

PROGRAM STUDI S1 ILMU KESEHATAN MASYARAKAT
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU

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Efektivitas *Leaflet* Digital Terhadap Pengetahuan Ibu Hamil Dalam Pencegahan Stunting Di Puskesmas Lima Puluh Kota Pekanbaru.

XII + 60 Halaman + 2 Gambar + 6 Tabel + 10 Lampiran

ABSTRAK

Penelitian ini berfokus pada masalah Ibu hamil dalam pencegahan stunting di Puskesmas lima puluh. Berdasarkan data yang diperoleh, dalam satu tahun terakhir terdapat 318 kasus balita stunting. Sasaran penelitian ini adalah Ibu hamil di Puskesmas Lima Puluh. Tujuan Penelitian ini untuk mengetahui Efektifitas Leaflet Digital terhadap Pengetahuan Ibu Hamil Dalam Pencegahan Stunting di Puskesmas lima puluh. Penelitian ini menggunakan pendekatan kuantitatif dengan metode eksperimen. Metode eksperimen dipilih untuk mencari pengaruh perlakuan tertentu terhadap subjek penelitian dalam kondisi yang terkendali, Desain penelitian yang digunakan adalah "One Group Pretest-Posttest Design". Pretest Sebelum menggunakan sistem edukasi berbasis Leaflet Digital, tingkat pengetahuan ibu hamil di Puskesmas lima puluh, berada pada tingkat Menengah. Hal ini ditunjukkan oleh hasil pretest dengan rata-rata nilai (mean) sebesar 81,75% dan median sebesar 80,00%, Posttest Setelah menggunakan sistem edukasi berbasis Leaflet Digital, terjadi peningkatan signifikan dalam pengetahuan ibu hamil. Hasil posttest menunjukkan rata-rata nilai (mean) sebesar 92,25% dan median sebesar 90,00% Sebelum intervensi, seperti Poster dan promosi melalui media cetak belum efektif dalam menyampaikan informasi dalam pencegahan stunting secara mendalam dan interaktif. Setelah intervensi, sistem edukasi berbasis leaflet digital terbukti efektif dalam meningkatkan pengetahuan ibu hamil terhadap pencegahan stunting di Puskesmas lima puluh.. Media digital seperti sistem edukasi berbasis leaflet digital memberikan akses informasi yang lebih mudah, cepat, dan interaktif, membantu ibu hamil lebih memahami dan menerapkan pola hidup sehat dalam pencegahan stunting.

Kata Kunci : Efektifitas, Leaflet Digital, Pengetahuan, Pencegahan, Puskesmas

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The Effectiveness of Leaflet Digital on Pregnant Women's Knowledge in Preventing Stunting at Fifty Health Centers in Pekanbaru City.

XII + 60 Pages + 6 Tables + 10 Attachments

ABSTRACT

This research focuses on the problems of pregnant women in preventing stunting at Fifty Health Centers. Based on the data obtained, in the last year there were 318 cases of stunting in toddlers. The target of this research was pregnant women at the Limapuluh Community Health Center. The aim of this research is to determine the effectiveness of digital leaflets on the knowledge of pregnant women in preventing stunting at Fifty Health Centers. This research uses a quantitative approach with experimental methods. The experimental method was chosen to find the effect of certain treatments on research subjects under controlled conditions. The research design used was "One Group Pretest-Posttest Design". Pretest Before using the Leaflet Digital-based education system, the level of knowledge of pregnant women at the Community Health Center was fifty. is at Intermediate level. This is shown by the pretest results with an average value (mean) of 81.75% and a median of 80.00%. Posttest After using the Leaflet Digital-based education system, there was a significant increase in the knowledge of pregnant women. The posttest results showed an average value (mean) of 92.25% and a median of 90.00%. Before interventions, such as posters and promotions through print media were not effective in conveying information on preventing stunting in an in-depth and interactive manner. After the intervention, the digital leaflet-based education system was proven to be effective in increasing pregnant women's knowledge of stunting prevention at the Fifty Community Health Centers. Digital media such as the digital leaflet-based education system provide easier, faster and more interactive access to information, helping pregnant women understand better and implementing a healthy lifestyle to prevent stunting.

Keywords: Effectiveness, Digital Leaflet, Knowledge, Prevention, Community Health Center