

## ABSTRAK

### PEMANFAATAN MEDIA SOSIAL ( TIK TOK) TERHADAP SELF EFICACY IBU BREASTFEDDING DI KLINIK UTAMA PERMATA IBU PANGKALAN BUN

Siti Norhafifah  
Universitas STRADA Indonesia  
[sitinorhafifah2711@gmail.com](mailto:sitinorhafifah2711@gmail.com)

Breastfeeding self efficacy (BSE) berhubungan dengan persepsi mengenai kemampuannya dalam keberhasilan pemberian ASI. BSE yang rendah juga dipengaruhi oleh pengetahuan ibu yang kurang tentang ASI.

Penelitian ini bertujuan untuk menganalisis Pemanfaatan Media Sosial (Tik Tok) Terhadap Self Efficacy Ibu Breastfeeding Di Klinik Utama Permata Ibu.

Penelitian ini menggunakan penelitian deskriptif kuantitatif dengan pendekatan eksperimen dan teknik Accidental sampling didapatkan 30 responden variabel dependen Media Sosial (Tik Tok) variabel independen Self Efficacy Ibu Breastfeeding. Digunakan uji statistik Uji-Wilcoxon untuk mengetahui kedua variabel.

Hasil penelitian dari 30 responden didapat dari ibu melahirkan di Klinik Utama Permata Ibu sebagian besar ibu bersedia terhadap keberhasilan menyusui (*Breastfeeding*) yaitu sebanyak 24 orang (80%) dan sebagian besar responden dengan paritas multigravida sebanyak 18 responden (60%).

Berdasarkan uji statistic menggunakan uji Wilcoxon didapatkan hasil  $p = 0.000 < 0,05$  yang berarti ada hubungan keberhasilan Pemanfaatan Media Sosial (Tik Tok) Terhadap Self Efficacy Ibu Breastfeeding di Klinik Utama Permata Ibu Pangkalan Bun.

**Kata kunci : Media Sosial (Tik Tok ), Self Efficacy Ibu Breastfeeding**

## **ABSTRACT**

### **UTILIZATION OF SOCIAL MEDIA (TIK TOK) ON MOTHERS' SELF-EFICACY OF BREASTFEDDING IN KLINIK UTAMA PERMATA IBU PANGKALAN BUN**

Siti Norhafifah

Universitas STRADA Indonesia

[sitinorhafifah2711@gmail.com](mailto:sitinorhafifah2711@gmail.com)

**By : Siti Norhafifah**

*Breastfeeding self-efficacy (BSE) is related to the perception of one's ability to successfully breastfeed. Low BSE is also influenced by the mother's lack of knowledge about breastfeeding.*

*This study aims to analyze the Utilization of Social Media (Tik Tok) on Self-Efficacy of Breastfeeding Mothers In Klinik Utama Permata Ibu.*

*This study uses quantitative descriptive research with an experimental approach and purposive sampling technique obtained 30 respondents dependent variable Social Media (Tik Tok) independent variable Self Efficacy Ibu Breastfeeding. The Test-Square statistical test was used to determine the two variables.*

*The results of the study from 30 respondents obtained from mothers giving birth at the Permata Ibu Main Clinic showed that most of the mothers were willing to achieve successful breastfeeding (Breastfeeding), namely 24 people (80%) and most of the respondents with multigravida parity were 18 respondents (60%).*

*Based on the statistical test using the Chi-Square test, the results obtained were  $p = 0.000 < 0.05$ , which means that there is a relationship between the success of the use of social media (Tik Tok) and the self-efficacy of breastfeeding mothers at the In Klinik Utama Permata Ibu Pangkalan Bun.*

**Keywords:** Social Media (Tik Tok), Self Efficacy of Breastfeeding Mothers