

The Effectiveness of Breast Milk Management Posters on the ability of mothers to Give Expressed Breast Milk and Storage To Improve Exclusive Breast Feeding on Working Mother at Ketapang Village

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The Effectiveness of Breast Milk Management Posters on the ability of mothers to Give Expressed Breast Milk and Storage To Improve Exclusive Breast Feeding on Working Mother at Ketapang Village East Kotawaringin Regency

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ABSTRACT

The low ability of mothers to express and store breast milk causes unmet exclusive breastfeeding, which has an impact on the quality of next generation and on the national economy. The purpose of this study was to determine the Effectiveness of Breastfeeding Management Posters on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in Ketapang Village, East Kotawaringin Regency. The research design was a one group pre-post test design with a pre-experimental approach. Respondents were taken by purposive sampling technique that met the inclusion and exclusion criteria with a sample of 30 people. The independent variable is the mother's ability to give expressed breast milk and its storage to increase the success of exclusive breastfeeding in working mothers and the dependent variable is the breast milk management poster. Data was analyzed by the Wilcoxon test. The results showed that prior to the distribution of breast milk management posters, it was known that the majority of respondents 20 (67%) were in the incapacitated category. After giving out milk management posters, it was found that almost all respondents 28 (93%) were in the capable category. The results of data analysis show that the significance level is $0.000 < \alpha = 0.05$ so that H_0 is rejected and H_1 is accepted, thus there is an Effectiveness of Breast Milk Management Poster on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in Ketapang Village, East Kotawaringin Regency. Based on the results of the study, it was concluded that posters on management of breast milk are effective in increasing the ability of mothers to express breast milk and store it to increase the success of exclusive breastfeeding in working mothers.

1. Introduction

One of the problems that often occurs in infants is unmet exclusive breastfeeding, especially in working mothers. This is due to the working mother needs to work from morning to evening so that the mother does not exclusively breastfeed the baby. The condition of mothers who are required to work or to do other activities outside results the difficulty in giving exclusive breastfeeding. In addition, mothers who work outside home must leave their babies for a certain period of time, causes unmet exclusive breastfeeding (Ulfaul, 2019). Working mothers are still considered one of the problems with the high rate of failure to breastfeed, this is indicated by mothers' inadequate knowledge about exclusive breastfeeding, the circulation of bad myths about exclusive breastfeeding, and busy mothers doing work and the short period of maternal leave based on the regulation of government for working mothers. These problems truly affects the decrease of



achievement number on giving exclusive breastfeed which gives impact to the quality of live on the next generation and on national economy (Rohmah et al., 2022).

World Health Organization (WHO) (2021), reports worldwide in 2021, there were only 39% of children under 6 months get exclusive breastfeeding. China only has a success rate of exclusive breastfeeding of 28%. Tunisia in exclusive breastfeeding has decreased very drastically in the last decade from 45.6% to 6.2%, while three other countries occupy the lowest position in exclusive breastfeeding, namely Somalia, Chad, and South Africa (WHO, 2021). UNICEF data (2021), reported that exclusive breastfeeding can reduce infant mortality rates in Indonesia. UNICEF states that 301000 infant deaths in Indonesia and 10 million deaths of children under five in the world each year can be prevented through exclusive breastfeeding for 6 months from the first hour after birth without providing additional food and drink to the baby (UNICEF, 2021). Basic Health Research Data (Riskesdas) (2021), shows that breastfeeding in Indonesia is currently a concern, the percentage of babies who are exclusively breastfed up to 6 months is only 15.3%. The Ministry of Health (2021), reported that more than 5 million children are born annually in Indonesia, more than half of whom do not get optimal breastfeeding in the first year of life. In Indonesia, the target coverage for breastfeeding is 80%. However, this figure still cannot be achieved, even the coverage of breastfeeding in Indonesia continues to decline from year to year. Based on data obtained nationally, the prevalence of non-breastfeeding by age decreases every year. Age 6-9 months who were not breastfed by 13.8%, Age 12-15 months by 22.8%, Age 12-23 months by 32.7%, Age 20-23 who were not breastfed by 44.7% (Ministry of Health, 2021). Based on data from Indonesia's health profile that the exclusive breastfeeding coverage rate for Central Kalimantan Province in 2019 was 58.37%, in 2020 it was 65.0%, and in 2021 it was 65.8%, it can be seen that the coverage rate in Central Kalimantan Province has experienced an increase in the last three years but not yet significantly, this figure has not been able to meet national standards (Indonesian Health Profile, 2021).

