeeding based comic on the adolescent's attitude toward exclusive breastfeeding*. **Methods:** This was a *quasy experimental pretest-posttest one group only study*. The respondents were provided an *Attitude Toward Breastfeeding based comic*. The respondent's attitude toward exclusive breastfeeding was measured using *The Attitude Toward Breastfeeding Questionnaire*. Data were analyzed using *dependent t-test*. **Results:** The majority of respondents were aged 17 years old (70%), first child (23.3%), and had a nuclear family (80%). The paired *t-test* showed that there were significant differences between *pre-test* and *post-test* scores ( $t = -7.17, p < 0.001$ ). **Conclusion and Recommendation:** Nurses may use the *Attitude Toward Breastfeeding based comic* to increase the Adolescence's attitude toward Breastfeeding.

**Keywords:** *Comic, Attitudes Toward Exclusive Breastfeeding, Adolescence*

## INTRODUCTION

Exclusive breastfeeding provides several benefits for infants and mothers (Lawrence & Lawrence, 2011; Pillitteri, 2009). The World Health Organization recommends exclusive breastfeeding for infants from birth up to the first six months of life (WHO, 2015). Nevertheless, the results of Indonesian Demographic and Health Survey (2014) showed that only 45% of mothers breastfed exclusively in Indonesia. In Central Java Province, there

were 60.7% of mothers exclusively breastfed and only 42.9% of mothers breastfed exclusively in Banyumas District (Central Java Province Ministry of Health, 2014). The number of mothers who breastfed exclusively in Banyumas District is lower than the national rate.

There were factors affecting low exclusive breastfeeding rate. A study conducted by Anggraeni (2015) using a causal modeling showed that attitude toward

exclusive breastfeeding predicted the exclusive breastfeeding intention ( $\beta = 0.49, p < 0.001$ ) and was a major predictor of exclusive breastfeeding duration in the Central Java Province. The more positive attitude toward exclusive breastfeeding predicts the longer exclusive breastfeeding. The earlier nutrition methods decision-making affects the higher attitude toward exclusive breastfeeding.

The woman who makes decision to breastfeed the infant before pregnancy have a greater chance to breastfeed exclusively than women who make a decision regarding breastfeeding after pregnancy (Oweis, Tayem, & Froelicher, 2009). A study conducted by Pascoe, et al. (2002) showed that the formation of an attitude toward breastfeeding was shaped during adolescence. The more positive attitude toward breastfeeding formed during adolescence affected the longer exclusive breastfeeding duration. In addition, the results of Indonesian Demographic and Health Survey (2012) showed that the first marriage age in Indonesia was 19.2 years old in general and 17.9 years old in rural areas. It showed that most marriages occur in the adolescence age. Thus, forming of a positive attitude toward breastfeeding should ideally be done since adolescence. Hopefully, every mother breastfeeding their infant exclusively because they have had a positive attitude regarding breastfeeding before marriage.

Several factors influence attitude toward exclusive breastfeeding. According to Ajzen (1991), attitude is an evaluation by a person regarding a specific behavior based on the behavior belief and the behavior consequences. Attitudes greatly affect one's decision to perform or not perform a behavior. There are two domains within the concept of Attitude Toward Breastfeeding, namely behavioral beliefs and outcome evaluation of behavioral beliefs (Ajzen, 1991). The major factor that influences a person's attitude to perform a behavior is knowledge (Ajzen, 1991). The better knowledge lead to the more positive attitude toward behavior.

Research related to attitude toward exclusive breastfeeding have been conducted. However, there is no study that aims to

create a positive attitude toward exclusively breastfeeding among adolescents using a comic as health education media. This study aimed to examine the effect of a comic which developed based on the Attitude Toward Breastfeeding attitudes toward exclusive breastfeeding concept. This study used comic to provide information regarding exclusive breastfeeding to develop a positive attitude toward breastfeeding among adolescents. The previous study was conducted by Safitri, Latifah, and Susilowati (2015), they examine the effectiveness of comic on the primary school student readiness facing menarche. The study result showed that comic could improve student's readiness to face menarche. The benefits of comic are attractive for teenagers, can be read home, and any time when to have free time. The purpose of this study was to identify the effect of Attitude Toward Breastfeeding concept based comic on the attitude toward breastfeeding among adolescents.

## **METHODS**

This study was carried out for five months. Researchers had been conducting some basic research related to factors affecting exclusive breastfeeding among mothers in Central Java Province. The previous study showed that the Attitude toward exclusive breastfeeding affects exclusive breastfeeding duration significantly. This study used a quasy experimental design pretest-posttest one group only. This study aimed to examine the effect of Attitude Toward Breastfeeding concept based comic on the attitude toward breastfeeding among adolescents.

This study was conducted in SMA N Baturraden. The population in this study were all high school students in the Banyumas District. The population in this study were 10,990 students. The sample in this study was taken by a consecutive sampling method that met the inclusion criteria as follows: (1) grade 2 high school students, (2) composmentis, (3) unmarried, (4) never gave birth, (5) willing to be respondent, and (6) get permission from the respondent's parents. The exclusion criteria in

this study were: (1) suffering breast cancer, (2) had a history of breast trauma, (3) had a history of breast surgery, (4) had a disability, and (5) withdraw from the study.

