

ABSTRAK

Kejadian wasting masih menjadi salah satu masalah gizi yang dialami oleh balita yang disebabkan karena asupan nutrisi. Asupan nutrisi yang diberikan pada balita dipengaruhi oleh pengetahuan dan sikap ibu. Tujuan penelitian untuk mengetahui pengaruh pendidikan kesehatan media banner terhadap pengetahuan dan sikap ibu tentang asupan nutrisi pada balita wasting di Desa Rancaekek Wetan Wilayah Kerja Puskesmas Rancaekek.

Metode penelitian menggunakan *quasi-eksperimental* dengan *two group pretest posttest design*. Populasi penelitian seluruh ibu yang memiliki balita wasting di Desa Rancaekek Wetan Wilayah Kerja Puskesmas Rancaekek sebanyak 101 orang, sampel sebanyak 56 orang, teknik *cluster random sampling*. Pengumpulan data menggunakan kuesioner. Analisis data menggunakan *paired t-test*.

Hasil penelitian diperoleh rata-rata pengetahuan kelompok intervensi sebelum 5.96 dan sesudah 14.79. Pada kelompok kontrol sebelum 11.04 dan sesudah 11.83. Hasil kelompok intervensi rata-rata sikap sebelum 40.86 dan sesudah 45.89. Pada kelompok kontrol sebelum 39.57 dan sesudah 40.61. Hasil kelompok intervensi *p-value* (0.000) < 0,05 artinya terdapat pengaruh pendidikan kesehatan media banner terhadap pengetahuan ibu, dan sikap pada kelompok intervensi diperoleh *p-value* (0.000) < 0,05 artinya terdapat pengaruh pendidikan kesehatan media banner terhadap sikap ibu tentang asupan nutrisi pada balita wasting.

Simpulan hasil penelitian menunjukkan adanya pengaruh pendidikan kesehatan media banner terhadap pendidikan dan sikap ibu tentang asupan nutrisi pada balita wasting. Disarankan agar media promosi kesehatan yang diberikan kepada ibu lebih beragam dan kreatif lagi untuk menarik minat pembaca sehingga ibu memiliki pengetahuan yang lebih baik dalam meningkatkan kesehatan anaknya yang mengalami wasting.

Kata Kunci : Banner, Pendidikan Kesehatan, Pengetahuan, Sikap, Wasting
Kepustakaan : 16 buku (2016-2019)
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ABSTRACT

The incidence of wasting is still one of the nutritional problems experienced by toddlers caused by nutritional intake. The intake of nutrients given to toddlers is influenced by the knowledge and attitude of the mother. The purpose of the study was to determine the effect of banner media health education on mothers' knowledge and attitudes about nutritional intake in wasting toddlers in Rancaekek Wetan Village, Rancaekek Health Center Working Area.

The research method uses quasi experimental with two group pretest posttest design. The study population of all mothers who have toddler wasting in Rancaekek Wetan Village, Rancaekek Health Center Working Area is 101 people, a sample of 56 people, cluster random sampling techniques. Data collection using questionnaires. Data analysis using paired t-test.

The results of the study obtained the average knowledge of the intervention group before 5.96 and after 14.79. In the control group before 11.04 and after 11.83. The intervention group results in mean attitudes before 40.86 and after 45.89. In the control group before 39.57 and after 40.61. The results of the intervention group $p\text{-value } (0.000) < 0.05$ means that there is an influence of health education media banner on maternal knowledge, and attitudes in the intervention group obtained $p\text{-value } (0.000) < 0.05$ means that there is an influence of health education media banner on maternal attitudes about nutritional intake in wasting toddlers.

The conclusion of the results showed the influence of health education, media banners on education and mothers' attitudes about nutritional intake in toddlers. It is recommended that the health promotion media given to mothers be more diverse and creative to attract readers so that mothers have better knowledge in improving the health of their wasting children.

Keywords : Attitude, Banner, Health Education, Knowledge, Wasting
Libraries : 16 books (2016-2019)
12 journal (2017-2022)