Not all working mothers are able to provide exclusive breastfeeding, even though the Indonesian government has made regulations regarding breastfeeding for working mothers to provide exclusive breastfeeding. In addition, the government requires the industry to provide facilities for breastfeeding mothers. The right of babies to receive exclusive breastfeeding is supported by the government with the enactment of Law No. 15, which is Regulation of the Minister of Health of the Republic of Indonesia (2013) Number 15 concerning procedures for providing special facilities for breastfeeding and/or expressing breast milk. In Article 3 it is stated that workplace managers must support the exclusive breastfeeding program through special provision for breastfeeding and expressing breast milk and providing opportunities for working mothers to provide exclusive breastfeeding or express milk while working (Ministry of Health RI, 2021).

The results of a preliminary study conducted by researchers on February 7 2022 at Mustika Posyandu, Ketapang Village, East Kotawaringin Regency, Central Kalimantan Province after interviewing 10 mothers, it was found that 5 (50%) mothers said that they had provided exclusive breastfeeding but on the day when they worked, it was not enough rest hours to do pumping so that working mothers provide other additional food such as formula. One mother said that she never expressed breast milk when she went to work, so that the baby was only given additional food and drinks by family members such as porridge. 3 (30%) mothers said that they did not know about the importance of expressed breast milk for babies. The behavior of working mothers before going to work, they give direct breastfeeding to the baby and leaving the baby with family members until the mother comes home from work in the afternoon or in the evening. One mother said that she often felt that her breasts were full and uncomfortable, so she needed to express milk. 2 (20%) mothers said that they always express breast milk to give it to the baby when the mother goes to work. The working mothers do this daily habit in order to give exclusive breastfeeding successfully, those behavior to expressed breast milk and store them to breastmilk storage remain at 1x24 hours.

(Result of interviewing respondents at Posyandu Mustika Ketapang Village, East Kotawaringin Regency Centre Kalimantan Province, 2022).

Factors that influence the success of exclusive breastfeeding is the mother's occupation. The reasons for not giving exclusive breastfeeding by working mothers include the mother's laziness, high workload, limited leave time, inadequate infrastructure and demands for family economic needs (Hidayah, 2018). While the things that hinder working mothers in giving exclusive breastfeeding to their babies are influenced by various factors such as: economic factors, physical factors of the mother,

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physiological factors and factors of lack of supporting facilities and infrastructure, as well as increased promotion of formula milk (Prawirohardjo, 2017). For working mothers, understanding how to properly express breast milk is very important. Given the million benefits contained in breast milk and in order to maintain exclusive breastfeeding for a minimum of up to 6 months of age the baby is not given any complementary foods such as porridge, bananas and others (Anggraeni, 2019). One of the media to increase the mother's ability to express breast milk and store it is poster media. A poster is a piece of publication (whether in the form of an image or text or a combination of both) that is hung or attached to a wall or other surface, and generally contains recommendations or prohibitions, in this case, regarding the management of expressed breast milk. The success of a poster also depends a lot on sentences to state the message to be conveyed so that it can attract working mothers' interest in giving exclusive breastfeeding by expressing breast milk when going to work (Nototmodjo, 2017).

Therefore, with poster media, it can increase the motivation of mothers to express breast milk because expressing breast milk is an option so that children's nutritional intake is still fulfilled, especially for breastfeeding mothers who work or do activities outside. Mothers do not need to worry about the baby not having enough milk, regardless of the amount of expressed milk. Indeed, at first the baby will be agitated by the amount that may be less than usual, but the baby will quickly adapt. On the fourth day, the baby will get used to it. He will drink whatever breast milk is available. If 500 ml is left, it will be drunk, so is 300 ml, even 200 ml. But when his mother came, he would drink heavily. So, the baby will not lack breast milk (Nototmodjo, 2017).

The solution to be able to overcome the problem above when one way to store breast milk that must be done is not to store the remaining breast milk that has been consumed for the next feeding. In addition, make sure not to mix frozen breast milk with fresh breast milk in storage containers. How to store expressed breast milk can be determined based on its use. If expressed breast milk will be used in the near future, it is better to put it in a regular refrigerator where it will not freeze. The durability of expressed breast milk can be stored for a period of hours to months, depending on the temperature at which it is placed. For example, expressed breast milk can last up to 24 hours if stored in a cooler with added ice bags or ice packs to reduce the risk when the power goes out.

Based on the background of the problems above, the researcher is interested in conducting research with the title 'Effectiveness of Breastfeeding Management Posters on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in Kotapung Village, East Kotawaringin Regency'.

