

## THE EFFECT OF ANIMATED *IBISKUS* MEDIA ON THE MOTIVATION TO EXECUTE PREGNANCY EXERCISES

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### ABSTRAK PENGARUH MEDIA *IBISKUS* ANIMASI TERHADAP MOTIVASI MELAKUKAN LATIHAN KEHAMILAN

Latar Belakang: Partus lama memberikan kontribusi pada angka kematian ibu dan angka kematian bayi baru lahir. Salah satu solusi untuk mengatasi partus lama adalah dengan melaksanakan senam hamil. Namun terdapat kendala dalam kontinuitas pelaksanaan yang disebabkan oleh rendahnya motivasi sehingga dibutuhkan suatu media pembelajaran untuk meningkatkan motivasi ibu hamil yaitu *Ibiskus* animasi.

Tujuan: Tujuan dari penelitian ini adalah untuk mengetahui pengaruh media *Ibiskus* animasi terhadap motivasi ibu hamil dalam pelaksanaan senam hamil.

Metode: Jenis penelitian ini menggunakan metode kuantitatif dengan rancangan quasi eksperimen two groups pre and post test dengan sample yang berjumlah 30 orang yang diambil dengan cara accidental sampling. Teknik pengumpulan data menggunakan data primer berupa kuesioner. Analisis data menggunakan Wilcoxon dan Mannwhitney  $p < 0,05$ .

Hasil: Hasil uji wilcoxon pada kelompok *Ibiskus* adalah  $p=0.001$  dan kelompok leaflet adalah  $p=0.026$ . Hasil uji Mannwhitney antar kedua kelompok adalah  $p=0.004$ .

Kesimpulan: terdapat perbedaan efektivitas penggunaan *Ibiskus* dan leaflet dalam meningkatkan motivasi ibu hamil dengan media *Ibiskus* animasi lebih efektif daripada leaflet (difference mean 2.33).

Saran: Diharapkan bagi bidan mampu menggunakan media *Ibiskus* animasi untuk meningkatkan motivasi ibu hamil dalam pelaksanaan senam hamil yang komprehensif.

Kata kunci: *Ibiskus* Animasi; Leaflet; Motivasi; Senam hamil;

### ABSTRACT

Background: Prolonged labor contributes to maternal mortality and newborn mortality. One solution to overcome prolonged labor is to carry out pregnancy exercises. However, there are obstacles to the continuity of implementation caused by low motivation. Thus, learning media is needed to increase the motivation of pregnant women named *Ibiskus* animation.

Purpose: The purpose of this study was to determine the effect of animated *Ibiskus* media on pregnant women's motivation to implement pregnancy exercise.

Methods: This type of research uses quantitative methods with a quasi-experimental design of two groups pre and post-test with a sample of 30 people taken by accidental sampling. The data collection technique used primary data in the form of a questionnaire. Data analysis using Wilcoxon and Mann-Whitney  $p < 0.05$ .

Results: The Wilcoxon test result in the *Ibiskus* group was  $p=0.001$  and the leaflet group was  $p=0.026$ . The Mann-Whitney test result between the two groups was  $p=0.004$ .

Conclusion: In conclusion, there are differences in the effectiveness of using *Ibiskus* and leaflets in increasing the motivation of pregnant women with animated *Ibiskus* media more effectively than leaflets (difference mean 2.33).

Suggestion: It is expected that midwives will be able to use animated *Ibiskus* media to increase pregnant women's motivation to implement comprehensive pregnancy exercises.

Keywords : Prolonged Labour; Pregnancy exercise; Animated *Ibiskus*; Leaflet; Motivation

## INTRODUCTION

One of the causes of high maternal and perinatal mortality in Indonesia and other developing countries is prolonged labour (Semmagga & Fausyah, 2021). Prolonged labour contributes to high maternal mortality and newborn mortality rates. Prolonged labour caused maternal mortality of 8% globally and 9% in Indonesia, while newborn mortality was 26% globally and 30% in Indonesia in 2007 (Riyanto & Adifa, 2016). Generally, the labour process in normal mothers occurs in less than 24 hours, divided into four stages. The latent phase lasts eight hours, and the active phase lasts seven hours. Stage II labor usually lasts two hours in primigravida and one hour in multigravida. Stage III lasts less than 30 minutes, while stage IV starts from the birth of the placenta until the first two hours postpartum (Kurniarum, 2016). Three factors cause prolonged labour: energy, birth canal, and fetus. Abnormalities in the power factor can be caused by the occurrence of hiss that does not follow its phase, irregular hiss, no coordination and synchronization between the contractions of its parts (incoordinate), and hiss that is too strong and too frequent so that there is no relaxation of the uterus (tetanic). The above can cause labour congestion; if not treated immediately, it will result in fetal distress, and the mother's uterus can rupture (Semmagga & Fausyah, 2021).

