

## **The Role of Digital Literacy and Family Support On The Success of Exclusive Breastfeeding Practices in Mothers Aged 20-35 Years in the X Public Health Center**

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### **ABSTRACT**

There are still obstacles in finding the best solution in increasing exclusive breastfeeding. Digital literacy and support are expected to increase exclusive breastfeeding. The study aims to determine the relationship between the role of digital literacy and family support on the success of exclusive breastfeeding practices. The design of this study is quantitative with a cross-sectional study approach. The population in this study were all mothers of toddlers ( $\geq 6$ -24 months) aged 20-35 years. The quota sampling technique was used to take samples. The results of the study explain that most respondents have utilized digital literacy and received support from their families and have succeeded in providing exclusive breastfeeding. However, from the statistical results, the two variables do not have a significant role in the success of exclusive breastfeeding. In addition to the two factors explored in this study, there are still other supporting factors that can play a role in increasing the success of exclusive breastfeeding.

**Keywords :** Exclusive Breastfeeding Practices, Family Support, Role of Digital Literacy

### **INTRODUCTION**

Exclusive breastfeeding is an action of a mother who gives her baby only breast milk (ASI) without any additional food or drink for the first 6 months after birth. ASI is the main and important source of nutrition for babies, because it contains all the nutrients needed for baby growth. Exclusive breastfeeding provides many benefits for babies and mothers, including improving the baby's immune system, supporting brain and physical development, and reducing the risk of allergies.

The exclusive breastfeeding rate in Indonesia is still quite low. According to Basic Health Research data in 2021, only around 52.5% of mothers exclusively breastfeed their babies under six months. This figure decreased by 12% compared to 2019. The results of the Indonesian Nutritional Status Survey actually showed a drastic decline in exclusive breastfeeding from 48.6% in 2021 to 16.7% in 2022. This figure is far from the target set by the World Health Assembly (WHA) regarding exclusive breastfeeding in each country, at least reaching 50% by 2025.

Exclusive breastfeeding for the first 6 months is an important step for the health and development of the baby. Many factors can influence the mother's steps to decide to provide exclusive breastfeeding for her baby, including the mother's knowledge of the benefits of breast milk, family and community support, culture, mother's attitude, and also economic and work factors. Support from the family and proper breastfeeding can help the mother successfully provide exclusive breastfeeding and provide the best benefits for the baby and herself. In addition, the quality and quantity of breast milk can also be influenced by the mother's health condition, diet, and lifestyle.

Digital literacy is the knowledge and skills of users in utilizing digital media. Exclusive breastfeeding behavior is the knowledge, perception and attitude as well as real actions of mothers and their environment towards exclusive breastfeeding. In overcoming obstacles by finding the best solution so that they can continue to provide breast milk for up to 6 months.

The study aims to determine the relationship between the role of digital literacy as a source of health information and family support for the success of Exclusive Breastfeeding practices.

## METHODS

The design of this study uses a quantitative method, with a cross-sectional epidemiological study approach. The population in this study were all mothers of toddlers ( $\geq 6$ -24 months) aged 20-35 years. The sampling technique used was the quota sampling technique. Data collection was in the form of an online questionnaire in the form of a google form link.

## RESULTS

### A. Characteristic Variable Analysis

Table 1. Characteristics of Digital Literacy Role Variables

DIGITAL LITERACY	Amount	Percentage (%)
Google	42	32%
Yahoo	1	1%
Social media	47	36%
Google, social media	24	18%
Google, social media, mobile apps	4	3%
Whatsapp	7	5%
There isn't any	5	4%
<b>TOTAL</b>	<b>130</b>	<b>100%</b>

  

The Role of Digital Literacy		
	Amount	Percentage (%)
Very strong	112	86.2
Strong	6	4.6
Low	12	9.2
<b>Total</b>	<b>130</b>	<b>100.0</b>

Based on the table above, we can see that the digital literacy role variable has the highest value, which is very strong with a total of 112 respondents.

Table 2. Characteristics of Digital Literacy Role Variables Based on Literacy Sources

The variable of the role of digital literacy based on the most common literacy sources is through social media as many as 47 (36%) and through Google as many as 42 (32%) of 130 respondents.

Table 3. Characteristics of Family Support Variables

Family support given to a mother has an average of 98.5% (128 respondents) high support, only 2 respondents have low support.

