

The Influence of Booklets and Audiovisual Media on Breastfeeding Mothers' Knowledge of Exclusive Breastfeeding: A Literature Review

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Background: The national exclusive breastfeeding rate has not yet reached the 80% target, a factor partly attributed to a lack of information from healthcare professionals. Current education is limited to basic explanations, without comprehensive guidance or counseling on breastfeeding techniques, lactation management, and how to address breastfeeding issues. As a result, mothers lack understanding of how to maintain exclusive breastfeeding and are easily hesitant when faced with difficulties. Therefore, effective health education with appropriate media is needed to increase mothers' knowledge about exclusive breastfeeding. Booklets and audiovisual media are effective media for increasing the knowledge of breastfeeding mothers because they combine important points with images, stimulate learning, appeal to many senses, and support affective, cognitive, and psychomotor aspects. **Objective:** To examine effective educational media to increase mothers' knowledge about exclusive breastfeeding with a combination of booklets and audiovisual media. **Methods:** This research aims to examine effective educational media to increase mothers' knowledge about exclusive breastfeeding with a combination of booklets and audiovisual media. This review used a systematic search of databases such as PubMed and Google Scholar, covering articles from 2020 to 2025. After screening, 13 articles (7 national and 6 international) were selected from the initial 62 articles. The search keywords were "exclusive breastfeeding," "booklets and audiovisuals," "knowledge," and "breastfeeding mothers." **Result:** The review of the articles presented shows that booklets and audiovisual media have an influence on increasing mothers' knowledge about exclusive breastfeeding. Based on this research can be concluded that booklets and audiovisual media are effective in increasing knowledge about exclusive breastfeeding by delivering information in an interesting and easy-to-understand manner. These media also support the affective, cognitive, and psychomotor aspects, so that mothers are more confident and consistent in implementing correct breastfeeding practices.

Keywords: Exclusive Breastfeeding, Audio Visual, Booklet, Knowledge, Breastfeeding Mother

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1. Introduction

UNICEF and WHO data (2023) show that the global coverage of exclusive breastfeeding for infants aged 0-6 months is 48% (UNICEF & OMS, 2023). So far, the coverage of exclusive breastfeeding in Indonesia is still categorized as low (Sabilla et al., 2025). Based on UNICEF Indonesia data in 2024, the percentage of infants receiving exclusive breastfeeding was recorded at 66.4%, and according to the Central Statistics Agency, Papua in 2024 had a percentage of 44.64% (BPS, n.d.; UNICEF & OMS, 2023). However, the current prevalence of exclusive breastfeeding coverage has not reached the national target of 80%. This low coverage of exclusive breastfeeding is caused by several factors: low maternal knowledge, maternal age is not ideal, low education, minimal family support, weak support from health workers, cultural & socioeconomic factors, and lack of maternal confidence in breastfeeding (Handiani & Anggraeni, 2020). Mothers who have completed higher education are 1.203 times more likely to practice exclusive breastfeeding than mothers who have never attended school (Laksono et al., 2021). This is because mothers with higher education are better able to access and understand health information, including

insight into the importance of exclusive breastfeeding for the first six months of a baby's life. Lack of knowledge and awareness among mothers with lower education can lead to a lack of enthusiasm for exclusive breastfeeding (Muhka et al., 2025). Exclusive breastfeeding needs to be improved and maintained, including through education, outreach, and campaigns related to exclusive breastfeeding by health workers (Azmi et al., 2020)

One of the root causes identified in previous research is the suboptimal information provided by health workers to mothers. The education provided is still limited to basic explanations without comprehensive guidance or counseling on breastfeeding techniques, lactation management, or how to overcome problems during breastfeeding. As a result, mothers do not gain sufficient understanding to maintain exclusive breastfeeding and easily feel doubtful when faced with difficulties. This indicates a gap between mothers' information needs and the education provided. Consequently, knowledge transfer from health workers is not optimal and is a contributing factor to the decline in the success of exclusive breastfeeding (Hennop et al., 2024)

Therefore, the choice of media prior to health education can influence the success of the education process. The use of engaging media will increase participants' confidence, accelerating cognitive, affective, and psychomotor changes. Therefore, effective health education with appropriate media is needed to improve mothers' knowledge about exclusive breastfeeding (Azmi et al., 2020).