Determination of sample size in this study was based on the Cohen's (1988) sample size calculation. To obtain a power of 0.8, the effect size of 0.3, and the degree of confidence ( $\alpha$ ) = 0.05, then this study requires 21 students. Because this study never been conducted before, this study recruited respondents as many as 30 students.

This study selected senior high school students as the research subject. It was based on a previous study conducted by Patricia (2001). The study conducted by Patricia (2001) aimed to examine the effectiveness of health education on the adolescent's beliefs and attitude toward breastfeeding. The study results showed that the health education provided to the Junior High School students increased the student's beliefs and attitude toward breastfeeding. Patricia (2001) recruited Junior High School students as the respondents because the average age of mothers who were giving birth for the first time in Canada at that time was 17 years old. In addition, the average of the mother's education level was 10 (Class 1 Senior High School). In Indonesia, the average age of first marriage is 19.70 years old and the average age of the mother's first birth (primipara) was 21.86 years old (IDHS, 2012). The average age of Senior High School students when a graduate is 19 years old. Based on these data, the researchers chose respondents in this study were the Senior High School students

The variables in this study consisted of independent variables namely providing concept-based comic Attitude Toward Breastfeeding and the dependent variable in this study was the attitude toward exclusive breastfeeding. Confounding factors in this study were religion and culture. To control the confounding factors, all of the respondents were Muslim and Javanese ethnicity.

The research instruments used in this study consisted of two questionnaires, namely The Demographic Data Questionnaire and The Attitude Toward Breastfeeding

Questionnaire. The Demographic Data Questionnaire consisted of a date of birth, address, telephone number, religion, ethnicity, and family type. The Breastfeeding Attitude Questionnaire was used to measure attitude toward breastfeeding and developed by Khatun (2015). The questionnaire was developed based on the concept of Attitude Toward Breastfeeding. The concept was adapted from Attitude Toward Behavior that is part of The Theory of Planned Behavior (Ajzen, 1991). In the Breastfeeding Attitude Questionnaire consisted of 25 questions about the outcome beliefs and 25 questions about the evaluation of outcome beliefs. There were nine favorable questions and 16 unfavorable questions. The Breastfeeding Attitude Questionnaire have been back-translated and tested for validity and reliability in Indonesia (Anggraeni, 2015) with a value of CVI = 0.95 and Cronbach's alpha = 0.95. Researchers also have permission to use the questionnaire from Shanzida Khatun.

At the preparation phase, the researchers obtained the ethic clearance No. 134.KEPK.VI.2016 from the Faculty of Medicine Universitas Jenderal Soedirman ethics committee. The researchers also obtained a license to carry out the study from the Research and Development Board Banyumas District, the Ministry of Education and Culture Banyumas District, and the schools where the study was conducted. The researchers also coordinate with the teachers as the research assistants to handle the data collection technical process so it did not interfere the learning process at the schools. After that, the researchers wrote the comic's narrative and asked for help from a comicus to draw the comic. The researchers went to the implementation phase when all the preparations were completed.

At the implementation phase, the researchers selected respondents who fit the inclusion criteria considering the matching technique. Prospective respondents were provided an explanation regarding the purpose of this study (informed assent). Furthermore, researchers give an explanation to the parent/guardian of the respondents about the research, and if the parent/guardian respondents allowing his/her daughter participated the study, then

the researchers asked respondent's parent / guardian to sign a consent form (informed consent). Furthermore, the researchers conducted a pre-test to measure the basic attitude toward exclusive breastfeeding. After the pre-test, researchers gave the comic with an explanation of the comic's contents to the respondents. After one week, the researchers measured the attitude toward exclusive breastfeeding (post-test) to the respondents.

In order to respect the human rights, the researchers obtained a judicial review from the ethics committee of the Faculty of Medicine. The researchers have also had permission from the Research and Development Banyumas District, the Ministry of Education and Culture Banyumas District, and the head of schools. The respondent's parents had got information related to the study and permitted their daughter to participate in this study by signing an informed consent. The respondents also got information regarding the study (informed assent). Students who agreed to participate in this study signed the informed assent after given an explanation about the study. To ensure confidentiality, the researchers hide the respondent's identity, reported the respondent's data using a code, only the researchers can access the data, and the questionnaire immediately destroyed after the research process and the publication are completed. The researchers also informed that the respondents could withdraw from the study any time without any consequences.

The data analysis was conducted after all the data have been collected. The process of data analysis was as follows: examine the completeness of the data. the demographic data were shown in the frequency and percentage, the homogeneity of demographic data was examined using Chi-Square, examine the t test's assumption (the data normality and homogeneity of variance), examine the differences in attitude before and after intervention using the dependent t test.

## RESULTS

The respondents involved in this study were Senior High School students who study

at SMA N 3 Purwokerto and SMA N 1 Baturraden, Banyumas District, Central Java Province. This study recruited 30 students. The characteristics of respondents were presented in Table 1.

