

## OPTIMISATION OF THE AYAHASI WEBSITE (OPSI) AS A SELF-LEARNING MEDIA FOR THE AYAHASI INDONESIA COMMUNITY

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### ABSTRACT

The exclusive breastfeeding rate in Indonesia has not met the national target. A study shows that father's support has a positive impact on breastfeeding success. However, fathers' involvement in breastfeeding support has not been optimized, and one reason is low knowledge of breastfeeding. To support the AyahASI community, this community service was aimed at developing and optimising the AyahASI website and developing educational material in the form of posters and pocketbooks. AyahASI website has been developed to be a self-learning media that can be accessed independently by father. By optimizing the website, it is hoped that this platform can provide more comprehensive, interactive, and user-friendly information on various topics around breastfeeding, the role of fathers in parenting, and family health. An educational tool about breastfeeding was developed, which includes a 7 poster and a pocketbook with engaging and creative design to attract readers. In conclusion, AyahASI website look and content had been improve that can be suitable for father breastfeeding information channel.

**Keywords:** ayahASI website, breastfeeding, e-Learning, poster, pocketbook

### INTRODUCTION

The exclusive breastfeeding program is one of the main focuses in efforts to improve maternal and child health in Indonesia. In this process, the role of fathers is often overlooked, even though their support is crucial to the success of breastfeeding. The ASI Fathers Community is present as a forum that supports fathers in understanding their important role in supporting the success of exclusive breastfeeding. However, along with the development of technology and the increasing need for fast and precise access to information, the role of the AyahASI website as an educational medium has not been optimally optimized.

The AyahASI website is currently still limited in providing information and interaction to its community members. In fact, by utilizing the potential of digital technology, websites can be an effective means of providing learning materials that can be accessed anytime, from anywhere. Users can take advantage of information about breastfeeding, parenting tips, and interactive discussions about the challenges faced by fathers. With the optimization of the AyahASI website, it is hoped that it can provide a better learning experience and support fathers to be more active in supporting the health of their children and families.

Exclusive breastfeeding is one of the important steps in efforts to improve the health and welfare of children in Indonesia. Various studies show that breast milk can provide optimal nutrition and strengthen the baby's immune system. However, in practice, support from fathers often lacks enough attention. Fathers play a crucial role in supporting successful breastfeeding, both through emotional support and by creating a conducive environment for breastfeeding mothers. The ASI Fathers Community is here as a forum for fathers to get the education and support they need in carrying out this role.

In 2020, the coverage of exclusive breastfeeding for infants in Indonesia was only 66.06% (Kementerian Kesehatan RI, 2021). In relation to the Sustainable Development Goals (SDGs) 2030, breastfeeding is one of the first steps for ensuring a healthy and prosperous life. Breastfeeding is the best source of nutrition with bio active components that can improve the health status of both mothers and infants. This aligns with SDGs number 2 and 3, which focus on eliminating hunger and health issues and promoting well-being. Infants who receive breast milk, considered the gold standard for infant nutrition, are shown to have higher IQ's and better performance, leading to better job prospects and income, thus supporting SDG number 4, which aims to ensure quality education for both mothers and their babies (Rosmadewi & Aliyanto, 2022; SDG, 2023).

Studies show that a father's support positively impacts the success of the breastfeeding process. However, paternal involvement in parenting in Indonesia remains sub-optimal. Strong patriarchal culture often acts as a barrier, including restricting fathers or husbands from participating in domestic roles or parenting (Ayah ASI, 2023). This situation contributes to the breastfeeding rates in Indonesia. Studies also show that strong paternal approval of breastfeeding is

associated with a high incidence of breastfeeding (98.1%). This means that when a breastfeeding mother has a "significant other (close person)" who is informed and understands breastfeeding, that person's support for the mother's choice to breastfeed is more likely to lead to successful breastfeeding (Mannion et al., 2013; Tohotoa et al., 2009).

The AyahASI community is a social movement aimed at increasing fathers' involvement in supporting their wives to successfully breastfeed. AyahASI believes that men need to be involved in the breastfeeding process to achieve a 100% success rate. AyahASI uses a peer approach to deliver information, making it more accessible to other men through digital platforms such as Instagram, Facebook, Twitter, and the website. The effectiveness of using these platforms is still difficult to gauge without the support of engaging, interactive, and communicative educational media.

