



Bandura's Social Cognitive Model in Breastfeeding Counseling in Midwife's Independent Practice in the Semarang City

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Abstract. BACKGROUND: Breast milk contains high nutrients which are very beneficial for the baby's health. The risk of death in children who are not breastfed is 14 times higher than in children who are exclusively breastfed. Maternal efficacy in breastfeeding is very necessary so that mothers realize that breastfeeding can save costs and is a simple process. Mothers need effective methods to be able to have skills in breastfeeding. Using breastfeeding self-efficacy theory can provide the right solution to overcome breastfeeding problems and provide appropriate consultation. Self-efficacy is one of the constructs of Bandura's Social Learning Theory and is a cognitive process. AIM: to find out Bandura's Social Cognitive Model in breastfeeding counseling in the Independent Practice of Midwives in the Semarang Region. METHODS: This research is quantitative research with a cross-sectional survey method approach. The respondents of this study were midwives who have independent midwifery practices in the Semarang area and provide breastfeeding counseling. The research instrument is in the form of a questionnaire which will be validated. The sampling technique in this research used random sampling. RESULTS: The results of data analysis using MSI showed that 50% of respondents agreed to undergo training related to breastfeeding counseling so that skills and attitudes when providing counseling can improve and are in accordance with the Bandura social cognitive model because this method can help mothers in the breastfeeding process. CONCLUSION: There is a need to improve the skills and attitudes of midwives providing breastfeeding counseling so that they can help mothers face problems when breastfeeding and carry out the breastfeeding process well.

Keywords: Breastfeeding, Cognitive Social Theory, Self-Efficacy, Breastfeeding Counseling.

1. Introduction

Breast milk is high in nutrients, which are extremely useful to the baby's health. Children who are not breastfed are 14 times more likely to die than those who are breastfed exclusively. Breastfeeding, on the other hand, reduces the incidence of ovarian and breast

cancer, as well as osteoporosis, and speeds up the return to pre-pregnancy weight [1] [2] [3]. Therefore, the World Health Organization (WHO) recommends that babies receive exclusive breast milk for six months. However, it turns out that the achievement of exclusive breastfeeding in Indonesia has not reached the expected figure [4] [5]. Although the majority of Indonesian women (96%) breastfeed their children throughout their lives, just 42% of infants under 6 months receive exclusively breast milk. By the time children reach their second birthday, barely 55% are still breastfeeding. This number falls significantly short of the WHO target of 50%.

According to statistics published by the International Baby Food Action Network (IBFAN) in 2014, Indonesia was ranked in the bottom three of 51 nations around the world that participated in analyzing the status of baby and child feeding policies and programs [6]. The Indonesian government has carried out activities to increase the success rate of providing exclusive breastfeeding, one of which is outreach during World Breastfeeding Week to all cross-program and cross-sectoral areas, academics, non-governmental organizations, and breastfeeding activists, but coverage remains low. Exclusive breastfeeding has not entirely met the desired goals [7]. The psychological factors of breastfeeding mothers greatly determine the success of breastfeeding. The mother's stress, worry and unhappiness during breastfeeding play a major role in the success of exclusive breastfeeding [2] [3]. Mother's confidence in breastfeeding with sufficient milk production for the baby. According to research conducted by Ghasemi, Vida (2019) concluded that maternal efficacy in breastfeeding is very necessary so that mothers realize that breastfeeding can save costs and is a simple process. Wahyuni, Nyimas Sri, 2020 literature review regarding breastfeeding education concludes that mothers need effective methods to be able to have skills in breastfeeding.

Based on Adityawarman's research in 2018, it was stated that the media to increase the efficacy of breastfeeding mothers is to increase the mother's motivation and self-confidence [8]. Several elements in exclusive breastfeeding include social, physical, biological, and psychological factors; when breastfeeding for the first time, attitudes toward breastfeeding, social support, self-confidence, and breastfeeding self-efficacy [9] [10]. In addition, nursing self-efficacy is a significant predictor. Over the last two decades, breastfeeding self-efficacy has been identified as a factor influencing breastfeeding duration. On the other hand, health care practitioners that apply breastfeeding self-efficacy theory can adopt appropriate methods to overcome breastfeeding challenges and provide adequate consultations. [11] [12] [13]. Self-efficacy is one of the constructs of Bandura's Social Learning Theory and is a cognitive process. Bandura's social cognitive theory aims to change behavior by emphasizing personal and environmental factors, this intervention is very effective and meaningful in breastfeeding education. Ghasemi, Vida's (2019) research results show that using Bandura's efficacy theory can increase self-efficacy in breastfeeding [14] [15] [16].