**Table 1.** The frequency and percentage of the respondent's characteristics

No	Characteristics	N	%
1.	<b>Age</b>		
a.	16	5	17
b.	17	21	70
c.	18	4	13
2.	<b>Number of birth</b>		
a.	1	16	26,7
b.	2	7	11,7
c.	3	5	8,3
d.	4	1	1,7
e.	5	—	—
f.	6	1	1,7
3.	<b>Family type</b>		
a.	Nuclear family	24	80
b.	Extended family	6	20

All of the respondents in this study were Muslim and Javanese ethnicity. The majority of respondents were 17 years old. Most of the respondents were the eldest daughter (23.3%) and live in the nuclear family (90%).

The researchers evaluated the data normality and homogeneity before analyzed the data using the t test. Data normality was examined using the Kolmogorov-Smirnov test. The Kolmogorov-Smirnov test showed that the pre- test (0.09) and post-test (0.09) scores normally distributed. The homogeneity of variance was evaluated using Levene's test. The Levene's test results showed that the scores had equal variance ( $p = 0.24$ ).

The differences between pre-test and post-test was examined using a dependent t-test. The dependent t-test result showed that there was a significant difference between the pre-test and post-test scores ( $t = -7,17$ ,  $p < 0.05$ ).

## DISCUSSION

The study results showed the majority of respondents in this study was 17 years old (63%). According to the Center for Data

and Information (2012), the percentage of unmarried women and men is the highest in the age group 15–19 years old. Teenagers who commit in early marriage were 17 - 21 years old and were Senior High School students (Wihandi, 2009, in Hastutik, 2012).

The study results showed that most of respondents (90%) were the first child (the eldest). Eldest child has no experience of caring for a nephew so they did not have experience or saw the older sister's experience in breastfeeding an infant. Moreover, the majority of respondents in this study lived with the parent and sibling so they had not experience take care a baby from their aunty. This study also gave a result that the majority of respondents live in the nuclear family (80%). The nuclear family becomes a trend in Indonesia nowadays, a family lives together in a house which consisted only father, mother, and children. This result was consistent with a survey which conducted by Taufiq (1996). He found that the majority of the population in the province of Central Java is the core of both types of families living in urban and rural areas. Teens who live in nuclear families do not have a lot of knowledge and experience related to infant care. Moreover, the majority of respondents in this study was the eldest son so they never had an experience of caring for a baby from their brother or sister (nephew).

The dependent t-test result showed that there was a significant difference between the scores of pre-test and post-test in the intervention group ( $p < 0.001$ ). According to Khatun (2010), the higher The Breastfeeding Attitude Questionnaire score indicates, the more positive attitude toward breastfeeding. Some previous study regarding the effect of health education to increase the adolescent's attitude toward breastfeeding have been conducted. A study by Reena (2010) showed that there were differences of attitude toward exclusive breastfeeding between intervention group and control group (Reena, 2010). In addition, another study by Martens (2001) showed that health education was effective to increase attitude toward exclusive breastfeeding ( $p < 0.05$ ) among female students, however, it was inconsistent among male students.

Furthermore, Ho and McGrath (2016) conducted a study aimed to evaluate the effectiveness of health education regarding breastfeeding on the adolescent's attitude toward breastfeeding. This study recruited senior high school students and they received health education about breastfeeding through a lecture for 30 minutes. Attitudes were measured prior to the lecture, shortly after the lecture and one month later. The study result showed that health education about breastfeeding effectively for improving high school students' attitudes toward breastfeeding in Taiwan (Ho & McGrath, 2016). Another study was conducted by Leshi, Samuel, and Ajakaye (2016) showed that health education to adolescents proven effective in improving the adolescent's attitude toward exclusive breastfeeding in Nigeria.

Attitude and intention are major predictors of an individual's behavior (Ajzen, 1991). The result of Khatun's (2010) study showed that a more positive attitude toward breastfeeding is associated significantly with motivation to breastfeeding. A study conducted by Arai (2010) showed that attitude toward breastfeeding predicted exclusive breastfeeding duration. While a study conducted by Dodgson et al. (2003) obtained result from the attitude toward breastfeeding predicted exclusive breastfeeding duration through intention. Another study in Thailand recruited adolescent mothers showed that there was a significant correlation between maternal attitude toward breastfeeding with the exclusive breastfeeding intention and duration (Ratananugool, 2001).

## CONCLUSION

The Attitude Toward Breastfeeding based comic could increase the attitude toward exclusive breastfeeding among the intervention group. Nurses can provide health education to adolescents using the comic that have been developed by the researchers to increase the adolescent's attitude toward exclusive breastfeeding and exclusive breastfeeding duration in Indonesia. The study results provide a scientific foundation for the development of nursing science. The developed comic is simple,

applicable, and suitable for adolescent, so it can be used by nurses in providing education to improve the adolescent's attitude toward exclusive breastfeeding. Suggestions for the next research involve male students because the husband's support has an important role to the exclusive breastfeeding duration and develop a cultural and spiritual sensitive comic which is fit with Indonesian culture.

This study has several limitations. Further research needs to consider other influencing factors. This study did not analyze the relationship between the respondent characteristics with the attitude toward exclusive breastfeeding.

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