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THE EFFECT OF VIDEO-BASED BREASTFEEDING TECHNIQUE EDUCATION ON BREAST MILK PRODUCTION AMONG POSTPARTUM MOTHERS

PENGARUH EDUKASI VIDEO TEKNIK MENYUSUI TERHADAP PRODUKSI ASI PADA IBU NIFAS

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Abstract

Optimal breast milk production is an important factor in the success of exclusive breastfeeding. One strategy to improve breast milk production is the use of video-based education on proper breastfeeding techniques, which can enhance mothers' knowledge and skills in breastfeeding. This study aimed to determine the effect of breastfeeding technique video education on breast milk production among postpartum mothers at Warungkiara Community Health Center, Sukabumi Regency, in 2026. This study employed a pre-experimental design with a one-group pretest-posttest approach. The sample consisted of 80 postpartum mothers selected using purposive sampling. Data were analyzed using univariate and bivariate analyses, with the Wilcoxon Signed-Rank test used to assess changes in breast milk production before and after the intervention. Before the intervention, all 80 respondents (100.0%) had inadequate breast milk production. Following the breastfeeding technique video intervention, 72 respondents (90.0%) had adequate breast milk production, while 8 respondents (10.0%) continued to have inadequate breast milk production. The Wilcoxon Signed-Rank test showed a statistically significant difference in breast milk production before and after the intervention p-value = 0,001, ($p<0,05$). These findings indicate that video-based education on breastfeeding techniques was associated with improved breast milk production among postpartum mothers. It is recommended that breastfeeding technique videos be integrated into postpartum care and that mothers be encouraged to review the videos and practice proper breastfeeding techniques at home with family support.

Keywords : Breastfeeding Technique, Video-Based Education, Breast Milk Production, Postpartum Mothers.

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Abstrak

Produksi ASI yang optimal merupakan salah satu faktor penting dalam keberhasilan pemberian ASI eksklusif. Salah satu upaya untuk meningkatkan produksi ASI adalah melalui edukasi menggunakan media video teknik menyusui yang dapat meningkatkan pengetahuan dan keterampilan dalam menyusui. Tujuan pada penelitian ini untuk mengetahui pengaruh pemberian video teknik menyusui terhadap produksi ASI pada ibu nifas di Puskesmas Warungkiara Kabupaten Sukabumi tahun 2026. Metode dalam penelitian ini menggunakan desain pre-experimental dengan pendekatan *one group pretest-posttest design*. Sampel berjumlah 80 ibu nifas dengan tekhnik purposive sampling. Data dianalisis secara univariat dan bivariat menggunakan uji *Wilcoxon Signed Rank*. Hasil penelitian sebelum intervensi, seluruh responden sebanyak 80 orang (100,0%) memiliki produksi ASI tidak lancar. Setelah diberikan video teknik menyusui, sebanyak 72 responden (90,0%) memiliki produksi ASI lancar dan 8 responden (10,0%) memiliki produksi ASI tidak lancar. Hasil uji Wilcoxon menunjukkan nilai p-value = 0,001, (p<0,05) yang artinya terdapat perubahan yang signifikan setelah pemberian intervensi edukasi video tekhnik menyusui pada ibu nifas. Kesimpulan penelitian ini edukasi video teknik menyusui terbukti memberikan perubahan yang signifikan terhadap produksi ASI pada ibu nifas. Saran untuk Ibu nifas juga disarankan untuk menonton kembali video dan mempraktikkan teknik menyusui secara benar di rumah dengan dukungan keluarga.

Kata Kunci : Teknik Menyusui, Edukasi Berbasis Video, Produksi ASI, Ibu Nifas.

1. INTRODUCTION

The postpartum period is an important period for both mothers and infants, particularly in establishing successful breastfeeding practices. Breast milk is the ideal primary source of nutrition for infants because it provides the energy and nutrients required for growth and development and contains immunological components that help protect infants against various infectious diseases. Exclusive breastfeeding for the first six months of life is recommended to support optimal infant growth, development, and health (World Health Organization, 2023).

Breast milk production is a physiological process influenced by hormonal mechanisms and breast stimulation through breastfeeding. Following childbirth, milk production is primarily regulated by the hormone prolactin, whereas milk ejection is mediated by the hormone oxytocin. Infant suckling stimulates sensory nerves in the nipple and areola, which subsequently triggers the release of prolactin for milk synthesis and oxytocin to facilitate the milk ejection reflex. Therefore, effective and frequent breastfeeding is an important factor in maintaining breast milk production (World Health Organization, 2023).