II. Methods

The research design in this study was a one group pre-post test design with a pre-experimental approach. The sampling technique was purposive sampling which met the inclusion and exclusion criteria with a sample of 30 mothers. In this study, the independent variable was the Milk Management Poster and the dependent variable was the Mother's Ability to Give Expressed Breast Milk and Storage to Increase the Success of Exclusive Breastfeeding in Working Mothers. Data processed through the stages of editing, coding, scoring, tabulation. The statistical test used is the Wilcoxon Test with a value of $\alpha = 0.05$.

III. Results and Discussion

A. General Data

No	Age	Frequency	Percentage (%)
1	≤ 25 years	7	23
2	25-35 years	19	64
3	≥ 35 years	4	13
	Total	30	100
No	Education	Frequency	Percentage (%)
1	Elementary School	6	20
2	Junior High School	10	33
3	Senior High School	14	47
4	College/University	0	0
	Total	30	100
No	Occupation	Frequency	Percentage (%)
1	Farmer/Housewife	9	30
2	Entrepreneur/trader	15	50
3	Employee	6	20
4	Civil Servants	0	0
	Jumlah	30	100

Based on the table above, it shows that the age of working mothers who breastfeed is known that the majority of respondents aged 25-35 years, namely as many as 19 (64%) respondents. The education of working mothers who breastfeed is known that almost half of the respondents have high school education level, namely 14 (47%) respondents. The occupation of working mothers who breastfeed is known that half of the respondents work as traders, namely 15 (50%) of respondents.

B. Specific Data

No	PRE	Frequency	Percentage (%)
1	Near = ≤ 1.000 m	20	67
2	Far ≥ 1.000 m	10	33
	Total	30	100
No	POST	Frequency	Percentage (%)
1	Not a routine	2	7
2	Routine	28	93
	Total	30	100

Based on the table above, it shows that the ability of mothers to give expressed breast milk and its storage to increase the success of exclusive breastfeeding in working mothers before giving milk management posters, it is known that the majority of respondents as many as 20 (67%) respondents were in the incapacitated category. Meanwhile, after the treatment it was found that almost all respondents as many as 28 (93%) respondents were in the capable category.

C. Result of Cross Tabulation the Independent Variable and Dependent Variable

		POST		
		Unable	Able	Total
PRE	Unable	2 10%	18 90%	20 100%
	Able	0 0%	10 100%	10 100%
Total		2	28	30
Frequency		7%	93%	100%

Based on the table above, it shows that the ability of mothers to give expressed breast milk and store it to increase the success of exclusive breastfeeding for working mothers before and after the distribution of breast milk management posters in the Ketapang Village, Kotawaringin Timur Regency, it is known that almost all 18 respondents (90%) were in the capable category.

D. Data Analysis

Variable	Significance Levels (Wilcoxon Test)
PRE	
POST	0.000

The results of data analysis show that the significance level is 0.000 $\leq \alpha = 0,05$ so that H_0 is rejected and H_1 is accepted, thus there is an Effectiveness of Breast Milk Management Poster on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in Ketapang Village, East Kotawaringin Regency.

A. The Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding to Working Mothers Prior to Giving Breast Milk Management Posters in Ketapang Village, East Kotawaringin Regency

Based on the results of the study, it was found that the ability of mothers to give expressed breast milk and its storage to increase the success of exclusive breastfeeding for working mothers before giving milk management posters in the Ketapang Village, Kotawaringin Timur Regency, it was known that the majority of respondents, as many as 20 (67%), were in the incapacitated category. This is supported by the behavior of mothers not sterilizing breast milk containers, not washing hands thoroughly before expressing breast milk or storing it, not using special bottles or plastics for breast milk, not keeping packaging and hands clean, not ensuring that breast milk is stored correctly, not ensuring breast milk containers been given labels of dates that breastmilk is expressed, did not ensure that the breast milk stored was fresh, did not divide the breast milk in small portions or drink one time, there was no refrigerator in the house as a place to store breast milk and did not pay attention to the storage time for expressed breast milk. Thus the success of exclusive breastfeeding given to babies through expressed breast milk will be damaged/stale because the storage is still not paid enough attention to mother. The inability of working mothers to provide expressed and stored breast milk to increase the success of exclusive breastfeeding is influenced by various factors such as employment, economic factors, physical factors of the mother, physiological factors and the lack of supporting facilities and infrastructure, as well as increased promotion of formula milk. This is the reason for the low success of exclusive breastfeeding (Muniba, 2019). Sri (2020), said that failure to breastfeed was caused by several factors, including working mothers. Working mothers are not an excuse for not being able to feed their babies with breast milk. There are many ways that can be done to overcome this, one way to overcome the problem of working mothers is by expressing breast milk as a stock at home before going to work. Expressed breast milk can be stored in the refrigerator or freezer and can be given back whenever the baby needs it. So even though the mother works the baby still gets breast milk without any additional food. The process of storing breast milk is the next important thing after expressing milk. As it is known that several studies have shown that expressed breast milk contains fewer bacteria and is less likely to grow bacteria, besides that expressed breast milk also has a higher protein level compared to other milk. However, to express breast milk, of course, mothers must have the ability and knowledge about how to express breast milk and store breast milk properly, so that the composition of breast milk is maintained and not damaged. In addition to ability, mothers must also have positive traits so that mothers want to express milk for their babies and store it in the right and correct way. This can be supported by providing breast milk management posters so that they can provide information directly to mothers and can also increase mothers ability to express and store expressed breast milk (Eva, 2020).