Current educational media consists only of PDF modules with many pages of text and minimal visualisation or audio. Given this urgency, optimising the AyahASI website as a self-learning educational media accessible by fathers through their gadgets could enhance fathers' knowledge about breastfeeding and the breastfeeding process. Based on this, the goals of this Community Service activity are as follows: (1) To elaborate on the AyahASI website as a self-learning educational media; (2) To design visual educational media on the AyahASI website.

## METHOD

Community Service is partnering with AyahASI Indonesia, targeting adults who are prospective fathers and fathers. The Optimization Program (OPSI) will be implemented from April to July 2024. The target participants for the AyahASI website optimisation program are prospective fathers and fathers who have previously attended paid AyahASI training classes online via Zoom and WhatsApp and offline sessions facilitated by certified trainers. The sequence of activities for the Website Optimization Program (OPSI) includes: (1) Modifying educational media to be more diverse, including visual and audiovisual formats; (2) Testing and practising the results of the modified self-learning educational media on the website; (3) Elaborating on the role of website visitors as self-learners.

Before optimisation, the AyahASI website only contained educational media in PDF modules. The modification will diversify the educational media, including digital learning content in audio, visual, and audiovisual formats. This will include two visual media (posters and brochures). The learning content will be produced into seven sessions, each lasting 10 minutes. All learning content will be uploaded to the AyahASI website. The material will be delivered in seven learning sessions (7 x 10 minutes) as follows: (1) Introduction, expectations, goals; (2) Barriers to father involvement and benefits of breastfeeding; (3) How breasts work; (4) Common breastfeeding issues; (5) How fathers can help; (6) Listening to the wife's concerns for a more peaceful life; (7) Breastfeeding in emergency situations.

The testing and practice of the website optimisation and digital educational media modifications will be conducted simultaneously while accessing the AyahASI website as a self-learning tool for fathers who do not have enough time to attend scheduled and paid training. Testing will involve two trial-error phases after the optimisation and upload of digital educational media. The trial-error process will be carried out by certified breastfeeding facilitators from AyahASI. Practice sessions will be conducted twice, including pre- and post-tests. The practice sessions will be conducted by two AyahASI administrators as part of the instrument and questionnaire validation process. After completing the trial-error process, an announcement will be made across all AyahASI social media platforms that the AyahASI website has updated its features to include self-learning educational media, accessible for free to prospective fathers and fathers to learn about breastfeeding and the breastfeeding process, without having to attend time-bound and costly training.

In this activity, content creation will be carried out in collaboration with experts in the field of breastfeeding and parenting to create relevant and easy-to-understand material. Materials will be provided in a variety of formats, including articles, videos, infographics, and downloadable learning modules.

The optimisation of the AyahASI website is designed as a self-learning educational media and an effort by fathers to increase their knowledge about breastfeeding and the breastfeeding process by mothers. Through optimisation, more prospective fathers and fathers will access the AyahASI website to enhance support for mothers in breastfeeding their babies. Visitors can access and download materials with a minimum of 5 downloads per month. Visitors can fill out a survey after completing self-learning on the website. Monitoring and evaluation will be used to gauge the increase in website visitor trends following the optimisation. The average visitor trend after website optimisation is expected to be 5 people per month.

**RESULTS AND DISCUSSION**

Improving the AyahASI website to serve as a self-learning educational platform accessible to fathers through their devices could significantly boost their understanding of breastfeeding and its importance, given the limited and suboptimal educational media available in AyahASI website. Several programs were developed to address the issue, including:

1. Optimisation process of the AyahASI website as a self-learning media. The results of optimising the AyahASI website have shown to be a self-learning educational media that can be accessed independently by fathers, which consists of several feature columns on the homepage, attached in Figure 1, Figure 2; and Figure 3