According to the 2023 Indonesian Health Survey (Survei Kesehatan Indonesia/SKI), the proportion of exclusive breastfeeding among infants aged 0–5 months in Indonesia was 68.6%, while the proportion of children aged 6–23 months who received exclusive breastfeeding for six months was 55.5%. These findings indicate that although exclusive breastfeeding is practiced by a considerable proportion of mothers, stronger support and education are still needed to improve the successful implementation of optimal breastfeeding practices (Ministry of Health of the Republic of Indonesia, 2023). According to the West Java Provincial Health Profile, the coverage of exclusive breastfeeding in West Java has increased in recent years. In 2024, the coverage of exclusive breastfeeding in West Java reached approximately 72.83% (West Java Provincial Health Office, 2024). This achievement reflects ongoing efforts to promote breastfeeding practices in the community, although various factors may still influence the successful implementation of optimal breastfeeding.

During the early postpartum period, breast milk production develops progressively. Colostrum is produced during the first few days after childbirth and contains essential nutrients and immune factors that are important for infants. Subsequently, milk production increases as breastfeeding becomes more frequent and effective. Therefore, mothers need adequate support and information from

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the early postpartum period to enable them to breastfeed effectively and maintain adequate breast milk production (World Health Organization, 2023). Exclusive breastfeeding refers to feeding infants only breast milk from birth until six months of age, without providing other foods or liquids, except for medicines, vitamins, and minerals when medically indicated.

Research on exclusive breastfeeding practices in Indonesia has shown that successful exclusive breastfeeding is associated with various maternal and healthcare-related factors. Early initiation of breastfeeding, antenatal care visits, parity, socioeconomic conditions, and characteristics of childbirth are among the factors that may be associated with successful exclusive breastfeeding. These findings indicate that support for mothers should begin during pregnancy and continue throughout the postpartum period to promote and maintain optimal breastfeeding practices (Gayatri, 2021).

Adequate breast milk production is influenced not only by the mother's physiological condition but also by the effectiveness of the breastfeeding process. Factors such as breastfeeding frequency, breast emptying, maternal psychological condition, nutritional status, adequate rest, and breastfeeding technique may influence milk production and milk ejection. Effective breast emptying through infant suckling provides optimal stimulation for continued milk production. Conversely, inadequate breast emptying may reduce the effectiveness of breast stimulation, potentially leading mothers to perceive their milk supply as insufficient or inadequate for their infants.

Breastfeeding technique is one of the factors that may influence breast milk production in postpartum mothers. Correct breastfeeding technique includes maintaining a comfortable position for both mother and infant, ensuring that the infant's body is properly aligned and positioned close to the mother, and achieving appropriate attachment of the infant's mouth to the breast. Proper attachment enables the infant to suck effectively, thereby facilitating optimal milk transfer and providing adequate stimulation to the breast. Inappropriate breastfeeding technique may make it difficult for infants to obtain milk effectively and may cause maternal problems, such as nipple pain or soreness, which can potentially interfere with the continuation of breastfeeding (Suwardi et al., 2023).

During the postpartum period, mothers' ability to apply appropriate breastfeeding techniques becomes increasingly important because they are still adapting to the breastfeeding process. Mothers who have limited experience or insufficient knowledge may experience difficulties in determining the appropriate position and attachment of their infants. Such difficulties may result in ineffective breastfeeding and subsequently affect the adequacy of breast milk production. Therefore, breastfeeding education provided during the postpartum period is necessary to help mothers develop the skills and confidence required to breastfeed correctly.

Video-based education can be an effective strategy for improving mothers' understanding and skills regarding proper breastfeeding techniques. Audiovisual media can demonstrate the appropriate positioning of the mother and infant, infant attachment to the breast, and correct breastfeeding procedures, making the information easier to understand and practice. In addition, videos can be viewed repeatedly, allowing mothers to review the information and practice the techniques independently at home. A study by Sofiya et al. (2023) demonstrated that video-based education on breastfeeding techniques had an effect on the adequacy of breast milk production among postpartum mothers (Sofiya et al., 2023).

The use of video-based education is expected not only to improve mothers' knowledge but also to enhance their skills in applying correct breastfeeding techniques. Appropriate breastfeeding techniques can improve the effectiveness of infant suckling and breast stimulation, thereby supporting the processes of milk production and milk ejection. Thus, video-based education on breastfeeding techniques may serve as a practical educational intervention to support successful breastfeeding among postpartum mothers (Raka et al., 2024).