In the opinion of the researchers, the mother's ability to express breast milk and store it to increase the success of exclusive breastfeeding will increase the role of the mother in providing breast milk to the baby, so that breastfeeding for the baby will increase. Because the low ability of mothers to breastfeed their babies is a very serious threat to the growth and development of babies as the next generation of the nation. Thus health workers are more active in conveying information about exclusive breastfeeding, counseling to working mothers about exclusive breastfeeding, it is necessary to make policies regarding program commitments to increase the use of breastfeeding among working mothers and workplaces.

B. The Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding to Working Mothers After Giving Breast Milk Management Posters in Ketapang Village, East Kotawaringin Regency

Based on the results of the study it was found that the ability of mothers to provide expressed breast milk and store it to increase the success of exclusive breastfeeding for working mothers after the distribution of breast milk management posters in the Ketapang Village, Kotawaringin Timur Regency, it was known that almost all respondents as many as 28 (93%) were in the capable category. This shows that the management of breast milk posters is effective in increasing the ability of mothers to express breast milk and its storage to increase the success of exclusive breastfeeding in working mothers. The results of the study show that posters on management of breast milk are effective in increasing the ability of mothers to express breast milk and store it to increase the success of exclusive breastfeeding in working mothers. This shows that the success of a poster also depends a lot on sentences to state the message to be conveyed so that it can attract working mothers' interest in giving exclusive breastfeeding by expressing breast milk when going to work either in the form of pictures or text or both combination that hanged or stucked on the wall even distributed to working mothers (Notomudjo, 2017).

Antah (2019), also explains that the things that must be considered in using simple sentences: Better seven words than seven sentences. Words had to be understood quickly, letters had to be simple and large enough to be read from a distance. Odd letterforms will confuse and discourage people from reading them. In general, posters contain recommendations or prohibitions. Posters are synonymous with a combination of strong visualization with colors and messages with the intention of capturing the attention of passers-by (Daryanto, 2019). This media is generally used to introduce a product from a company or used as a means of promotion. The success of a poster also depends a lot on the sentences to state the message to be conveyed (Huddle, 2020). The government has issued regulations to support breastfeeding for working mothers, such as Health Law No.39/2009 article 128, Labor Law No. 13/2009 article 83, Government Regulation No. 33/2012 concerning Exclusive Breastfeeding and Minister of Health Regulation No. 15 of 2013 concerning Procedures for Providing Special Facilities for Breastfeeding and/or Expressing breastmilk. Working mothers can express breast milk during work so that it can be given to the baby through a cup or cup feeder. After returning from work, mothers can continue to breastfeed their babies directly (direct breastfeeding).

In the opinion of researchers that the management of posters for expressing breast milk is effective in increasing the ability of mothers to express breast milk and storing it to increase the success of exclusive breastfeeding for working mothers. (Ningsih et al., 2022) Health workers, especially midwives, must always improve health promotion in the form of seminars and mother assistance pregnant and breastfeeding about the importance of expressed breast milk to be able to support the success of exclusive breastfeeding in infants. Working mothers must also be able to access a lot of information both from electronic media, print media, peers about the importance of expressed breast milk and its storage so that it can be given to the baby when the mother goes to work.