Table 4. Characteristics of Exclusive Breastfeeding Practice Variables

	Amount	Percentage (%)
YES	91	70.0
NO	39	30.0
<b>Total</b>	<b>130</b>	<b>100.0</b>

From the table above, 91 of the 130 respondents practiced exclusive breastfeeding, while 39 respondents did not practice exclusive breastfeeding.

Table 5. The Role of Digital Literacy in the Success of Exclusive Breastfeeding Practices

The Role of Digital Literacy	Exclusive Breastfeeding Practices				<i>p-value</i>
	Yes	%	No	%	
Very strong	80	61.5	32	24.6	0.646
Strong	4	3.1	2	1.5	
Low	7	5.4	5	3.8	
TOTAL	91	70.0	39	30.0	

  

Family Support	Exclusive Breastfeeding Practices				<i>p-value</i>
	Yes	%	No	%	
Tall	91	70.0	37	28.5	0.088
Low	0	0.0	2	1.5	
TOTAL	91	70.0	39	30.0	

  

	Total	Percentage (%)
Tall	128	98.5
Low	2	1.5
<b>Total</b>	130	100.0

The Role of Digital Literacy on the Success of Exclusive Breastfeeding Practices shows a very strong value in mothers who practice exclusive breastfeeding as many as 80 respondents and do not practice exclusive breastfeeding as many as 32 respondents. The relationship between the role of digital literacy and the success of exclusive breastfeeding practices using a correlation test shows a p-value of 0.646.

Table 6. The Role of Family Support in the Success of Exclusive Breastfeeding Practices

The Role of Family Support on the Success of Exclusive Breastfeeding Practices showed a high value in mothers who practiced exclusive breastfeeding as many as 91 respondents and did not practice exclusive breastfeeding as many as 37 respondents. The relationship between the role of digital literacy and the success of exclusive breastfeeding practices using a correlation test showed a p-value of 0.088.

## DISCUSSION

### A. Identification of the Role of Digital Literacy as a Source of Health Information on the Success of Exclusive Breastfeeding Practices in Mothers Aged 20-35 Years in the Marisa Health Center Work Area

Based on table 1, it shows that the research conducted on mothers aged 20-35 years who have babies aged  $\geq 6$  months - 2 years in the Marisa Health Center work area provided results that out of 130 total respondents met, most of the respondents were in the "very strong" and "strong" categories, namely 118 (90.8%) respondents who use digital literacy to obtain

information about health including about exclusive breastfeeding.

In table 2, there are 80 respondents with very strong digital literacy category who have succeeded in providing exclusive breastfeeding to their babies and 32 others have not been able to provide exclusive breastfeeding to their babies. In strong digital literacy users with a total of 6 respondents, there are 4 respondents who provide exclusive breastfeeding and 2 others do not provide exclusive breastfeeding, while for respondents with low digital literacy use, only 7 respondents have succeeded in providing exclusive breastfeeding, 5 other respondents did not provide exclusive breastfeeding to their babies with a total of 12 respondents.

Of the total 130 respondents who were given the research questionnaire, 114 respondents used Google/Yahoo and social media to search for the desired information, 11 respondents used mobile applications such as Whatsapp and the Halodoc health application and so on, and 5 other respondents did not use any digital literacy.

Based on the questions given through the questionnaire, questions about the use of the internet as a tool for searching for health information and utilizing existing digital media, there were 12 respondents who chose to disagree, while 118 respondents chose to strongly agree and agree.

According to the researcher's assumptions from the total number of 130 respondents, most respondents utilize digital literacy in searching for and obtaining information including regarding the provision of Exclusive Breastfeeding with the categories "very strong", "strong", and "low" the total number of respondents who succeeded in providing Exclusive Breastfeeding to their babies was 91 respondents while 39 other respondents with 3 categories were unsuccessful in providing Exclusive Breastfeeding to their babies

## **B. Identification of Family Support for the Success of Exclusive Breastfeeding Practices in Mothers Aged 20-35 Years in the Marisa Health Center Work Area**

Based on table 6, it shows that the research conducted on mothers aged 20-35 years who have babies aged  $\geq 6$  months - 2 years in the Marisa Health Center work area provided results that of the 130 total respondents met, it was found that the majority of respondents received "high" family support, namely 128 (98.5%) respondents.