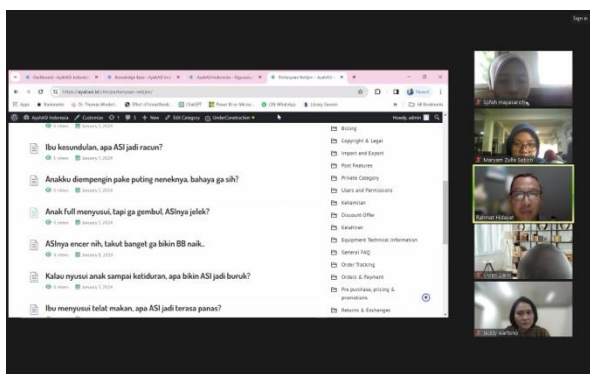


Figure 1. Pre-Optimisation AyahASI website

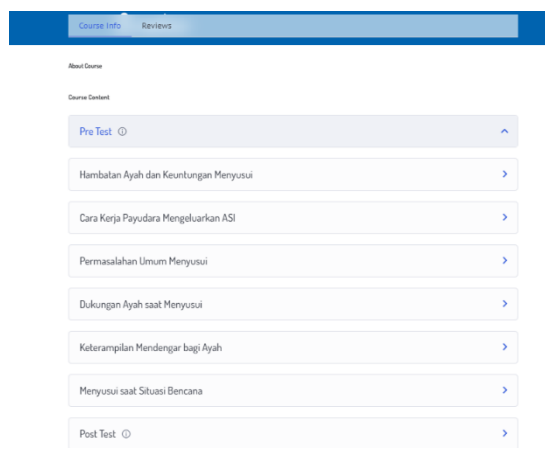


Figure 2. Post-Optimisation AyahASI website

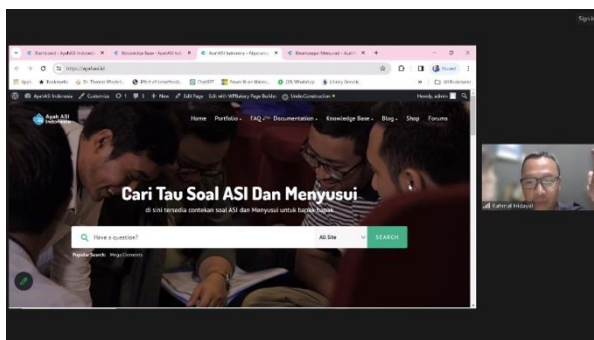


Figure 3. E-learning homepage



Figure 4. Learning Management System (LMS)

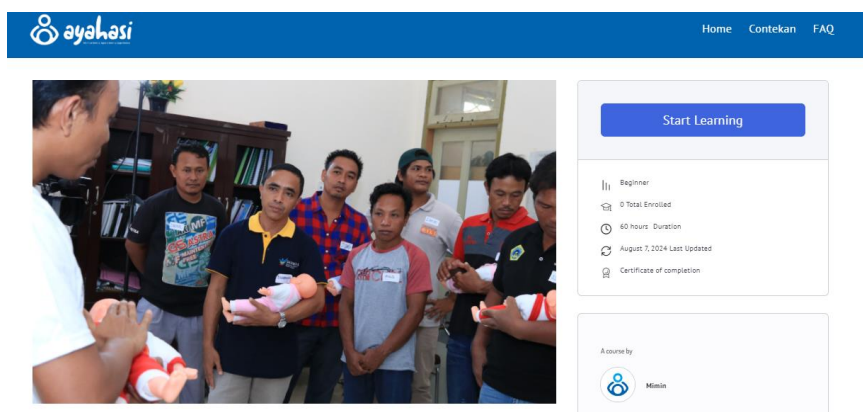


Figure 5. E-learning materials & pre and post-tests

The features displayed on the website are more like an LMS, as can be seen in Figure 4, consisting of 7 materials in each column containing visual media adapted to the 7 materials presented as follows: (1) Introduction, expectations, goals; (2) Barriers to father involvement and benefits of breastfeeding; (3) How breasts work; (4) Common breastfeeding issues; (5) How fathers can help; (6) Listening to the wife’s concerns for a more peaceful life; (7) Breastfeeding in emergency situations. As a form of evaluation of the educational material and the effectiveness of e-learning, pre- and post-questionnaires were also submitted after the subject or father tried the ayahASI e-learning, as seen in Figure 5. The features delivered on the LMS are based on the needs of fathers so that they can access e-learning materials easily. The selection of the 7 materials was adjusted to the urgency conveyed by the ayahASI community during the focus group discussion with the AyahASI co-founder.

