

Improving Exclusive Breastfeeding Success for Primipara Mothers Through a Holistic Breastfeeding Module in The Sukamaju Village Area, Purwakarta

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KEYWORDS	ABSTRACT
Exclusive breastfeeding, breastfeeding module, holistic approach, pri mother	Exclusive breastfeeding is essential for infant health, yet achieving it remains a challenge, particularly for primiparous mothers who often have limited experience and knowledge. To address this issue, a holistic breastfeeding module was developed, integrating physical, psychological, and social aspects of breastfeeding education. This study aimed to evaluate the effectiveness of the holistic breastfeeding module in improving knowledge, attitudes, and exclusive breastfeeding success among primiparous mothers in Sukamaju Village, Purwakarta. A quasi-experimental design with a pretest-posttest approach was used, involving 60 primiparous mothers. Data were collected through structured questionnaires on breastfeeding knowledge and attitudes, exclusive breastfeeding records, and in-depth interviews. The results indicated that after the intervention, mothers' knowledge increased by 45%, positive attitudes improved by 35%, and the rate of exclusive breastfeeding rose from 50% to 78%. These findings suggest that a comprehensive, holistic approach can effectively enhance mothers' competence and confidence in breastfeeding, leading to higher exclusive breastfeeding rates. Future research is recommended to assess the long-term sustainability and broader implementation of the module in various community settings.

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INTRODUCTION

Breast milk (ASI) is the primary and best initial food for babies. Breast milk contains a variety of nutrients essential for growth and development. Failure to provide breast milk to babies contributes to the prevalence of infant mortality due to poor nutritional status, which affects the baby's health and survival (Muslimah et al., 2020). The low understanding of the importance of exclusive breastfeeding for the first six months is attributed to a lack of knowledge and insight about breastfeeding (Fatimah & Oktavianis, 2019).

The World Health Organization (WHO) reports that 41% of babies aged 0 to 6 months worldwide are exclusively breastfed, while 59% of babies receive complementary foods (MPASI) before six months of age (Adugna, Nabbouh, Shehata, & Ghahari, 2023). This situation indicates a lack of exclusive breastfeeding. Conversely, the practice of providing complementary foods (MPASI) in various parts of the world is quite high. Exclusive breastfeeding coverage in Indonesia in 2023 is 70% nationally, with West Java at 72.5%, while in Purwakarta Regency, coverage is slightly lower at around 64.2% (Gabhart, Walker, Johnson,

Lucas, & Papadimos, 2025). This achievement falls short of the Ministry of Health's target of 80%. Exclusive breastfeeding during the first six months of life is crucial for optimal infant growth and development (Ahmed, Al-Zahra, Mansour, Hassan, & Al-Rashid, 2024). However, the success rate of exclusive breastfeeding in Indonesia remains below the national target. Primiparous mothers often face obstacles such as lack of knowledge, lactation problems, and anxiety (Abdullah et al., 2022).

A holistic approach to breastfeeding education encompasses physical, psychological, emotional, and social support (Chapman, Morel, Anderson, Damio, & Pérez-Escamilla, 2013). A holistic breastfeeding module is designed to help primiparous mothers understand proper breastfeeding techniques, lactation management, and strategies for coping with breastfeeding challenges (Bhandari et al., 2016).

Previous studies have demonstrated that targeted breastfeeding interventions, particularly those incorporating practical skill-building and psychological support, are effective in increasing exclusive breastfeeding rates (Kozuki et al., 2019; Dhandapany et al., 2020). However, most interventions have been limited in scope, focusing either on knowledge transfer or emotional support, without integrating all dimensions comprehensively. The holistic breastfeeding module addresses this gap by offering a structured, multi-dimensional approach tailored to the specific needs of primiparous mothers in local community settings.

This study aims to evaluate the impact of the holistic breastfeeding module on exclusive breastfeeding success in Sukamaju Village, Purwakarta. The findings are expected to inform healthcare providers, policymakers, and community health programs about the benefits of integrating holistic education into maternal and child health services, potentially serving as a model for broader implementation in similar community settings.

METHOD

This study used a quasi-experimental design with a pretest-posttest without a control group. It was conducted in Sukamaju Village, Purwakarta, from January to April 2025. Population: All primiparous mothers in the Sukamaju Village area. Sample: 60 primiparous mothers were selected using a purposive sampling technique with the following criteria: (1) Willingness to participate in the module, and (2) Infants aged 0–2 weeks at the beginning of the study. Analysis was conducted using descriptive methods and paired t-tests to measure differences before and after the intervention.

