

## ABSTRAK

### EFEKTIVITAS MEDIA *LEAFLET* DAN *VIDEO* TERHADAP PENGETAHUAN DAN SIKAP IBU TENTANG MP-ASI DI WILAYAH KERJA UPT PUSKESMAS MARGAHAYU RAYA TAHUN 2022

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Tingginya angka kejadian gangguan tumbuh kembang bayi dan anak usia enam sampai 24 bulan disebabkan oleh rendahnya mutu Makanan Pendamping ASI (MP-ASI) yang diberikan ibu sehingga beberapa zat gizi tidak dapat mencukupi kebutuhan energi dan zat mikro serta kekurangan gizi pada bayi dan balita. Hal tersebut dapat dipengaruhi oleh pengetahuan dan sikap ibu yang sangat erat kaitannya dengan pemberian MP-ASI pada bayi dan balita. Pemberian pendidikan kesehatan berbantu media dapat berpengaruh terhadap pengetahuan dan sikap ibu tentang pemberian MP-ASI pada bayi dan balita. Tujuan penelitian adalah mengetahui efektivitas media *leaflet* dan media *video* terhadap pengetahuan dan sikap ibu tentang Makanan Pendamping ASI. Jenis penelitian adalah *pre-post test two group design* dengan teknik *purposive sampling*. Populasi penelitian adalah ibu yang memiliki bayi usia enam sampai 24 bulan. Rumus besar sampel menggunakan rumus data proporsi pada populasi terbatas dengan besar sampel 30 baik untuk kelompok *leaflet* dan kelompok *video*. Instrumen penelitian menggunakan kuisioner. Analisis data menggunakan uji *wilcoxon* dan uji *mann whitney*. Didapatkan ada perbedaan rata-rata pengetahuan ibu pada kelompok *leaflet* dan *video* ( $p\text{ value} = 0.000$ ), ada perbedaan rata-rata sikap ibu pada kelompok *leaflet* dan *video* ( $p\text{ value} = 0.000$ ), ada efektivitas media *video* dibanding *leaflet* terhadap pengetahuan ibu ( $p\text{ value} = 0.000$ ), ada efektivitas media *video* dibanding *leaflet* terhadap sikap ( $p\text{ value} = 0,026$ ), dan di dapat kesimpulan media *video* lebih efektif dibanding media *leaflet* terhadap pengetahuan dan sikap ibu tentang MP-ASI. Sehingga media *video* ini dapat dijadikan media penyampaian informasi tentang pentingnya pemberian MP-ASI pada bayi.

Kata Kunci : MP-ASI, *Leaflet*, *Video* , Pengetahuan, Sikap.

## **ABSTRACT**

### **EFFECTIVENESS OF LEAFLET AND VIDEO MEDIA ON MOTHER'S KNOWLEDGE AND ATTITUDE ABOUT MP-ASI IN THE WORKING AREA OF PUSKESMAS UPT MARGAHAYU RAYA IN 2022**

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*The high incidence of growth and development disorders in infants and children aged six to 24 months is caused by the low quality of complementary foods (MP-ASI) given by mothers so that some nutrients cannot meet the energy and micronutrient needs and malnutrition in infants and toddlers. This can be influenced by the knowledge and attitudes of mothers who are very closely related to giving complementary foods to infants and toddlers. The provision of media-assisted health education can influence the knowledge and attitudes of mothers about giving MP-ASI to infants and toddlers. The research objective was to determine the effectiveness of leaflet and video media on mothers' knowledge and attitudes about complementary foods for breast milk. The type of research is pre-post test two group design with purposive sampling technique. The study population was mothers who had babies aged six to 24 months. The sample size formula uses the proportion data formula for a limited population with a sample size of 30 for both the leaflet group and the video group. The research instrument uses a questionnaire. Data analysis used the Wilcoxon test and Mann Whitney test. It was found that there was a difference in the average knowledge of mothers in the leaflet and video groups ( $p$  value = 0.000), there was a difference in the average attitude of mothers in the leaflet and video group ( $p$  value = 0.000), there was the effectiveness of video media compared to leaflets on mother's knowledge ( $p$  value = 0.000), there is effectiveness of video media compared to leaflets on attitudes ( $p$  value = 0.026), and it can be concluded that video media is more effective than leaflet media on mothers' knowledge and attitudes about complementary feeding. So this video media can be used as a medium for conveying information about the importance of giving MP-ASI to babies.*

*Keywords: MP-ASI, Leaflet, Video, Knowledge, Attitude.*