2. The development and finalisation of visual educational media on the AyahASI website. Visual media consists of pocketbooks and posters that describe educational materials clearly and efficiently. AyahAsi modules that were initially in the form of PowerPoint and PDF without visualisation were developed into attractive and meaningful posters and pocketbooks per material. The design of the poster and pocketbook is more colourful so that the subject will be interested in reading and downloading it. The substance and design conveyed in the posters and pocketbooks have been validated by a certified breastfeeding counsellor, Rahmat Hidayat, S.Sos, as the co-founder of ayahASI and acts as a social media developer. Thus, the summary of the material in the posters and pocketbooks can be understood by subjects and fathers who access e-learning. The breastfeeding educational material for AyahASI website is in the form of 7 posters with topics, expectations, and goals, Barriers to father involvement and benefits of breastfeeding, How breasts work, Common breastfeeding issues, How fathers can help, Listening to the wife’s concerns for a more peaceful life; Breastfeeding in emergency situations can be seen in figure 6. The pocketbook media for exclusive breastfeeding education for AyahASI can be seen in Figure 7.



Figure 6. Breastfeeding Educational Poster for AyahASI Website

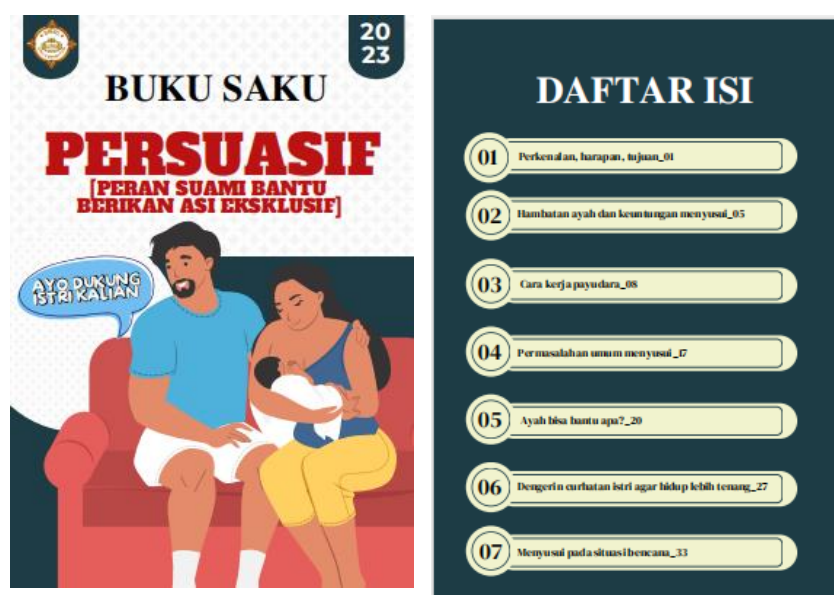


Figure 7. Exclusive Breastfeeding Educational PocketBook for AyahASI Website

Husband support plays a vital role in the success of exclusive breastfeeding. Studies have consistently emphasized the beneficial influence of spousal support on this practice (Ayalew, 2020; Iswara et al., 2022). In this modern era, where there is an increased need for flexible access to education, e-learning is needed to ease the nutrition education process (Luckyardi & Rahman, 2021). Limited research has been conducted on the development of websites for breastfeeding fathers, but some research has shown the effectiveness of nutrition education through websites with various media education. Experimental research show that E-Booklet that are used to educate about balanced nutrition in adolescents can increase knowledge (Amelia et al., 2023). Other research used website for nutrition education to increase mothers knowledge and toddler consumption (Junita et al., 2023). Nutrition education through smartphone also found to increase knowledge and practice of exclusive breastfeeding (Pratiwi et al., 2023).

## CONCLUSION

The AyahASI website has been optimized to serve as a self-learning teaching platform that is readily accessible to fathers. A breastfeeding educational material consisting of a poster and pocketbook was created. It covers seven subjects and features an engaging design, with the aim of capturing the attention of fathers and encouraging them to read it. Future community service should cover trial and error of educational media to test its effectiveness as a learning tool. The AyahASI website should be widely disseminated to attract a larger audience and promote the widespread sharing of breastfeeding information.

## ACKNOWLEDGMENT

The author would like to express gratitude to LPPM USAHID for funding and AyahASI community for the support and willingness to participate in this community service. The author would also like to thank Dina Rivia Sovitri, Maryam Zulfa, Sabrin, Sofah Mayasaroh, Vivien Carin for helping to develop the educational media.

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