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Socialization of the Use of Linktr.ee E Lactation Counseling for Breastfeeding Village Cadres, Wonokromo Village, Surabaya

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A B S T R A C T

The Covid-19 pandemic has burdened the implementation of lactation counseling services directly by cadres to POSYANDU targets. This community service aims to educate cadres in Kampung ASI Wonokromo about how to use lactation counseling e media so that counseling services can be carried out online. Forty cadres of Kampung ASI were given socialization on using e-counseling media. Socialization is carried out utilizing practice or simulation of online e-counseling media through zoom meetings. This activity was carried out for 2 weeks, from June to October 2021. Evaluation of the implementation of the activities was carried out through pre- and post-tests using a questionnaire. 93% of cadres said that linktree e-lactation counseling was easy to use. A total of 97.4% said that linktree e-lactation counseling made it easier for cadres to provide online counseling. Linktr.ee e lactation counseling supports lactation counseling services in Kampung ASI, Wonokromo Village during the Covid-19 pandemic. It is expected that in future activities cadres can gain skills in making e-counseling media to develop media independently according to their needs.

INTRODUCTION

The Covid-19 pandemic has impacted the implementation of counseling, including lactation counseling for pregnant, maternity and breastfeeding women. Counseling is usually given simultaneously as scheduled visits to health facilities or the POSYANDU for toddlers. However, due to health services restrictions during the pandemic, counseling could not be conducted. Utilization of information technology during the pandemic can be a solution for online lactation counseling services. The use of information technology as support in breastfeeding can increase exclusive breastfeeding (Lau et al., 2016).

Various forms of the e-lactation counseling platform to perform online consultations have been widely tested for use. Andini (2019) analyzed the use of the SIMOMI application, which consists of 3 features: breast milk calculator, breastfeeding articles and online consultation using a black box and UAT (User Experience Test). The study results showed that the SIMOMI application could already be used as intended and the initial design, especially the calculator feature. Almohanna et al., (2020) analyzed using discussion forums and website-based health education using thematic analysis. The analysis results found that health education with personal website-based support through discussion forums appears to be the most effective way to improve breastfeeding outcomes and long-term exclusive breastfeeding rates. The

prior study develops a website-based breastfeeding consultation information management application using a path testing and black box basis (Rizkyanto, 2021) with 3 accesses: admin, counselor, and patient. Admin can enter data in the form of scheduling, management, changes and general information or consulting services. Counselors can enter medical record data, customer activities, and consultation status.

Based on the studies above, the online consultation media that is widely developed is website-based. Website-based applications require expertise in managing them. People with limited digital technology management need a type of application that is simple and easy to use and manage. Linktr.ee has been used as a linked site for e-learning and as a media for promoting products. Linktr.ee can be used as a practical and easy-to-use e-counseling medium. Linktr.ee accommodate a links collection in a single screen display. The collection of links presented in Linktr.ee can be accessed simply by selecting the desired link without logging in first.

The purpose of linktr.ee e-lactation counseling socialization for cadres is to achieve breastfeeding targets during the Covid-19 pandemic by using online-based media that are simple and easy to apply by cadres and breastfeeding targets with limited use of modern technology.

METHOD

Socialization of lactation e-counseling media for cadres was carried out in ASI Village, Wonokromo Village, Surabaya. 40 cadres participated in this socialization. The problem faced by Kampung ASI cadres is the limited time and media access to lactation counseling services for breastfeeding mothers due to social restrictions during the Covid-19 pandemic. The socialization is carried out online using a zoom meeting with the following stages:

Planning:

1. FGD media concept of lactation counseling in the form of a collection of lactation counseling videos presented using linktr.ee
2. Counseling video making
3. Setting up the linktr.ee e lactation counseling feature which consists of a consultation feature and a counseling video feature
4. Trial using linktr.ee e lactation counseling

Implementation:

1. Simulation of using linktr.ee e lactation counseling to cadres (3 July 2021)
2. Frequently Asked Questions regarding the use of linktr.ee e lactation counseling (3 July 2021)
3. Implementation of e counseling using linktr.ee e lactation counseling for 2 weeks (5–18 October 2021)

Evaluation:

Pre and Post tests before and after the use of lintr.ee e lactation counseling which was carried out by providing a questionnaire presented with a google form. This pre- and post-test aims to measure the level of knowledge, skills and services of cadres in providing lactation counseling. The pre-test was held on July 3, 2021, while the post-test was held on July 19, 2021.

RESULT AND DISCUSSION

The socialization activity was carried out through a zoom meeting and was attended by 40 cadres. The videos types that can be accessed as counseling materials in linktr.ee lactation e-counseling include breastfeeding practices during the pandemic, proper breastfeeding position, why is there a small amount of milk production? how to release breast milk, recognize baby hunger cues, breastfeeding problems, oxytocin massage, postpartum exercises, breast milk dam, mastitis, breast abscess.