Efforts that can be made by pregnant women so that labour runs smoothly can be controlled by doing pregnancy exercises (Semmagga & Fausyah, 2021). It is supported by the government's program to reduce maternal morbidity and mortality rates by conducting an integrated antenatal care program. Integrated antenatal care is comprehensive and quality care for all pregnant women (Tandiono, 2017). The increase in endorphins during pregnancy exercises naturally functions as a pain reliever during childbirth, so it dramatically helps speed up the birth process (Azis et al., 2020). Following the study results, doing pregnancy exercises facilitates the labor process in Stage II (Septiana, 2018). However, most pregnant women choose not to do pregnancy exercises and tend to reduce household chores and work activities. It is due to feeling uncomfortable during pregnancy exercises, fear of harming the fetus, having a history of abortion or infertility, low education and income levels, and taking care of children at home are problems that are often associated with decreased activity (Nascimento, 2015). So, one factor that influences pregnant women to participate in pregnancy exercises is internal factors consisting of knowledge, attitudes, and motivation (Hidayah et al., 2014). Motivation is

the drive contained in a person to try to make changes in behavior that are better at meeting their needs (Uno, 2016). In general, the purpose of motivation is to move someone so that there is a desire and willingness to do something so that they can get results and achieve goals (Makki & Aflahah, 2019). Factors that influence the lack of motivation to do pregnant gymnastics are physical factors, mental processes, heredity, environment, age maturity, facilities (facilities and infrastructure), and media (Yulianti & Halimatussaadiah, 2017).

A study said that most pregnant women who had less motivation to do pregnancy exercises did not get information from mass media/sources about pregnancy exercises (86.8%). The source of information is the amount of data mothers have obtained regarding pregnancy exercises. One factor influencing a person's knowledge about something is the amount of information received about something (Yulianti & Halimatussaadiah, 2017). The source of data can be obtained through mass media, such as print media (newspapers, magazines, books, tabloids, etc.), electronic media (television, radio, internet), as well as through health workers (Jatmika et al., 2019). The knowledge gained will affect pregnant women's motivation toward their pregnancy exercises (Yulianti & Halimatussaadiah, 2017). Animation-based information sources are a form of audio-visual media known as an attractive health education method. One of the advantages of animation is that the information obtained is stored in long-term memory (Suhartika & Mulyati, 2021).

Thus, in this research, we want to motivate pregnant women to implement pregnancy exercises through the animated lbiskus media. lbiskus (Iklan Layanan Masyarakat berBasIS Karakteristik Unsur Sosial-budaya) is a public service advert based on the characteristics of socio-cultural elements, in this case Bengkulu Culture. The media is expected to make pregnant women more interested in seeing it because it is equipped with supporting scenes and sounds. lbiskus animation is an advertisement containing material from pregnant exercises, starting from the definition, benefits, objectives, requirements, contraindications, and stages of pregnancy exercises. Hopefully, this lbiskus community service advert will increase the respondents' motivation.

## RESEARCH METHODS

This type of research uses a quasi-experimental two groups, pre-and post-test, to

determine the effect of animated Ibiskus media on pregnant women's motivation to implement pregnant exercises in Bengkulu City in 2018. The sample in this study amounted to 30 people divided into two groups: the intervention group with animated Ibiskus (15 people) and the control group with leaflets (15 people). Sampling method using an accidental sampling technique. Before and after the intervention, respondents will fill out a questionnaire sheet to measure the increase in motivation. The inclusion criteria were: never done pregnancy exercises, primigravida mother, TM II - TM III, domiciled in the research location, and willing to be a respondent. This research was conducted at PMB Midwife Susi Irma Novia, SST, in November 2018. The data used in this study were primary. Data analysis used univariate analysis (frequency

distribution) and bivariate (Wilcoxon and Mann Whitney) using SPSS.