A more recent study by Wijayanti et al. (2025) also demonstrated that video-based education on correct breastfeeding techniques resulted in significant differences in mothers' knowledge, breastfeeding skills, and breast milk production. The study employed a *one-group pretest-posttest*

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design and found improvements in breast milk production following the video-based educational intervention (Wijayanti & Maimunah, 2025).

Therefore, video-based education on breastfeeding techniques has the potential to serve as an applicable educational strategy in postpartum care. The use of videos enables information regarding positioning, infant attachment, and breastfeeding procedures to be presented visually and reviewed repeatedly by mothers at home. This approach may help improve mothers' skills in applying correct breastfeeding techniques and ultimately support effective breastfeeding and adequate breast milk production.

2. RESEARCH METHOD

This study employed a quasi-experimental design using a *one-group pretest-posttest* approach. In this design, breast milk production was assessed before (pretest) and after (posttest) the intervention, which consisted of video-based education on breastfeeding techniques. According to Sugiyono (2022), the *one-group pretest-posttest* design is used to examine the effect of an intervention by comparing conditions before and after the intervention within the same group.

The study sample consisted of 80 postpartum mothers on days 1–7 after childbirth who reported having a low breast milk supply. Participants were selected using a *purposive sampling* technique. The research instruments consisted of a video on proper breastfeeding techniques and a pretest-posttest questionnaire used to assess breast milk production before and after the intervention. Data were analyzed using the Wilcoxon Signed-Rank test. The study was conducted from June to July 2026 at Warungkiara Community Health Center (Puskesmas Warungkiara), Sukabumi Regency, Indonesia.

3. RESULT AND DISCUSSION

Based on the study conducted among 80 postpartum mothers who received video-based education on breastfeeding techniques at Warungkiara Community Health Center, Sukabumi Regency, in 2026, the following results were obtained.

Univariate Analysis

Breast Milk Production Before the Provision of a Breastfeeding Technique Video among Postpartum Mothers at Warungkiara Community Health Center, Sukabumi Regency, in 2026

Table 1. Breast Milk Production Before the Provision of a Breastfeeding Technique Video among Mothers

Breast Milk Production	Frequency (f)	Percentage (%)
Adequate	0	0
Inadequate	80	100
Total	80	100

Based on Table 1, all postpartum mothers at Warungkiara Community Health Center in 2026 had inadequate breast milk production before receiving the breastfeeding technique video intervention, accounting for 100% of the respondents.

Table 2. Breast Milk Production After the Provision of a Breastfeeding Technique Video among Mothers

Breast Milk Production	Frequency (f)	Percentage (%)
Adequate	72	90
Inadequate	8	10
Total	80	100

Based on Table 2, almost all postpartum mothers at Warungkiara Community Health Center in 2026 had adequate breast milk production after receiving the breastfeeding technique video intervention, accounting for 90% of the respondents.

Bivariate Analysis

The Effect of a Breastfeeding Technique Video Intervention on Breast Milk Production among Postpartum Mothers at Warungkiara Community Health Center, Sukabumi Regency, in 2026

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Table 3. The Effect of a Breastfeeding Technique Video Intervention on Breast Milk Production among Mothers

Breast Milk Production	N	*Mean*	*Mean Rank*	*Z*	*p*-value
Before Intervention	80	12.0	36.50	-8.485	0.001
After Intervention	80	17.2			

Based on Table 3, The results showed an increase in the mean breast milk production score from 12.0 before the intervention to 17.2 after the breastfeeding technique video intervention. The Wilcoxon Signed-Rank test showed a statistically significant difference in breast milk production before and after the intervention ($Z = -8.485$; $p = 0.001$). These findings indicate that breast milk production significantly increased following the breastfeeding technique video intervention.

Discussion

Based on the findings of this study involving 80 postpartum mothers at Warungkiara Community Health Center, Sukabumi Regency, all respondents (100.0%) had inadequate breast milk production before receiving breastfeeding technique education through video. Following the intervention, a substantial change was observed, with 72 respondents (90.0%) categorized as having adequate breast milk production, while 8 respondents (10.0%) continued to have inadequate breast milk production. This change indicates an increase in the proportion of mothers with adequate breast milk production after receiving video-based education on proper breastfeeding techniques.

The results of the Wilcoxon Signed-Rank test demonstrated a statistically significant difference in breast milk production before and after the breastfeeding technique video intervention, with a p-value of <0.001. These findings indicate a significant change in breast milk production following the intervention. Therefore, video-based education on breastfeeding techniques may serve as an educational approach with the potential to support improved breast milk production among postpartum mothers.