2. Methods

This research is quantitative research with a cross-sectional survey method approach. The respondents of this study were midwives who have independent midwifery practices in the Semarang area and provide breastfeeding counseling. The research instrument is in the form of a questionnaire which will be validated. The sampling technique in this research used random sampling.

3. Results

The results of data processing using the MSI Method (Method of Successive Interval) concluded that from the 25 questionnaire items there were 900 answers consisting of: the highest answer the respondent answered strongly agree 246 times, then the lowest answer the respondent answered neutral 60 times regarding the question about the midwife's current attitude. provide breastfeeding counseling.

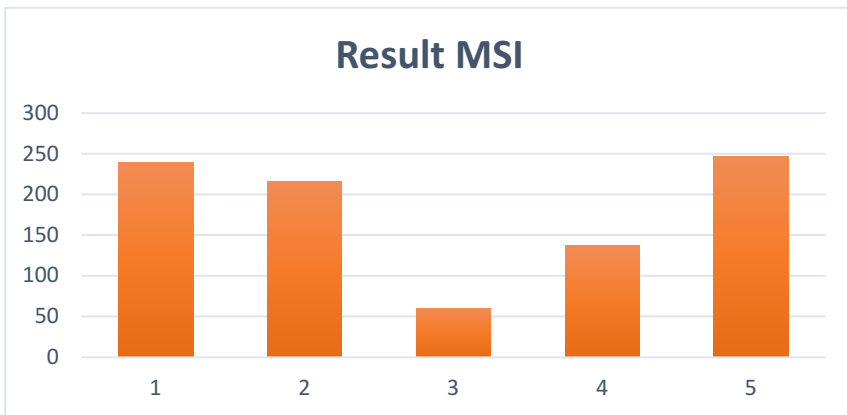


Fig 1. MSI Results

The survey results showed that as many as 50% of respondents strongly agreed to conduct counseling training to improve the quality of breastfeeding counseling services.

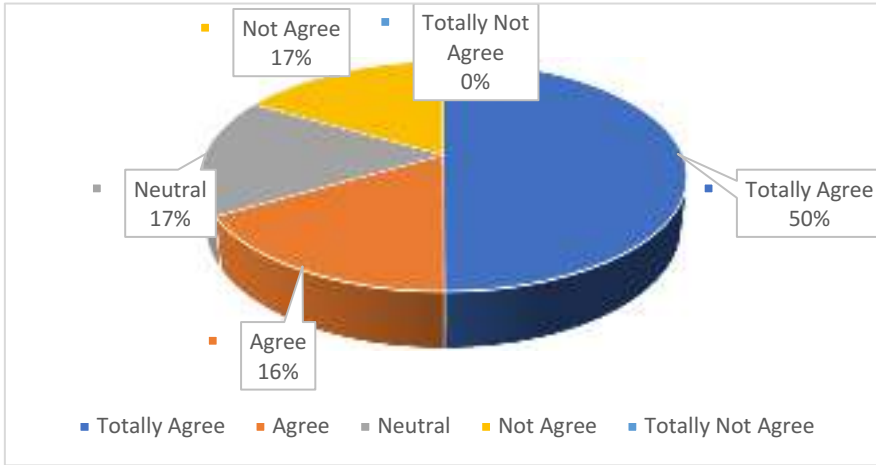


Fig 2. Agreement Percentage

4. Discussion

Midwives as health service providers play an important role in providing education to mothers. Intensive education for mothers to improve breastfeeding skills by increasing mothers' confidence in breastfeeding. Mothers are the key to successful breastfeeding, so providing education to mothers must be done using the right method. Bandura's Social Cognitive Model in breastfeeding education is very suitable if applied by Midwives in providing education to mothers. This is because Bandura's Social Cognitive Model method is related to imitating mother's behavior and sometimes this imitation method requires repetition in learning something that is exemplified. Bandura considers human behavior not only to be the result of stimulation, but also to be the impact of the relationship between the environment and human cognition itself. The educational process using Bandura's Social Cognitive model approach emphasizes conditioning and imitation. The breastfeeding education process using the Social Cognitive learning method requires mothers to actively seek information and carry out direct practice. So that by doing this the mother will better understand the knowledge and skills of breastfeeding, so that providing education using the Bandura model has a positive effect on the mother's knowledge and skills in breastfeeding. The components in this social learning process are the attention stage, retention stage, motor process and motivation process.

5. Conclusions

There is a need to improve the skills and attitudes of midwives providing breastfeeding counseling so that they can help mothers face problems when breastfeeding and carry out the breastfeeding process well.

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