## RESEARCH RESULT

This study was conducted to determine the difference in effectiveness between the use of animated Ibiskus and leaflets in increasing the motivation for implementing pregnancy exercises with 30 respondents.

### Univariate Analysis

Distribution of respondent characteristics and frequency distribution of motivation of pregnant women in the implementation of pregnancy exercises

**Table 1.**  
**Distribution of Respondent Characteristics**

Respondent Characteristics	<i>Ibiskus</i>	Leaflet	p-value
	Frequency (n=15)	Frequency (n=15)	
Age (year)			
<20	0(0%)	1(6.7%)	0.608
20-35	14(93.3 %)	11(73.3%)	
>35	1(6.7%)	3(20%)	
Total	15(100%)	15(100%)	
Education			
High: High School-University	13(86.7%)	12(80%)	0.630
Low: Elementary-Middle School	2(13.3%)	3(20%)	
Total	15(100%)	15(100%)	
Parents' occupation			
Employed	6(40%)	5(33.3%)	0.710
Not working	9(60%)	10(66.7%)	

Table 1 shows the characteristics of both groups that the most age in the Ibiskus intervention group who became research subjects was in the age range of 20-35 years, namely 14 people (93.3%), and in the leaflet intervention group, as many as 11 people (73.3%). In both groups, most had a high level of education, namely 13 people (86.7%) in the Ibiskus intervention group and 12 people (80%) in the leaflet intervention group. Most pregnant women in both groups did not work, namely 9 people (60%) in the Ibiskus intervention group and 10 people (66.7%) in the leaflet intervention group.

Analysis of the questionnaire of motivation for pregnancy exercise using descriptive statistical analysis of the average based on the value given based on the results of the questionnaire that has been answered. The criteria used to describe the research average of the observation results are: 1. STS = Strongly Disagree, TS = Disagree, 3. RR =

Undecided, 4. S = Agree, 5. SS = Strongly Agree. The range of each category is determined using a statistical equation adjusted to the data. The number of aspects observed is 15: Maximum score = 15 x 4; Minimum score = 15 x 1.

$$\text{Interval} : \frac{\text{Maximum Score} - \text{minimum score}}{\text{Number of aspects}}$$

**Tabel 2.**  
**Motivation Score Interval**

Score	Category
15-30	Very low
31-45	Low
46-60	Medium
61-75	High

**Tabel 3.**  
**Frequency Distribution of Pregnant Women's Motivation in Implementing Pregnancy Exercises**

Motivasi	Intervensi			
	Ibiskus		Leaflet	
	Before	After	Before	After
Very low	0(0%)	0(0%)	0(0%)	0(0%)
Low	1(6.7%)	0(0%)	0(0%)	0(0%)
Medium	7(46.7%)	3(20%)	11(73.3%)	9(60%)
High	7(46.7%)	12(80%)	4(26.7%)	6(40%)

Table 3 above shows that most pregnant women, before being given the Ibiskus intervention, had moderate and high motivation towards pregnancy exercises (46.7%). After being given the Ibiskus intervention, most followed a high level of motivation (80%). Meanwhile, most of the pregnant women before (73.3%) and after (60%) given the leaflet intervention had moderate motivation.

#### Bivariate Analysis

The difference in the average increase in motivation in the Ibiskus animation and leaflet groups in the implementation of pregnancy exercises and the difference in effectiveness between the two media Ibiskus animation and leaflet.

**Tabel 4.**  
**Differences in the motivation of pregnant women before and after the Ibiskus and Leaflet interventions**

Group		Minimum-Maximum	Mean ( $\pm$ SD)	P Value
Ibiskus	Before	42-68	59.6( $\pm$ 7.2)	0.001
	After	53-72	65.87( $\pm$ 5.4)	
Leaflet	Before	51-68	56.9( $\pm$ 4.6)	0.026
	After	55-69	60.2( $\pm$ 3.9)	

**Tabel 5.**  
**Comparison of the effectiveness of the Ibiskus and leaflet intervention groups in increasing motivation to perform pregnancy exercises**

Group	N	Mean Rank	Difference in Mean	P Value
Ibiskus	15	8	2.33	0.004
Leaflet	15	5.67		

In the Ibiskus group, there was an increase before and after the intervention from an average of 59.6 ( $\pm$ 7.2) to 65.87 ( $\pm$ 5.4). There was a statistically significant difference in knowledge improvement in the Ibiskus group with a p-value of 0.001 ( $<$ 0.05). In the leaflet group, there was also an increase in motivation before and after the intervention from an average of 56.9 ( $\pm$ 4.6) ( $\pm$ 16.6644) to 60.2 ( $\pm$ 3.9). There was also a statistically significant difference in the increase in motivation in the leaflet group, with a p-value of 0.026 ( $<$ 0.05).