Booklets are educational media that contain key points in written form combined with engaging images, stimulating readers to increase their knowledge. It is hoped that the information contained in the booklets can be applied by readers (Novitasari et al., 2021). Furthermore, video education is crucial because it engages multiple senses and supports affective, cognitive, and psychomotor learning (Metin & Baltacı, 2024).

Field conditions indicate that exclusive breastfeeding coverage remains low, influenced by a lack of maternal knowledge and suboptimal information provided by health workers regarding exclusive breastfeeding. This condition results in mothers not fully understanding the importance of exclusive breastfeeding or how to implement it correctly. Therefore, the purpose of this literature review is to examine effective educational media to increase maternal knowledge about exclusive breastfeeding through a combination of booklets and audiovisual media, thus providing value-added learning benefits by increasing the potential for improving maternal knowledge about exclusive breastfeeding.

2. Method

The method in this article is a literature review consisting of several pieces of information regarding Exclusive Breastfeeding educational media and maternal knowledge. This literature review is a series of studies using library data collection methods, or research whose research objects come from various library information. This review uses several sources including systematic search studies of computerized databases (Pubmed and Google Scholar) taken within the last 5 years from 2020 to 2025. The criteria for finding the search key for the literature review are "exclusive breastfeeding", "booklets and audiovisuals", "knowledge", and "breastfeeding mothers". All keywords are then connected using the Boolean "OR" to find as many citations as possible. And using "AND" which is used to increase the specificity or relevance of the citations. The articles obtained in the search are 62 journals, after reviewing the articles and adjusting them by title, there are 13 journals with 7 national journals and 6 international journals.

3. Results and Discussion

Result

Currently, exclusive breastfeeding coverage has not reached the national target of 80%. Lack of information provided by health workers is a contributing factor to the decline in the success of exclusive breastfeeding. Education provided is still limited to basic explanations without comprehensive guidance or counseling regarding breastfeeding techniques, lactation management, or how to address breastfeeding issues. As a result, mothers lack sufficient understanding to maintain exclusive breastfeeding and are easily hesitant when faced with difficulties (Hennop et al., 2024).

This article identified 13 articles using exclusively breastfed mothers as research subjects who received educational materials using booklets and audiovisual media. The following is a summary of the studies used.

Table 1. Summary of the Literature Review

No.	Title	Method	Sample	Data Analysis	Results
1	Efektivitas Penggunaan BOSE (BOOKLET ASI Eksklusif) di Era Pandemi COVID 19 Terhadap Tingkat Pengetahuan Ibu dalam Pemberian ASI Eksklusif di BPM Endah Suci Danarti Amd Keb Kecamatan Juwiring Klate	Quantitative research using a pre-experimental method. The design used in this study was a one-group pre-test and post-test.	30 mothers	Data analysis used the frequency distribution formula and the Wilcoxon rank test.	The results of the study showed a difference in mothers' knowledge before and after being given the Exclusive Breastfeeding Booklet (p -value $0.000 < \alpha (0.05)$). The use of the exclusive breastfeeding booklet was effective in increasing mothers' knowledge of exclusive breastfeeding (Novitasari et al., 2021).
2	Peningkatan Pemberian ASI Eksklusif Melalui BOOKLET Breastfeeding Self-Efficacy	The method used was quantitative with a quasi-experimental design.	36 breastfeeding mothers	Bivariate analysis used the Pearson/Spearman correlation test.	This study found a significant increase in knowledge about exclusive breastfeeding, with an average of 60.97%. The p -value was 0.000 (p -value < 0.05) (Hartati & Silitonga, 2023).
3	Penggunaan Leaflet, Booklet dan Video Untuk Tingkatkan Pengetahuan, Sikap, Keyakinan dan Niat Ibu Remaja Mengenai Pemberian Asi Eksklusif Di 2 Kecamatan Di Kabupaten Magelang	This study employed a quantitative research method with a quasi-experimental method.	60 teenage mothers	Univariate and bivariate analyses were performed, including the homogeneity test, Spearman rank test, and the Wilcoxon Signed Rank Test.	The results showed that several variables in maternal characteristics were related to mothers' knowledge, attitudes, beliefs, and intentions. All respondents were homogeneous. There was an effect of the use of leaflets, booklets, and videos on the knowledge, attitudes, beliefs, and intentions of

