

ABSTRAK: Permasalahan pemberian ASI eksklusif masih belum mencapai target sebesar 80%. Sedikitnya produksi ASI dipengaruhi oleh kurangnya kinerja hormon oksitosin akibat kurangnya hisapan bayi yang membuat ibu berhenti menyusui. Salah satu cara meningkatkan produksi ASI adalah memperkenalkan pijat oksitosin karena, pengetahuan suami masih tergolong cukup. Penelitian ini bertujuan untuk menganalisis efektivitas pemberian edukasi melalui media “OBROLIN” (Video Animasi Pijat Oksitosin) terhadap peningkatan pengetahuan dan sikap AyahASI. Desain penelitian ini menggunakan *pre-experimental* dengan *rancangan one group Pre-Test and Post-Test design* dengan subjek penelitian dipilih secara *purposive sampling* yaitu berjumlah 21 Ayah yang tergabung dalam komunitas AyahASI dan wajib mengikuti proses edukasi selama 2 sesi pertemuan. Penelitian ini dilakukan pada bulan April hingga Juni 2024. Pengambilan data dilakukan secara *online* melalui *zoom meeting* dengan menggunakan kuesioner pengetahuan dan sikap tentang pijat oksitosin serta pemutaran video animasi berdurasi 9 menit 44 detik dan pengulangan video dilakukan retensi antara jeda *Pre-Test* menuju *Post-Test*. Analisis data bivariat dilakukan menggunakan uji *Wilcoxon*. Hasil penelitian menunjukkan terdapat 33,3% berpengetahuan baik, 57,1% berpengetahuan cukup, 9,5% berpengetahuan kurang dan 52,4% sikap baik, 47,6% sikap kurang pada hasil *Pre-Test* dan terdapat peningkatan pada hasil *Post-Test* sebesar 90,5% berpengetahuan baik, 9,5% berpengetahuan cukup, dan 100% sikap baik. Terdapat perbedaan antara *Pre-Test* dan *Post-Test* pada pengetahuan dan sikap ayah dengan angka delta 21 menunjukkan hasil yang signifikan ($p\text{-value} < 0.001$; $p < 0.05$) sehingga dapat disimpulkan media video animasi efektif dalam meningkatkan pengetahuan dan sikap tentang pijat oksitosin pada ayah ASI.

Kata Kunci: AyahASI, Pengetahuan, Pijat Oksitosin, Sikap, Video Animasi

ABSTRACT: The problem of exclusive breastfeeding has not yet reached the target of 80%. The lack of breast milk production is influenced by the lack of performance of the oxytocin hormone due to the lack of infant suction, which makes mothers stop breastfeeding. One way to increase breast milk production is to introduce oxytocin massage because the husband's knowledge is still relatively sufficient. This study aims to analyze the effectiveness of providing education through the media “OBROLIN” (Oxytocin Massage Animation Video) on improving the knowledge and attitudes of breastfeeding fathers. This research design uses *pre-experimental* with a *one-group Pre-Test and Post-Test design* with research subjects selected by *purposive sampling*, namely 21 fathers who are members of the “Ayah ASI” community and must take part in the educational process for 2 meeting sessions. This study was conducted from April to June 2024. Data collection was carried out online through a Zoom meeting using a knowledge and attitude questionnaire about oxytocin massage and playing an animated video with a duration of 9 minutes 44 seconds and video repetition was retained between the *Pre-Test* and *Post-Test* pauses. Bivariate data analysis was performed using the *Wilcoxon* test. The results showed that there were 33.3% with good knowledge, 57.1% with sufficient knowledge, 9.5% with poor knowledge, 52.4% with good attitude, 47.6% with poor attitude in the *Pre-Test* results and there was an increase in the *Post-Test* results of 90.5% with good knowledge, 9.5% with sufficient knowledge, and 100% with good attitude. There is a difference between the *Pre-Test* and *Post-Test* on the knowledge and attitude of fathers with a delta number of 21 showing significant results ($p\text{-value} < 0.001$; $p < 0.05$) so it can be concluded that animated video media is effective in increasing knowledge and attitudes about oxytocin massage in breastfeeding fathers.

Keywords: Breastfeeding Father, Knowledge, Oxytocin Massage, Attitude, Animation Video