

ABSTRAK

ASI eksklusif merupakan sumber nutrisi terbaik bagi bayi pada enam bulan pertama kehidupan, namun cakupan pemberiannya masih belum mencapai target karena rendahnya pengetahuan ibu mengenai manfaat ASI dan risiko penggunaan susu formula. Penelitian ini bertujuan untuk mengetahui efektivitas edukasi tentang keunggulan ASI dan risiko susu formula terhadap pemberian nutrisi pada bayi di Klinik Pratama Pera. Penelitian menggunakan pendekatan kuantitatif dengan desain pra-eksperimental one group pretest-posttest terhadap 30 ibu yang memiliki bayi usia 0–6 bulan. Data diperoleh melalui kuesioner sebelum dan sesudah pemberian edukasi, kemudian dianalisis menggunakan analisis univariat dan uji Wilcoxon Signed Rank Test. Hasil penelitian menunjukkan bahwa sebelum edukasi masih terdapat ibu dengan pengetahuan rendah (3,3%), pengetahuan sedang (40%), dan sikap negatif terhadap ASI eksklusif (63,3%), sedangkan setelah edukasi seluruh responden (100%) memiliki pengetahuan tinggi dan sikap positif. Hasil uji Wilcoxon Signed Rank Test menunjukkan nilai $p\text{-value} = 0,001$ ($p < 0,05$), yang berarti terdapat perbedaan yang signifikan antara sebelum dan sesudah edukasi. Dengan demikian, edukasi mengenai keunggulan ASI dan risiko susu formula terbukti efektif dalam meningkatkan pengetahuan dan sikap ibu sehingga mendukung pemberian nutrisi yang tepat bagi bayi .

Kata kunci: ASI eksklusif, edukasi, pengetahuan, sikap, susu formula .

ABSTRACT

Exclusive breastfeeding is the best source of nutrition for infants during the first six months of life. However, the rate of exclusive breastfeeding remains below the expected target due to mothers' limited knowledge of the benefits of breast milk and the risks associated with formula feeding. This study aimed to determine the effectiveness of education on the benefits of exclusive breastfeeding and the risks of infant formula in improving infant feeding practices at Pratama Pera Clinic. This quantitative study employed a *pre-experimental one-group pretest–posttest design* involving 30 mothers with infants aged 0–6 months. Data were collected using

questionnaires administered before and after the educational intervention and analyzed using univariate analysis and the *Wilcoxon Signed Rank Test. The findings showed that before the intervention, some mothers had low knowledge (3.3%), moderate knowledge (40%), and negative attitudes toward exclusive breastfeeding (63.3%). After the intervention, all respondents (100%) demonstrated high knowledge and positive attitudes. The **Wilcoxon Signed Rank Test* yielded a *p-value of 0.001 ($p < 0.05$)*, indicating a statistically significant difference between the pretest and posttest results. It can therefore be concluded that education on the benefits of exclusive breastfeeding and the risks of infant formula is effective in improving mothers' knowledge and attitudes, thereby supporting appropriate infant feeding practices .

Keywords: exclusive breastfeeding, education, knowledge, attitude, infant formula .