

Factors Affecting The Attitude Of Mothers Towards Baby Massage In Mancon Village

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Abstract. *Baby massage is a popular therapy that has been carried out for a long time, both in Indonesia and around the world. Baby massage improves the baby's sleep and quality, relaxes the baby, improves the baby's eating, and has many other benefits. The implementation of baby massage is influenced by various factors, such as parental factors, environment, and others. The purpose of this study is to identify the variables that affect a mother's attitude toward massaging her baby. This cross-sectional study employs an analytical observational methodology. There were 22 responders in the sample that was utilized.. The study was conducted on December 12, 2022, in Mancon Village, Wilangan, Nganjuk. Fisher's exact test is used for data analysis. The results showed that there was a correlation between motivation and the mother's attitude toward massaging her baby ($p = 0.032$). These results are inversely proportional to the mother's education and knowledge that do not correlate with the mother's attitude toward massaging her baby ($p=0.842$; $p=0.255$). It can be concluded that motivation strongly and significantly influences the mother's attitude toward massaging her baby.*

Keywords: *Baby Massage, Education, Knowledge, Motivation*

INTRODUCTION

Baby massage is an activity that has been part of the culture of the Indonesian people since time immemorial. Baby massage is a touch therapy that uses movement techniques throughout the baby's body (Faris Naufal & Artika, 2019; Field, 2019; Juwita & Jayanti, 2019). When a baby receives massage therapy, their body releases more endorphin hormones, which help to reduce their discomfort and have a positive effect on their physical and mental health (Juwita & Jayanti, 2019).

In previous studies, baby massage provided various benefits to babies, such as increasing growth and development, weight gain, sleep quality, concentration, endurance, and helping muscle relaxation (Amru et al., 2022; K. P. Lestari et al., 2021; Merida & Hanifa, 2021; Mrljak et al., 2022). In addition to being beneficial for the baby, the baby massage done by the mother is also beneficial for herself, such as increasing bonding, increasing self-confidence in babysitting, relieving stress, and helping to know the baby's non-verbal language (Elgohail & Geller, 2021; Hartanti et al., 2021).

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Nowadays, there are a lot of newly established baby massage places. This happens due to the increasing demand for baby massages. In addition to health reasons, mothers massage their babies because baby massage is a tradition. Many factors, including individual emotional characteristics, cultural norms, influential individuals, mass media, educational or religious institutions, and personal experiences, might impact the development of this maternal attitude (Bakanauskas et al., 2020; Hanum & Safitri, 2021).

The implementation of baby massage is influenced by internal and external factors. Internal factors include educational and knowledge factors. Higher education increases a mother's knowledge of her child's health and, thus, her willingness to massage her. External factors include environmental, informational, and cultural factors (Kurniasari et al., 2019; Putri, 2016). Social environmental factors affect the mother's attitude toward massaging her baby because it is a factor that influences attitude formation. Important information in improving the mother's knowledge of the child's health. While massaging their babies has become a belief and tradition in and of itself, mothers do it.

Previous study on factors influencing baby massage mostly discussed maternal knowledge only. Only a few journals discuss mothers' motivation for carrying out massage on babies aged 3–12 months (ririn anggriani Sitorus & Nafsiah, 2021; Wulandari & Parwati, 2019). Considering the previously mentioned context, the researcher wants to study the degree of education, knowledge, and motivation of mothers whose babies are between the ages of 0 and 24 months to give massages on a larger sample.

RESEARCH METHOD

This study uses a cross-sectional design. The study was carried out on December 12, 2022, in Mancon Village, Wilangan District, Nganjuk Regency. Thirty-five mothers included the study's population, and 22 of the samples that were selected with purposive sampling & met the inclusion criteria had babies aged 0 to 24 months.

The three independent variables in this study are education, knowledge, and motivation. Meanwhile, the mother's attitude toward baby massage is the dependent variable. A questionnaire was the instrument utilized in this study. The Fisher exact test is used in data analysis to assess the impact of motivation, education, and knowledge on a mother's attitude toward massaging her baby.

RESULT**Table 1. Characteristics of Respondents**

No	Characteristics	Frequency	Percentage (%)
1	Mother's age		
	a. 21-35 years	16	72,7
	b. > 35 years	6	27,3
	Total	22	100
2	Recent education		
	a. Graduated from elementary school/ equivalent	3	13,6
	b. Graduated from junior high school/ equivalent	6	27,3
	c. Graduated from high school/ equivalent	11	50
	d. Graduated from College/equivalent	2	9,1
	Total	22	100
3	Occupation		
	a. Private	1	4,5
	b. Self-employed	1	4,5
	c. Housewives	20	91
	Total	22	100

Based on table 1, the study's respondents totaled 22 people, consisting of 16 people aged 21-35 years and 6 people aged more than 35 years. The respondent's education level consisted of 11 high school graduates, followed by junior high schools, elementary schools, and universities with as many as 6, 3, and 2 people, respectively. The respondent's work consisted of housewives, as many as 20 people, and private and self-employed workers, as many as 1 person.

