

The impact of Kangaroo Mother Care (KMC) video as the counseling media towards the improvement of pregnant mother knowledge in Kubu Raya Regency of West Borneo in 2018

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Abstract

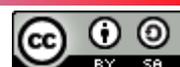
Weight is one of the health indicators on new born babies. New born babies have issues because they are in the transition phase from intrauterine to extra uterine. The provision of information through audiovisual media will be more practical and flexible for the community in improving knowledge. The health counseling media are one of the components of learning process. Video is one of the media which presents information or message in an audiovisual manner. The aim of the research was to identify the impact of KMC video as a counseling media on the improvement of mothers' knowledge regarding baby management with Low Birth Weight. Method: This research applied experimental method with quasi experiment design through time series. The research samples were 36 pregnant mothers who lived in facilitated area of Punggur Kecil in Sui Kakap District of Kubu Raya Regency through Purposive Sampling as the sample determination technique. The data analyses employed paired t-test and one sample t-test. There was an improvement from the previous value before and after the counseling with 67,5% ($p < 0,05$) of rate. The KMC video as the counseling media had a significant impact ($p < 0,05$) towards the improvement of knowledge. The application of KMC video as the counseling media had impact on the improvement of mothers' knowledge regarding baby management with Low Birth Weight.

Keywords: video, kangaroo mother care, counseling media, knowledge

INTRODUCTION

The period of growth and development of fetus in intrauterine is one of the most vulnerable period in human life cycle. Weight is one of the health indicators on new born babies. New born babies have issues because they are in the transition phase from intrauterine to extra-uterine. The weight of new born babies is the strong predictor of life sustainability and development which also depends on the mother health during the pregnancy. Low birth weight (LBW) is defined as the body weight which less than 2,500 gram during the birth (Wong, 200).

The prevalence of LBW in Asia is higher compared to the other regions which particularly due to lack of nutrition of the mothers before and after the pregnancy period. United Nations International Children's Emergency Fund (UNICEF) reports that in 2012, there were about 22 million of babies born to the world which 16% of them were babies with low birth weight (LBW). The rate of low birth weight in developing countries was 16,5% which two times higher than the developed countries (7%). The



prevalence of LBW in Indonesia was 10,5% which was above the average number of Thailand (9,6%) and Vietnam (5,2%) (World Health Organization-WHO, 2009).

Some interventions for babies with LBW that had been studied regarding the effectiveness to help supporting the LBW case was the kangaroo method. The Kangaroo Mother Care (KMC) method is the treatment performed through skin-to-skin between mothers and babies with LBW at the earliest stage, long-term, and continuous (Bera et al, 2014). KMC or in Indonesian term known as Perawatan Metode Kangguru (PMK) comes from Colombia, the mothers functioned as “incubator” and the main source of food as well as the stimulant for babies with LBW until they able to face extra-uterine life like the other normal babies (PERINASIA, 2012). The research results in Kathmandu also mention that through KMC method, the treatment fees can be reduced, the mothers could provide breast milk to their babies exclusively and this treatment can be continued at home (Subedi et al, 2009).

Reviewed from the psychological perspective, the parents who have LBW especially the mothers would be so worried about the health conditions of their babies and feel incapable of providing adequate treatment. The treatment through kangaroo method is actually playing important role in reducing the risk of depression in postnatal period. The skin-to-skin contact during the kangaroo treatment has been found to stimulate the oxytocin release, therefore, it minimizes the depression risk and reduce the psychological pressure on the mothers (Hanan & Jaclene, 2017).

One of the efforts for the information to become able to be understood and provides change on the community behavior especially on mothers are through the counseling. Counseling is one of the approaches in the community which good and effective in the context of giving or delivering messages or information of health in aim to change the behavior by improving knowledge and skills of the community which the become the target or objective of counseling. The effort of the provision of information can be performed through counseling, audiovisual media, leaflet, magazine, internet, and radio. The provision of information through audiovisual media of video will be more practical and flexible for the community in improving their knowledge because the media are the source of information that able to influence the degree of knowledge (Notoadmodjo, 2010).

Media is the integration in learning system. However, the effectiveness of media is not seen from how advanced the media on the utilization. The effectiveness of media can be seen through how far the achievement in improving knowledge, changing attitude and behavior as well as the perception of respondents. In order to avoid wrong perception, thus, audiovisual media was formed as the learning media which on its development. The media uses concrete experience as the learning method (Dale, 1969).

The success of health counseling in the community depends on the learning component. The health counseling media is one of the components of the learning process. The interesting media will generate believe, therefore, the changes of cognitive, affective, and psychomotor elements can be accelerated. Video is one of the media that provides information or message through audio and visual (Setiawati & Dermawan, 2008).

RESEARCH METHODS

This research applied experimental method with quasi experiment with time series design. This research is conducted in January to February 2018. The population in

this research is the entire pregnant mother in the facilitated area of Punggur Kecil of Sui Kakap District, Kubu Raya Regency, West Borneo which amounted to 152 people. The technique used in the determination of sample is “Purposive Sampling” with 40 people as sample in accordance with the inclusion and exclusion criteria. The instrument used video of KMC. The validity of instrument content was tested through expert validity and document analysis. The assessment of pregnant mother knowledge was conducted through questionnaire. The validity test applied the correlation formulation of product moment, while the data reliability test used alpha formulation because the score was used in the scale form (Arikunto, 2006). The data processing was conducted through computerization by utilizing SPSS for windows release 17. The data analyses used paired t-test and one sample t-test.

