

**PROGRAM STUDI SERJANA KEBIDANAN FAKULTAS KESEHATAN  
DAN INFORMATIKA INSTITUT KESEHATAN PAYUNG NEGERI  
PEKANBARU**

**Penelitian 15 Juli 2025**

**Dini Aminarti**

**Pengaruh Pemberian Edukasi Melalui Media *E-Leaflet* Terhadap  
Pengetahuan Dan Sikap Ibu Tentang Imunisasi Dasar Pada Bayi Di Wilayah  
Kerja Puskesmas Melur Kota Pekanbaru Tahun 2025**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh pemberian edukasi melalui media e-leaflet terhadap pengetahuan dan sikap ibu mengenai imunisasi dasar pada bayi di wilayah kerja Puskesmas Melur Kota Pekanbaru tahun 2025. Penelitian menggunakan desain kuasi eksperimen dengan pendekatan one group pre-test post-test. Sampel penelitian berjumlah 65 ibu yang memiliki bayi berusia 0–12 bulan, dipilih secara purposive sampling. Instrumen penelitian berupa kuesioner yang mengukur pengetahuan dan sikap responden sebelum dan sesudah intervensi edukasi. Hasil penelitian menunjukkan adanya peningkatan nilai rata-rata pengetahuan ibu dari 59,12% menjadi 71,68%, serta peningkatan nilai rata-rata sikap dari 64,34% menjadi 76,77%. Uji Wilcoxon Signed Rank Test menghasilkan nilai signifikansi  $p < 0,05$  pada kedua variabel, yang berarti terdapat perbedaan signifikan antara hasil pretest dan posttest. Dengan demikian, pemberian edukasi melalui media e-leaflet terbukti efektif meningkatkan pengetahuan dan membentuk sikap positif ibu mengenai imunisasi dasar. Penelitian ini merekomendasikan penggunaan media edukasi digital seperti e-leaflet sebagai alternatif strategi komunikasi kesehatan, khususnya bagi kelompok ibu muda yang akrab dengan teknologi, guna mendukung keberhasilan program imunisasi dasar.

**Kata Kunci** : Edukasi, E-Leaflet, Pengetahuan, Sikap, Imunisasi Dasar

Daftar Bacaan : 42 (2013-2025)

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**Research, 15 July 2025**

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***The Effect of Education Through E-Leaflet Media on Mothers' Knowledge and Attitudes Toward Basic Immunization for Infants in the Working Area of Puskesmas Melur, Pekanbaru City, in 2025***

**ABSTRACT**

*This study aimed to determine the effect of education through e-leaflet media on mothers' knowledge and attitudes regarding basic immunization for infants in the working area of Puskesmas Melur, Pekanbaru City, in 2025. The research employed a quasi-experimental design with a one-group pre-test and post-test approach. The sample consisted of 65 mothers with infants aged 0–12 months, selected using purposive sampling. Data were collected using questionnaires that assessed mothers' knowledge and attitudes before and after the educational intervention. The results showed an increase in the mean score of mothers' knowledge from 59.12% to 71.68%, and in the mean score of mothers' attitudes from 64.34% to 76.77%. The Wilcoxon Signed Rank Test indicated a significance value of  $p < 0.05$  for both variables, meaning that there was a significant difference between pre-test and post-test results. Thus, education through e-leaflet media was proven effective in improving mothers' knowledge and shaping positive attitudes toward basic immunization. This study recommends the use of digital educational media such as e-leaflets as an alternative health communication strategy, particularly for young mothers who are familiar with technology, to support the success of basic immunization programs.*

**Keywords** : Education, E-Leaflet, Knowledge, Attitude, Basic Immunization  
**Reference** : 42 (2013-2025)