Physiologically, breast milk production and milk ejection involve breast stimulation and neuroendocrine mechanisms. Suckling at the nipple and areola provides sensory stimulation that contributes to the release of prolactin, which is responsible for milk synthesis, and oxytocin, which facilitates the milk ejection reflex. Therefore, the effectiveness of breastfeeding is an important factor in maintaining adequate milk production and milk transfer. The more effective breastfeeding and breast emptying are, the stronger the stimulation of the lactation mechanism (Dewi et al., 2026).

Proper breastfeeding techniques can support effective infant suckling because appropriate positioning and attachment enable the infant to obtain breast milk more effectively. Proper attachment may also reduce the risk of nipple pain and trauma, thereby increasing maternal comfort and supporting the continuation of breastfeeding. In contrast, improper breastfeeding techniques may result in ineffective sucking and contribute to breastfeeding difficulties. Suwardi et al. (2023) reported an association between breastfeeding technique and the adequacy of breast milk production among breastfeeding mothers. These findings reinforce the importance of maternal skills in applying proper breastfeeding techniques to support successful lactation (Suwardi et al., 2023).

The improvement in breast milk production observed in this study may also be related to the characteristics of video as an educational medium. Video enables breastfeeding techniques to be presented through a combination of visual and auditory information, allowing mothers to directly observe appropriate positioning of the mother and infant, proper attachment, and correct breastfeeding practices. Compared with education delivered solely through verbal explanations, audiovisual media can provide a more concrete representation of the information, making it easier for mothers to understand and apply the recommended techniques. This finding is supported by Raka et al. (2024), who reported that the use of an educational video on breastfeeding techniques improved breastfeeding skills among postpartum mothers. Their findings suggest that visual presentation can facilitate mothers' understanding and application of proper breastfeeding techniques. Thus, in the present study, video functioned not only as a medium for delivering information but also as a skills-learning tool that enabled mothers to observe and imitate appropriate breastfeeding practices (Raka et al., 2024).

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The findings of this study are also consistent with those of Sofiya et al. (2023), who specifically examined the effect of breastfeeding technique video education on breast milk production among postpartum mothers. Their study found that before the intervention, most respondents experienced inadequate or insufficient breast milk production, whereas after receiving video-based education, most respondents experienced adequate breast milk production. Statistical analysis also demonstrated a significant change following the intervention. Similar findings were reported by Nurjanah et al. (2022), further supporting the potential usefulness of video-based education on breastfeeding techniques in promoting adequate breast milk production during the early postpartum period.

The findings are further supported by Wijayanti et al. (2025), who evaluated video-based education on proper breastfeeding techniques in relation to maternal knowledge, skills, and breast milk production. Using a one-group pretest-posttest design, the study demonstrated significant improvements in knowledge, breastfeeding skills, and breast milk production following the video intervention. The significant change in breast milk production reported in that study is particularly relevant as a comparison with the present study. Furthermore, increased maternal knowledge regarding proper breastfeeding techniques can facilitate mothers' understanding and application of correct breastfeeding practices (Ayu Zahra et al., 2024).

In addition to improving breastfeeding skills, audiovisual education may contribute to maternal understanding and confidence in breastfeeding. Nurjanah et al. (2022), in a study of animated video-based education on the physiology of breastfeeding, reported a significant change in mothers' perceptions of breast milk production following the educational intervention. The study employed a quasi-experimental design with a control group and included 66 postpartum mothers. These findings indicate that video can be used not only to demonstrate technical procedures but also to provide information about the physiological process of lactation and promote more positive perceptions regarding breast milk production (Rizki & Dhini, 2024).

The improvement in breast milk production observed in this study may also be understood in terms of changes in mothers' ability to apply appropriate breastfeeding techniques after receiving visual information. Mothers who previously had limited understanding of proper positioning and attachment could obtain concrete examples through the video and subsequently apply these techniques during breastfeeding. Repeated exposure to the material may facilitate learning because the video can be replayed according to the mother's needs. Therefore, video offers a practical advantage as an educational medium because the information remains accessible beyond the initial counseling session and can be reviewed by mothers while breastfeeding at home. The relatively low coverage of exclusive breastfeeding may partly be related to inadequate breast milk production during the early breastfeeding period. One factor that may influence breast milk production is breastfeeding technique. Proper breastfeeding technique can facilitate breastfeeding by ensuring appropriate positioning of the mother and infant and correct attachment (Juwita & Asli, 2026). Other factors may also be associated with or influence breast milk production and breastfeeding difficulties. Maharani and Rini (2024) reported significant associations between breast milk expression, breast care, and breastfeeding technique and the occurrence of breast engorgement among postpartum mothers at a midwife practice in Mangunreja, with p-values <0.05 for all variables. These findings indicate that breastfeeding management involves several interrelated factors and should not be viewed solely from the perspective of breastfeeding technique (Maharani & Rini, 2024).