No.	Title	Method	Sample	Data Analysis	Results
					adolescent mothers regarding exclusive breastfeeding (Fadhilah et al., 2020).
4	Pengaruh Media Video terhadap Pengetahuan dan Sikap Ibu Bekerja tentang ASI Perah dan Pemberian ASI Eksklusif di Wilayah Kerja UPT Puskesmas Kuripan	The research methodology used was a pre-experimental design and a one-group pretest and posttest design.	63 working mothers who breastfeed	The Kolmogorov-Smirnov test was used for normality testing, and the Wilcoxon test for statistical analysis was used.	The results showed that there was an influence of the knowledge and attitudes of working mothers regarding expressed breast milk and exclusive breastfeeding before and after being given video media with a p-value of 0.000 (Aprianti & Faizaiturrahmi, 2023).
5	Pengaruh Pendidikan Kesehatan dengan Media Audio Visual terhadap Pengetahuan Ibu dan Keluarga serta Peran Keluarga dalam Pemberian ASI Eksklusif di Puskesmas Nilam Sari	This study was pre-experimental with a one-group pretest-posttest approach.	15 breastfeeding mothers and their families	The analysis used the Wilcoxon test.	The results showed that the average knowledge of breastfeeding mothers was 15.00 pre-test and 19.27 post-test with a p-value of 0.001. The average role of the family from the perspective of breastfeeding mothers was 16.60 pre-test and 20.87 post-test with a p-value of 0.001. The average family knowledge was 11.40 pre-test and 19.47 post-test with a p-value of 0.001. The average family role was 15.67 pre-test and 20.87 post-test with a p-value of 0.001 (Miharti et al., 2023).
6	Pengaruh Pendidikan Kesehatan dengan Audio Visual terhadap Pengetahuan dan Motivasi Ibu Menyusui secara Eksklusif di Puskesmas	The research method used was a pre-experimental design using a one-group pretest-posttest design.	30 breastfeeding mothers	Data analysis using paired simple t-test.	The results showed an effect of exclusive breastfeeding health education with audiovisuals on the knowledge and motivation of mothers to exclusively breastfeed, with a significance level of 0.000. significance p

No.	Title	Method	Sample	Data Analysis	Results
	Gambirsari Surakarta				< 0.05 (Rumiyati et al., 2020).
7	Efektivitas Media Audio Visual dalam Meningkatkan Pengetahuan Ibu tentang Teknik Menyusui Efektif di Desa Cot Pluh	This study used a quasi-experimental design with pre-test and post-test groups.	12 individuals	Data were analyzed using paired t-test.	Audiovisual media was effective in increasing mothers' knowledge of effective breastfeeding techniques in Cot Pluh Village, with a p-value of 0.041 (Bancin et al., 2025).
8	Effectiveness of Booklet on Exclusive Breastfeeding in Improving the Knowledge and Attitudes of Mother Who Do Not Exclusively Breastfeed in the Work Area of Posyandu Sisir Batu City, East Java, Indonesia	A randomized controlled trial with a pre-test-post-test design.	53 mothers	Data were analyzed using Wilcoxon Signed Rank Test.	The results showed that the Asymp. Sig. (2-tailed) value for mothers' knowledge and attitudes was 0.000 or <0.05. Thus, it can be concluded that the "Exclusive Breastfeeding Booklet" is effective in improving mothers' knowledge and attitudes toward exclusive breastfeeding (Katmawanti et al., 2021).
9	Effects of hybrid breastfeeding counseling on women's breastfeeding behaviors: a randomized controlled longitudinal study	A descriptive, exploratory study with a qualitative approach.	90 primiparous women	Data analysis using Descriptive Test, Independent t-test, Dependent t-test, Repeated Measures ANOVA, Chi-square test.	Findings showed that women in the experimental group had more positive attitudes and high motivation (Sönmez et al., 2025)
10	Breastfeeding booklet in prison institutions: initiative for promotion, protection and support	This study was a randomized control study.	Thirteen professionals working in Brazilian prisons	Qualitative approach using semi-structured interviews, content analysis with the following stages: pre-analysis, coding, categorization, and interpretation.	The use of the booklet proved strategic in overcoming obstacles caused by the pandemic and offered up-to-date information and guidance that was essential for breastfeeding continuity (Santos et al., 2022)
11	The effects of video-assisted breastfeeding education given to primiparous pregnant women	A quasi-experimental study with a pre-test and post-test.	80 women	In data analysis	Breastfeeding self-efficacy levels in the education group showed a statistically significant increase (Metin & Baltacı, 2024).

