ABSTRACT

Social Media Use and Breastfeeding Self-Efficacy among Breastfeeding Mothers: A Scoping Review

Idfi Widya Kusuma, Ahmad Watsiq Maula, Nurhikmah Safitri

Correspondence E-mail : idfiwidyakusuma@mail.ugm.ac.id

Background : Social media is woven into how breastfeeding mothers seek information and support, and increasingly into how providers deliver breastfeeding education. Yet evidence on its relationship with breastfeeding self-efficacy (BSE) remains scattered, and Indonesia-specific literature is limited.

Objective : To map the extent and nature of available evidence on the relationship between social media use and BSE among breastfeeding mothers.

Research Methods/ Implementation Methods : Following the Joanna Briggs Institute methodology with PRISMA-ScR reporting and a Population-Concept-Context framework, searches were conducted across PubMed, Scopus, Google Scholar, and EBSCO for studies published in English or Indonesian between 2015 and 2026 involving breastfeeding mothers exposed to a named social media platform, self-directed or through structured intervention. Studies were charted by design, exposure type, platform, BSE instrument, and key findings, without formal quality appraisal, consistent with scoping review methodology.

Results : Nineteen studies met the inclusion criteria, spanning randomised controlled trials, quasi-experimental, cross-sectional, and qualitative designs across several countries, including Indonesia. WhatsApp was the most common platform, followed by Facebook, Telegram, and WeChat. Findings were mixed, where some studies showed significant BSE improvement, others showed no effect, and some found improvements in breastfeeding behaviours, without a corresponding rise in BSE. Qualitative studies identified risks including information overload, social comparison, and formula-marketing exposure. Heterogeneous instruments and mixed-delivery interventions limited direct comparability.

Conclusion/Lesson Learned : Social media appears to influence breastfeeding self-efficacy, but the relationship is complex and not uniformly positive, warranting further standardised research, particularly in Indonesia.

Keyword : social media; breastfeeding self-efficacy; scoping review