Maternal psychological well-being is another factor that should be considered when mothers experience breastfeeding difficulties (Konukbay et al., 2024). Mothers experiencing stress, anxiety, or depressive symptoms may encounter difficulties in maintaining optimal breastfeeding practices due to reduced motivation, fatigue, or challenges in adapting to the needs of their infants (Ahmadinezhad et al., 2024). Therefore, breastfeeding education should not only aim to improve mothers' technical knowledge and skills but may also serve as part of broader psychosocial support during the postpartum period. This is consistent with Rini and Fauziah (2022), who emphasized the importance of providing

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mothers and caregivers with appropriate education, preparation, and access to information to facilitate early recognition and management of postpartum psychological problems (Rini & Fauziah, 2022).

Utami and Angesti (2025) also provide support for the use of video as an educational medium for breastfeeding techniques. Their quasi-experimental pretest-posttest control group study involving 64 postpartum mothers found that video-based lactation education had an effect on breastfeeding skills. This finding is important because breastfeeding skills represent one of the mechanisms through which education may translate into improvements in breastfeeding practices. In other words, video-based education may not only increase theoretical knowledge but may also help mothers apply the information in actual breastfeeding situations (Utami & Angesti, 2025).

Although most respondents experienced improved breast milk production, 8 respondents (10.0%) continued to have inadequate breast milk production after the intervention. This finding indicates that breast milk production is multifactorial and is not determined solely by breastfeeding technique. Breastfeeding frequency, effectiveness of breast emptying, maternal psychological condition, fatigue, nutritional status, maternal and infant health conditions, and family support may also contribute to breastfeeding success. Therefore, mothers who do not experience improvement after receiving video-based education require further assessment and support from healthcare professionals to identify other potential barriers to successful breastfeeding.

Based on the researchers' interpretation, breastfeeding technique video education may contribute to improved breast milk production because video can provide information in an engaging, understandable, and memorable format compared with verbal counseling alone. Visual demonstrations enable mothers to observe each step of proper breastfeeding technique directly and subsequently practice it while breastfeeding their infants. Correct breastfeeding technique can facilitate more effective infant suckling, thereby promoting optimal breast emptying and stimulating the secretion of prolactin and oxytocin. In addition, video-based education may increase maternal confidence in breastfeeding, potentially reducing anxiety and supporting an effective milk ejection reflex.

Overall, the findings suggest that video-based education on proper breastfeeding techniques can be considered a useful complementary educational strategy in postpartum care. However, because this study did not directly measure maternal breastfeeding skills, breastfeeding self-efficacy, or psychological status, the improvement in breast milk production should be interpreted cautiously. Video education is ideally combined with direct observation of breastfeeding, individualized counseling, correction of positioning and attachment, and assessment of maternal and infant factors that may influence lactation outcomes.

4. CONCLUSION

This study demonstrated that breastfeeding technique video education was associated with a significant improvement in breast milk production among postpartum mothers at Warungkiara Community Health Center, Sukabumi Regency. Before the intervention, all respondents (100.0%) had inadequate breast milk production. Following the intervention, 72 respondents (90.0%) had adequate breast milk production, while 8 respondents (10.0%) continued to have inadequate breast milk production. The Wilcoxon Signed-Rank test showed a statistically significant difference in breast milk production before and after the intervention ($p < 0.001$).

These findings indicate that video-based education on proper breastfeeding techniques can be used as a complementary educational medium in postpartum midwifery care to support mothers' breastfeeding practices and breast milk production. However, video education should be complemented by direct assistance from midwives, including assessment of maternal and infant positioning, attachment, effectiveness of suckling, and breast condition. Because this study used a one-group pretest-posttest design without a control group, the observed improvement cannot be attributed exclusively to the video intervention. Further studies using a control group or a stronger experimental

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design are recommended to confirm the effectiveness of breastfeeding technique video education while controlling for other factors that may influence breast milk production.

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