The average increase in motivation in the video group was 8 higher than the average in the leaflet group, which was 5.67. Statistically, there is a significant difference in the increase in motivation in the Ibiskus group compared to the leaflet group, with a p-value of 0.004 ( $<$ 0.05) where health promotion of

the implementation of pregnant exercises using Ibiskus is more influential in increasing the motivation of pregnant women compared to using leaflets.

#### DISCUSSION

The results of this study state that there is an increase in motivation for implementing pregnant exercises in the Ibiskus animation intervention group ( $p=0.001$ ). There was an increase in motivation before the Ibiskus intervention, from 7 people (46.7%) to 12 people with high motivation (80%). This result follows other studies that show the effect of health education using video media on the readiness of mothers to face childbirth ( $p$ -value = 0.000) (Lisnawati & Prahastuti, 2021). In health education for pregnant women, video media is more valuable and easy to use to provide health

information, especially about pregnancy, such as pregnancy danger signs. Video media containing sight and hearing senses will be easier to understand. They can increase the knowledge of pregnant women compared to e-booklets that only have a sense of sight (Widuri et al., 2021). The results of this study also stated an increase in motivation for implementing pregnancy exercises in the leaflet intervention group ( $p=0.026$ ). There was an increase in motivation before being given the Ibiskus intervention, from 4 people (26.7%) to 6 people (40%) who had high motivation. Most respondents in the leaflet group had moderate motivation both before treatment (73.3%) and after treatment (60%). In contrast to previous research, which states that there is no significant difference in motivation before and after the provision of health education in the leaflet group with  $p\text{-value} = 0.063 > 0.05$  ( $\alpha$ ) (Sa'diyah et al., 2020).

Therefore, based on the Mann-Whitney test, this study states a significant difference in motivation increase in the Ibiskus animation group compared to the leaflet group with a  $p\text{-value}$  of 0.004 ( $<0.05$ ). This is similar to a study that stated that both media increased the knowledge of pregnant women with a  $p\text{-value}$  of 0.000 for videos and a  $p\text{-value}$  of 0.000 for e-booklets. It was also found that videos were more effective than e-booklets in increasing the knowledge of pregnant women ( $p\text{-value}$  0.031) (Widuri et al., 2021). The knowledge gained will affect pregnant women's motivation toward their pregnancy exercises (Yulianti & Halimatussaadiah, 2017). In line with previous research, there is a significant difference in motivation before and after providing health education in the video intervention group with a  $p\text{-value}$  of 0.039  $<0.05$  ( $\alpha$ ) and states that video media is more effective than leaflet media on the motivation to do pregnant exercises in pregnant women (Sa'diyah et al., 2020).

According to previous research, research subjects given health education using videos will more easily understand information because it activates more senses than just using leaflets. Information from this video will increase client understanding so that they have better knowledge. Following the theory that video media has many advantages over other media, including being able to be repeated if necessary to add clarity, the message conveyed is quickly received and easily remembered; videos can encourage and increase motivation to keep paying attention (Saban, 2017). Providing classes for pregnant women using videos will make pregnant women more interested in the material presented and can be repeated at any time at home (Sari, 2019). This study used the Ibiskus

video as an animated (moving image) culture-based public service advertisement.

## CONCLUSION

It can be concluded that the Ibiskus animation media ( $p=0.001$ ) and leaflets ( $p=0.026$ ) can increase the motivation of pregnant women in the implementation of pregnant exercises with Ibiskus animation media more effectively than leaflet media (0.004).

## SUGGESTION

Suggestions from researchers hope that midwives can use Ibiskus animation in providing pregnant exercise material in pregnant women's classes and hopefully be more creative in creating learning media that can increase motivation in the implementation of pregnant exercises. Meanwhile, the new animated Ibiskus media was tested on less than 30 respondents, so it is hoped that in further research, it can be tested on more respondents to get more improvements before mass use.

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