ABSTRACT

Enhancing Breastfeeding Preparedness through Video-Based Education: Effects on Knowledge and Attitudes among Third-Trimester Pregnant Women

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Background: Exclusive breastfeeding during the first six months is vital for optimal infant growth, yet practices remain suboptimal due to inadequate maternal knowledge and attitudes. Therefore, engaging antenatal education is highly necessary. Video-based education offers an accessible audiovisual approach that enhances maternal understanding and strengthens positive attitudes toward exclusive breastfeeding.

Objective: This study aimed to evaluate the effectiveness of video-based education in improving knowledge and attitudes toward exclusive breastfeeding among third-trimester pregnant women in the UPTD Tepian Buah Health Center area.

Methods: A pre-experimental one-group pretest–posttest design was employed. A total of 70 third-trimester pregnant women who met the predetermined inclusion and exclusion criteria were recruited. Participants received an educational video intervention focusing on exclusive breastfeeding. Knowledge and attitudes were assessed before and after the intervention using structured questionnaires. Differences between pretest and posttest scores were analyzed using the Wilcoxon signed-rank test ($p < 0.05$).

Results: Video-based education significantly improved both maternal knowledge and attitudes toward exclusive breastfeeding. Knowledge scores differed significantly between pretest and posttest assessments ($Z = -7.280$, $p < 0.001$). A significant improvement was also observed in attitudes toward exclusive breastfeeding ($Z = -7.275$, $p < 0.001$). These findings demonstrate that exposure to educational video content was associated with significant positive changes in both cognitive and attitudinal outcomes.

Conclusion: Video-based education is an effective approach for improving knowledge and fostering positive attitudes toward exclusive breastfeeding among third-trimester pregnant women. Integrating structured audiovisual education into routine antenatal care provides a practical and scalable strategy.

Keyword : exclusive breastfeeding; video-based education; pregnant women; maternal knowledge; maternal attitude; antenatal education.