From the answers received by researchers from 130 total respondents, 2 respondents had low family support because the family rarely or never guided or informed the mother to provide exclusive breastfeeding to her baby until the age of 6 months. However, from the available data, it was found that most families provided high support, namely 128 (98.5%). The success of providing exclusive breastfeeding with high family support was 91 (70%) respondents, and 37 other respondents were unsuccessful in providing exclusive breastfeeding. In 2 (1.5%) other respondents with low family support were unsuccessful in providing exclusive breastfeeding to their babies.

Based on the questions given through the questionnaire, the most frequent support, even always given by the family to the mother, such as encouraging the mother to consume nutritious food so that the mother and her baby are healthy and breast milk is smooth, the family also most often and always convinces the mother that the mother can breastfeed her baby. Some mothers are also given information about the importance of providing Exclusive Breast Milk by their families.

## **C. Identification of Exclusive Breastfeeding Practices in Mothers Aged 20-35 Years in the Marisa Health Center Work Area**

Based on table 4, it shows that the research conducted on mothers aged 20-35 years who have babies aged  $\geq 6$  months - 2 years in the Marisa Health Center work area provided results that out of 130 total respondents met, it was found that most of the respondents succeeded in providing exclusive breastfeeding to their babies, namely 91 (70%) respondents,

while 39 (30%) other respondents failed to provide exclusive breastfeeding.

According to the researcher's assumption of 130 total respondents, that most respondents succeeded in giving Exclusive Breast Milk to their babies. More than 50% of respondents succeeded and only a small portion failed to give Exclusive Breast Milk to their babies.

#### **D. The Relationship between the Role of Digital Literacy as a Source of Health Information on the Success of Exclusive Breastfeeding Practices in Mothers Aged 20-35 Years in the Marisa Health Center Work Area**

From the analysis results obtained from 130 total respondents, there were 112 mothers who felt that digital literacy played a very strong role in providing Exclusive Breastfeeding and there were 6 respondents who also stated that the role of digital literacy was strong in the practice of Exclusive Breastfeeding, but from the total number of 118 respondents, 84 respondents succeeded in providing Exclusive Breastfeeding while 34 other respondents were unable to provide Exclusive Breastfeeding to their babies. In mothers who felt that digital literacy played a low role, namely 12 respondents, 7 respondents even succeeded in providing Exclusive Breastfeeding and 5 other respondents were unable to provide Exclusive Breastfeeding to their babies.

It can be said that the use of digital literacy does not significantly change breastfeeding behavior in mothers, there are other supporting factors that must play a role in the success of Exclusive Breastfeeding practices.

Based on the results of the Chi-square analysis test using the SPSS application, the value ( $p = 0.646$ ) shows that digital literacy does not have a significant role in the success of exclusive breastfeeding practices in mothers aged 20-35 years in the Marisa Health Center Work Area.

#### **E. The Relationship between Family Support and the Success of Exclusive Breastfeeding Practices in Mothers Aged 20-35 Years in the Marisa Health Center Work Area**

From the analysis results obtained from 130 total respondents, there were 128 mothers who received family support in providing Exclusive Breastfeeding and 2 other respondents did not receive family support in providing Exclusive Breastfeeding to their babies. Of the total number, namely 128 respondents who received high family support, 91 respondents succeeded in providing Exclusive Breastfeeding while 37 other respondents were unable to provide Exclusive Breastfeeding to their babies. Respondents with low family support, namely 2 respondents, were unable to provide Exclusive Breastfeeding to their babies.

Based on the results of the Chi-square analysis test using the SPSS application on family support, the value ( $p = 0.088$ ) shows that family support does not significantly play a role in the success of Exclusive Breastfeeding practices in mothers aged 20-35 years in the Marisa Health Center Work Area. Family support requires other supporting factors such as digital literacy in the success of Exclusive Breastfeeding practices.

According to the researcher's assumption, from the results of the analysis test of the relationship between family support and the success of Exclusive Breastfeeding practices, it can be said that family support can be one of the factors for the success of providing Exclusive Breastfeeding, but it must also be supported by other factors so that there is a change in breastfeeding behavior in mothers.

## **CONCLUSION**

Most respondents have succeeded in providing exclusive breastfeeding and most of them have also utilized digital literacy to search for and obtain information including

information about exclusive breastfeeding and they get support from their families. However, this study explains that success in providing exclusive breastfeeding is not related to the mother's actions in utilizing digital literacy or the family support they receive. From this statement, it indicates that there are still several other factors that can increase the success of mothers in providing exclusive breastfeeding.

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