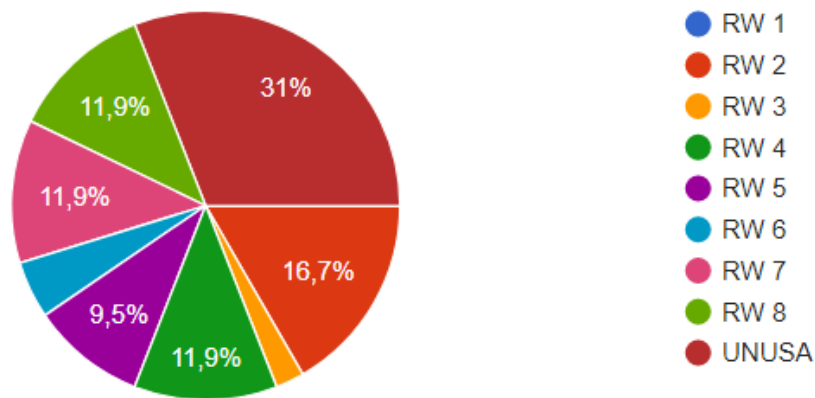


Figure 1. Graph of the percentage of cadres who attended the socialization activities based on their working area

During the socialization activity, the cadres were given a simulation to use the linktr.ee e-lactation-counseling. The simplicity of the linktr.ee e lactation counseling interface makes it easy for cadres to use it. Cadres use linktr.ee e lactation counseling only by accessing the link https://linktr.ee/e_konseling_laktasi. Furthermore, the breastfeeding mothers can take advantage of linktr.ee e-lactation-counseling, cadres simply share the link via WhatsApp chat.

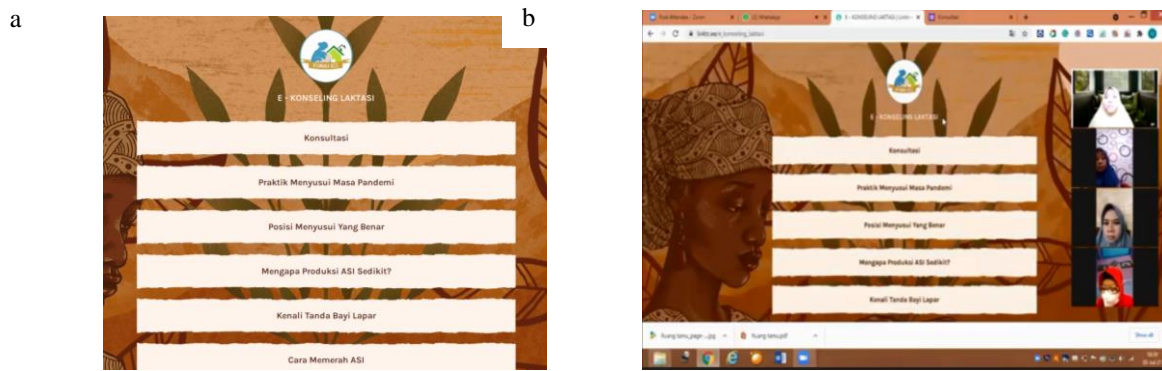


Figure 2. [a] display linktr.ee e lactation counseling; [b] documentation of socialization of the use of e-lactation counseling media through *zoom meetings*

The pre-test results showed that only 46.9% of cadres carried out lactation counseling during the pandemic. Counseling is carried out by cadres by home visits and WhatsApp chat. Constraint experienced during the implementation of lactation counseling were: the information cannot be received properly because of the limited counseling time during home visits (43% cadres); Explanations that require practice cannot be explained optimally in a short time or via WhatsApp chat (57% cadres); The target had no cellphone (1%). The social restrictions implementation during the pandemic limits access to the implementation of lactation counseling services, both through health care facilities visits by mothers and babies and home visits by health workers and cadres. Communication, information and education (IEC) related to lactation management during the pandemic is performed by telephone or other communication media (Mulati, 2020).

The post-test results showed that 97.4% of cadres who carried out counseling said that linktr.ee e-lactation counseling made it easier to provide online counseling. The cadres' percentage who carries out counseling before and after being given socialization is increasing, which is 50.5%. The ease of using counseling media improve the cadres' interest in conducting counseling. Counseling could increase interest in breastfeeding.

This activity found that counseling using videos was easy to understand (89% cadres). The effectiveness of IEC implementation is supported by the type of media used. The provision of audiovisual-based IEC is easier to understand than just via WhatsApp chat. This result is in line with prior research which found that health education with audiovisual media was more effective in increasing knowledge and attitudes in breastfeeding (Idris, 2019; Wijayanti, 2019). Which examines students' knowledge about dental and oral health using power point media and flip charts concludes that image and sound media could improve memory skills.

CONCLUSION

Linktr.ee e-lactation counseling supports the implementation of lactation counseling services in the ASI Village, Wonokromo Village during the Covid-19 pandemic. The various video tutorials provided can be comprehended with ease, making it easier to practice breastfeeding. It is expected in the next activity, cadres able to gain skills in producing lactation counseling links to develop media independently based on their needs

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