RESULTS AND DISCUSSION

The subjects in this research were primigravida trimester II and III as many as 40 mothers that only consisted of one group. During the time of research, the number of samples which could be used as the subjects of the study were 36 people because during the implementation of research there were four pregnant mothers who were unable to participate. The counseling process was performed by the research through providing pretest questions first, then the samples were provided with a counseling through the media of video about KMC. At the end of the meeting, evaluation was performed by providing post-test questions to assess the impact of counseling through video media.

Table 1. Frequency distribution of the variables of age and education of respondents in Punggur Kecil area of Kubu Raya Regency in 2018

Variable	N	%
Age		
<20 &> 35 years old	4	11,1
20-35 years old	32	88,9
Education Level		
Primary	23	63,9
Junior High School	10	27,8
Senior High School	3	8,3

Table 1 shows that the characteristics of most respondents were between 20-35 years of age, which amounted to 32 people (88,9%) and had primary education (23 people/63,9%).

Table 2. Distribution of frequency of education category of respondents in Punggur Kecil area of Kubu Raya Regency in 2018

Category	Before		After	
	N	%	N	%
Good	1	2,6	5	13,2
Fair	2	5,3	23	60,5
Poor	33	86,8	8	21,1

Table 3. The difference of knowledge of respondents before and after the counselling through KMC video as the media in Punggur Kecil area of Kubu Raya Regency in 2018

Group	Knowledge		P Value
	Before	After	
Treatment			

Mean	41,69	67,3	
Median	40	67	<0,001*
Range	(25-76)	(35-90)	
% improvement (median)	67,5		<0,001

* Paired t-test because the data are normally distribute

Table 4. The impact of KMC video as the counseling media towards the improvement of respondents' knowledge in Punggur Kecil area of Kubu Raya Regency in 2018

	Knowledge			P Value
	Good	Fair	Poor	
Treatment (n=36)	5	23	5	<0,001

*One sample t-test

Table 2 shows the frequency distribution of knowledge category of respondents. It shows that the knowledge of mothers before the counseling was still poor with 86,8% (33 people) of rate. After the counseling, most of the mothers had fair knowledge which amounted to 60,5% (23 people).

According to Table 1, it shows that most of the pregnant mothers who became the respondent were on the category of productive age and had primary education. The research which conducted in United Kingdom explained that the mothers with high education were able to understand the described information better. Higher education will make it easier to acquire knowledge because the education level will influence someone to receive idea and technology or new information. On the contrary, lack of education will also inhibit the development of someone attitude towards new values that being introduced (Entwistle et al, 2007). This condition is in accordance with the research conducted in Kajiado, Kenya, which mentions that there is a meaningful correlation between education and knowledge of mothers who take care of babies with low birth weight (Ganu & Kogutu, 2015).

In Table 2, it can be seen that the knowledge of pregnant mothers regarding the treatment of babies with low birth weight was still low before the counseling was performed. The management of babies with low birth weight needs to be supported by good knowledge, through this knowledge; the provision of quality and safe/secure managements on babies with low birth weight are supported. In this context, Table 3 shows that the values before and after the counseling were different in meaning ($p < 0,05$) with the rate of value improvement which amounted to 67,5% ($p < 0,05$). Table 4 shows that the KMC video as the counseling media had impact ($p < 0,05$) on the improvement of knowledge of pregnant mothers regarding the management of baby with LBW. The treatment management of babies performed by mothers include the effort to maintain the temperature and warm of babies with low birth weight at home, therefore, it could reduce the treatment cost in the hospital as well as able to enhance the success of exclusive breast milk which one of them is through KMC treatment (Subedi et al, 2009; Girsang, 2009).

Table 3 shows that the respondents were having improvement of values after provided with counseling. The impact of KMC video as the counseling media towards the enhancement of pregnant mothers' knowledge in Punggur Kecil Area of Kubu Raya Regency in 2018 had shown significant value which presented in analysis results in Table 4 The research of Sovocom Company from America had discovered that there

was a correlation between the type of media with the memorizing capability of human to absorb and store messages as well as the capability of brain to remember messages. The brain capability in remembering messages from audiovisual media is higher compared to the audio or visual media alone (Warsita, 2008).

The dissemination of information regarding KMC towards the community had not yet spread widely at the present time. The information regarding the treatment on new born babies with low birth weight in printed media was not as intense as the information about exclusive breast milk or the other issues regarding the health of mothers and babies. The selection and utilization of media was one of the essential components in delivering information towards the community. Due to that matter, the proper selection of information media could influence the knowledge and attitude of pregnant mothers regarding the treatment on new born babies. The determination of audiovisual as the health education media was properly accepted by the respondents during the research implementation because these media were considered as new, therefore, the respondents were having high curiosity. Video is a very good demonstration tool to show psychomotor skills, such as positioning the mothers and babies during the breast feeding. Aside from that, video is easy to move and store. In United States, maternal facilities provide televisions in

CONCLUSION

The application of KMC video as the counseling media had impact on the improvement of mothers' knowledge regarding baby management with LBW. The results of this research are expected to be able to support the health workers in providing counseling or health education for pregnant mothers through audiovisual media which varied and creative. In the future time, it is expected that the dissemination of health education on pregnant mothers can be conducted comprehensively through audiovisual media by professionals and routinely performed through another social media, such as sending health related video to the whatsapp group of pregnant mothers which have high risk.

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