No.	Title	Method	Sample	Data Analysis	Results
	on breastfeeding self-efficacy: randomized control study				
12	Impact of web-based breastfeeding education on breastfeeding self-efficacy and exclusive breastfeeding rates among primiparous mothers in iran: a quasi-experimental study	A randomized controlled quasi-experimental study with a pre-test and post-test group.	70 primiparous women	Data analysis using SPSS 27 with Shapiro–Wilk test, Paired t test, Independent t test, Chi-square test, Fisher's exact test.	Web-based breastfeeding education significantly increased breastfeeding self-efficacy in the intervention group ($p < 0.001$) (Karimi et al., 2025)
13	The effect of postnatal breastfeeding education given to women on breastfeeding self-efficacy and breastfeeding success	pretest-posttest randomized controlled quasi-experimental study	76 women	In data evaluation, the independent group t-test and the dependent group t-test were used.	Researchers found that postpartum breastfeeding education effective in increasing the level of breastfeeding knowledge, breastfeeding success, and breastfeeding self-efficacy (Aktürk & Kolcu, 2023).

Discussion

The review of the articles presented above indicates that booklets and audiovisual media have an impact on increasing mothers' knowledge about exclusive breastfeeding. Booklets have been shown to be highly effective in increasing mothers' knowledge and confidence. Booklets, an innovative outreach medium called BOSE (Booklet ASI Eksklusif) provide information in easy-to-understand language and are engaging and engaging (Novitasari et al., 2021). Audiovisual media has also been shown to be effective because it engages multiple senses and supports affective, cognitive, and psychomotor learning. Video-assisted training provides immediate skills transfer, and mothers can build confidence, enabling them to implement exclusive breastfeeding (Metin & Baltacı, 2024). Research by Fadhilah et al (2020) showed that the Wilcoxon Signed Rank Test statistical test obtained a value of $p = 0.000 < \alpha = 0.05$, indicating an effect before education of 7.9 on average, and after education, the average increased to 19.1. This resulted in a difference in the average knowledge of mothers before and after the intervention of 11.2666. This indicates that breastfeeding mothers already have good knowledge, with a knowledge increase ratio of 2.4261 times. From these results, it can be concluded that using educational booklets and audiovisual media regarding Exclusive Breastfeeding can improve breastfeeding mothers' knowledge (Fadhilah et al., 2020).

Various studies also align with the results of research by Katmawanti et al. (2021). Analysis using the Wilcoxon Signed Rank test shows that the Asymp. The 2-tailed significance of maternal knowledge and attitudes is 0.000 or < 0.05 , thus it can be concluded that booklet media on exclusive breastfeeding is effective in improving breastfeeding mothers' knowledge and attitudes towards exclusive breastfeeding

(Katmawanti et al., 2021). In addition, research by Metin & Baltacı (2024) stated that there was a statistically significant effect ($p = 0.000$) on the level of breastfeeding knowledge and self-efficacy after audiovisual media education compared to the pre-education and control groups. Therefore, this highlights the importance of health workers providing support to breastfeeding mothers through booklet and audiovisual media education to improve knowledge, attitudes, and self-efficacy during breastfeeding (Metin & Baltacı, 2024).

4. Conclusion

Based on 13 reviewed articles, it can be concluded that booklets and audiovisual media have a significant impact on increasing breastfeeding mothers' knowledge about exclusive breastfeeding. Education using booklets and audiovisual media has been proven effective in increasing knowledge about exclusive breastfeeding because it can convey information in a more engaging and easy-to-understand manner. In addition to increasing knowledge, booklets and audiovisual media also support the learning process in the affective, cognitive, and psychomotor aspects, resulting in mothers becoming more confident and able to implement breastfeeding practices correctly and consistently. This research is expected to be the basis for further research to be carried out more comprehensively regarding exclusive breastfeeding, as well as encourage the development of research methods so that the result obtained are stronger and more comprehensive.

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