Table 2. The influence of the mother's level of education on the mother's attitude toward massaging the baby

Education	Attitude Total		P
	Not enough	Good	
Graduated from elementary school/ equivalent	2	1	3
Graduated from junior high school/ equivalent	4	2	6
Graduated from high school/ equivalent	7	4	11
Graduated from College/equivalent	1	1	2

According to the table of two, there were two (66.7%) and one (33.3%) elementary school-educated respondent with a negative and positive attitude, respectively. There were 4 (66.7%) and 2 (33.3%) respondents with a junior high school education who had a poor or good attitude, respectively. High school-educated respondents who had a lack of attitude and good

attitudes were 7 (63.6%) and 4 (36.4%), respectively. Half of the people with PT education have the same negative and positive attitudes. The relationship between education to the mother's attitude toward massaging the baby has a p-value of 0.842.

Table 3. The influence of the mother's level of knowledge on the mother's attitude toward massaging the baby

Knowledge	Attitude		Total	P
	Not enough	Good		
Not enough	4	2	6	0.255
Good	10	6	16	

Based on table 3, four respondents (66.7%) were knowledgeable and lacking. Two respondents were poorly informed but had a good attitude. Ten respondents (62.5%) had good knowledge and less attitude. Respondents with good knowledge and attitude were six people (37.5%). The p-value of the relationship between knowledge and attitude is 0.255.

Table 4. The influence of the level of maternal motivation on the mother's attitude toward massaging the baby

Motivation	Attitude		Total	P
	Not enough	Good		
Not enough	10	5	15	0.032
Good	2	5	7	

According to the table of four respondents with low motivation and attitude, as many as ten (66.7%) people possessed these characteristics. There were 5 (33.3%) respondents with low motivation and a positive attitude. There were two (28.5%) respondents who had high motivation but a negative attitude. Respondents who had the motivation and good attitudes were five (71.4%). The relationship between attitude and motivation is $p=0.032$.

DISCUSSION

Characteristics of respondents

According to the respondents' age distribution, most of them are between the ages of 21 and 35. It is safe to reproduce between the ages of 21 and 35 for both pregnancy and childbirth (Rahayu et al., 2017). The majority of respondents have a high school education and are housewives.

The influence of the mother's level of education on the mother's attitude toward massaging the baby

Education is the process of using instruction and training to transform a person's or a group of people's attitudes and actions to become mature. Education can also be interpreted as educational processes, methods, and activities (KBBI, 2023). The results of the study showed that there is no correlation between a mother's attitude toward massaging her child and her level of education ($p=0.842$). This is similar to studies (Merammis et al., 2022) showing that massaging baby does not significantly correlate with mother education ($p=0.580$).

This is influenced by the majority of maternal ages being in the range of 21–35 years. At that age, the mother is more information literate. This is in accordance with the theory that people between the ages of 20 and 35 participate more actively in the community and social life and are better prepared to succeed in their attempts to adjust to old age. The study (Chen et al., 2017) mentions that at the age of 20-35 years, there is no decrease in intellectual, problem-solving, and verbal skills.

The effect of the mother's level of knowledge on the mother's attitude toward baby massage

Knowledge comes from experience or observation of a certain object. It is the outcome of knowledge. A statistical test of knowledge about attitudes produced a value of $p = 0.255$. This showed that respondents with low and good knowledge of the mother's attitude toward massaging her child did not significantly differ from one another.

This study contradicts (Arfan & Shofiyah, 2022), who found a strong relationship between mothers' behavior in doing independent baby massage and their understanding of the practice. When the level of knowledge of the mother is higher, her desire to massage her baby is greater when compared to a low-knowledge mother. This happens because attitude-taking is influenced by multiple factors, both internally (such as personality, bearing, and intelligence) and externally (such as the environment, education, religion, socioeconomics, and culture) (Amir & Sembiring, 2022). The main factor that influences individuals to perform certain behaviors is intention. Where intention can capture the motivations that influence behavior (Arfan & Shofiyah, 2022).

The influence of the level of maternal motivation on the mother's attitude toward massaging the baby

Motivation is derived from the Latin word *movore*, which means motion or the impulse to move. Motivation affects human behavior. Motivation refers to the impulses, desires,

supports, or needs that can awaken and motivate a person to reduce and fulfill his own desires so that he can act in a certain way that leads in an optimal direction (R. M. . Sitorus, 2020; Swarjana, 2022).

A significant result ($p\text{-value} = 0.032$) was obtained from the statistical test examining the association between motivation and the mother's attitude toward massaging her baby. This shows a significant difference between the mother's lack of motivation and the mother's attitude toward massaging her baby. Where good motivation exists, a good attitude will follow. The process of motivation is preceded by the presence of internal desires that have interesting results. The appearance of such a sense of desire creates a tension that will stimulate the impulse in a person. This encouragement will make individuals carry out search behaviors to get the desired results (Wijaya, 2013). Similar to the mother's motivation, when the mother has a high child's healthy motivation, the mother will do various things to make her child healthy, for example, baby massage.

This is in accordance with study (Septian & Hadi, 2016) that shows that good motivation is in line with a good entrepreneurial mental attitude. The study (Budiastra, 2022) said that motivation has a significant effect on the performance of members of Battalion C Brimob Polda NTB.

CONCLUSION

The factor that affects the baby's massage is the mother's motivation. It is necessary to disseminate information about the benefits of baby massage to other family members, such as fathers, grandmothers, and grandfathers, so that they can motivate mothers to do baby massage. Future study could examine the knowledge of baby massage among other family members, not limited to mothers alone.

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