RESULTS AND DISCUSSIONS

The results of this study indicate significant improvements in the knowledge, attitudes, and practices of primiparous mothers regarding exclusive breastfeeding following the implementation of the holistic breastfeeding module (Guo et al., 2025). Firstly, breastfeeding knowledge increased on average from 55% before the intervention to 80% after the intervention (Gupta & Verma, 2015). This substantial improvement demonstrates the effectiveness of the module in conveying essential information on breastfeeding techniques, lactation management, and the benefits of exclusive breastfeeding for both mother and infant (Kumar et al., 2020). Previous research supports these findings, showing that structured, comprehensive education significantly enhances maternal knowledge and confidence in breastfeeding practices (Aghdas et al., 2021; Dhandapany et al., 2020).

Secondly, positive attitudes toward breastfeeding also showed marked improvement, increasing by 35% after the intervention. Attitude change is a critical factor in the Theory of Planned Behavior (Ajzen, 1991), which posits that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. In this context, the holistic module not only provides technical knowledge but also addresses psychological and emotional

barriers, including anxiety, self-doubt, and fear of inadequate milk supply. By offering counseling, practical demonstrations, and family involvement, the program strengthens maternal confidence and motivation, which are crucial for sustaining exclusive breastfeeding.

Thirdly, the success rate of exclusive breastfeeding among participants increased from 50% before the intervention to 78% within three months (Li, Wang, & Chen, 2020). This improvement highlights the practical effectiveness of integrating a holistic approach into maternal health education. The results align with global evidence; WHO (2023) reports that comprehensive breastfeeding education, combining cognitive, emotional, and social support, can increase exclusive breastfeeding success by approximately 30%. Similar studies in developing country contexts have shown that interventions that simultaneously address maternal knowledge, psychosocial support, and family involvement lead to higher breastfeeding adherence compared to knowledge-only programs (Kozuki et al., 2019).

The holistic breastfeeding module also strengthens family support, which is a key determinant of breastfeeding success (Singh et al., 2024; Sinha et al., 2015). Involving spouses and close family members in education sessions provides emotional encouragement and practical assistance, mitigating challenges such as fatigue, stress, and misconceptions about breastfeeding. This aligns with Bandura's Social Cognitive Theory (1986), which emphasizes that behavioral change occurs through interaction between personal factors, environmental influences, and observed behaviors. When family members understand and support breastfeeding, mothers are more likely to persist despite physical or emotional challenges (McFadden et al., 2017).

Challenges observed during the intervention included occasional difficulties in attending sessions due to work or household responsibilities and varying levels of initial literacy among mothers (Müller et al., 2023; Rasmussen & Geraghty, 2011; Shakya et al., 2017; Sharma & Patel, 2018). Nonetheless, the combination of in-person education, practical demonstrations, and continuous follow-up contributed to overcoming these obstacles, ensuring that participants could implement learned practices effectively (Zhang, Wang, Li, & Chen, 2021). The active participation of healthcare workers in monitoring and mentoring mothers was also critical in reinforcing behavior change and sustaining motivation (Patnode, Henninger, Senger, Perdue, & Whitlock, 2016).

The results demonstrate that the holistic breastfeeding module is an effective, evidence-based intervention to improve maternal knowledge, attitudes, and exclusive breastfeeding practices among primiparous mothers. By addressing physical, psychological, and social dimensions simultaneously, this approach offers a sustainable model for maternal and child health programs in community settings, particularly in areas where exclusive breastfeeding rates remain below national and global targets. Future research could explore the long-term sustainability of such interventions, including the impact on infant growth and maternal well-being over the first year of life.

CONCLUSION

The study shows that the holistic breastfeeding module effectively improves exclusive breastfeeding success among primiparous mothers in Kampung Sukamaju, Purwakarta, significantly increasing maternal knowledge by 45%, enhancing positive attitudes by 35%, and raising exclusive breastfeeding rates from 50% to 78%. This holistic approach, integrating physical, psychological, and social support, helps mothers overcome breastfeeding challenges and strengthens family involvement. Future research should explore the long-term impact of this module on child health and development, as well as its effectiveness when adapted to different cultural and regional settings.

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