C. The Effectiveness of Breastfeeding Management Posters on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in the Ketapang Village, East Kotawaringin Regency

The results of data analysis show that the significance level is $0.000 < \alpha = 0.05$ so that H_0 is rejected and H_1 is accepted, thus there is an Effectiveness of Breast Milk Management Poster on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in Ketapang Village, East Kotawaringin Regency. The results of the cross-tabulation also show that the ability of mothers to give expressed breast milk and store it to increase the success of exclusive breastfeeding for working mothers before and after the distribution of breast milk management posters is known that almost all 28 respondents (90%) were in the capable category.

Factors that influence the success of exclusive breastfeeding is the mother's occupation. The reasons for not giving exclusive breastfeeding by working mothers include the mother's laziness, high workload, limited leave time, inadequate infrastructure and demands for family economic needs (Hidayah, 2018) (Rohmah et al., 2021). While the things that hinder working mothers in giving exclusive breastfeeding to their babies are influenced by various factors such as: economic factors, physical factors of the mother, physiological factors and factors of lack of supporting facilities and

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infrastructure, as well as increased promotion of formula milk (Prawirohardjo, 2017). For working mothers, understanding how to properly express breast milk is very important. Given the million benefits contained in breast milk and in order to maintain exclusive breastfeeding for a minimum of up to 6 months of age the baby is not given any complementary foods such as porridge, bananas and others (Anggraeni, 2019).

One of the media to increase the mother's ability to express breast milk and store it is poster media. A poster is a piece of publication (whether in the form of an image or text or a combination of both) that is hung or attached to a wall or other surface, and generally contains recommendations or prohibitions, in this case, regarding the management of expressed breast milk. The success of a poster also depends a lot on sentences to state the message to be conveyed so that it can attract working mothers' interest in giving exclusive breastfeeding by expressing breast milk when going to work (Notoutmodjo, 2017). Therefore, with poster media, it can increase the motivation of mothers to express breast milk because expressing breast milk is an option so that children's nutritional intake is still fulfilled, especially for breastfeeding mothers who work or do activities outside the home. Mothers do not need to worry about the baby not having enough milk, regardless of the amount of expressed milk. Indeed, at first the baby will be agitated by the amount that may be less than usual, but the baby will quickly adapt. On the fourth day, the baby will get used to it. He will drink whatever breast milk is available. If 500 ml is left, it will be drunk; so is 300 ml, even 200 ml. But when his mother came, he would drink heavily. So, the baby will not lack breast milk (Notoutmodjo, 2017).

The solution to overcome the problem above where one way to store breast milk that must be done is not to store the remaining breast milk that has been consumed for the next feeding. In addition, make sure not to mix frozen breast milk with fresh breast milk in storage containers. How to store expressed breast milk can be determined based on its use. If expressed breast milk will be used in the near future, it is better to put it in a regular refrigerator where it will not freeze. The durability of expressed breast milk can be stored for a period of hours to months, depending on the temperature at which it is placed. For example expressed breast milk can last up to 24 hours if it is stored in a cooler box with added ice bags or ice packs to reduce the risk of damaged express milk storage when the power goes out.

IV. Conclusion

The Ability of Mothers to Give Expressed Breast Milk and Storage to Increase the Success of Exclusive Breastfeeding to Working Mothers Prior to Giving Breast Milk Management Posters in the Ketapang Village, East Kotawaringin Regency, it is known that the majority of respondents as many as 20 (67%) respondents were in the incapacitated category. The Ability of Mothers to Give Breast Milk and Storage to Increase the Success of Exclusive Breastfeeding to Working Mothers After Giving Breast Milk Management Posters in the Ketapang Village, East Kotawaringin Regency, it is known that almost all respondents as many as 28 (93%) respondents were in the capable category. The results of data analysis show that the significance level is $0.000 < \alpha = 0.05$ so that H_0 is rejected and H_1 is accepted, thus there is an Effectiveness of Breast Milk Management Poster on the Ability of Mothers to Give Expressed Breast Milk and Its Storage to Increase the Success of Exclusive Breastfeeding for Working Mothers in Ketapang Village, East Kotawaringin Regency. It is expected that it can increase awareness and provide support to mothers who work outside the home about the importance of exclusive breastfeeding for babies. Health workers should provide more posters related to the management of expressed breast milk and distribute them to every company/workplace in the area so that they can provide information and increase the motivation of mothers in expressing breast milk to their babies so that babies can breastfeed exclusively. It is hoped that this can become information material so that it can increase the knowledge of breastfeeding mothers who work outside the home about the importance of exclusive breastfeeding for babies. The behavior of the mother must express breast milk to be given to the baby when the mother goes to work. Working mothers must understand how to express breast milk properly and store it in a cooler/refrigerator so that the expressed milk can last up to 1 x 24 hours.

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