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Efektivitas Penggunaan Media Video Animasi Terhadap Pengetahuan Tentang *Stunting* Pada Ibu Hamil Di Puskesmas Limapuluh Pekanbaru

Xiv+ 47 Halaman+ 11 Tabel+ 4 Gambar+ 14 Lampiran

ABSTRAK

Salah satu masalah gizi yang dapat memperburuk kualitas hidup bagi anak dalam pencapaian pertumbuhan dan perkembangan adalah *stunting*. Prevalensi *stunting* pada tahun 2022 (22,3%) diseluruh dunia, sedangkan untuk prevalensi *stunting* di Indonesia (21,6%), di kota Pekanbaru sebanyak (16,8%) dan khususnya Puskesmas Limapuluh *Stunting* mencapai angka (4,47%). Salah satu penyebab dari *stunting* Tingkat pengetahuan pengasuhan yang rendah, pemberian ASI dan MP ASI yang tidak adekuat. Pengetahuan dipengaruhi salah satunya sumber informasi dimana media yang menarik dapat memberikan informasi yang baik jika dibandingkan dengan media cetak. Tujuan dari penelitian ini adalah untuk mengetahui efektivitas penggunaan media video animasi terhadap pengetahuan tentang *stunting* pada ibu hamil di Puskesmas Limapuluh Pekanbaru.

Jenis Penelitian ini kuantitatif dengan desain *Quasy Experiment Design one group pretest and post test*. Populasi penelitian seluruh ibu hamil yang terdapat di kelas ibu hamil, dengan jumlah sampel 40 ibu hamil. Teknik pengambilan sampel *Total Sampling*. Analisa data yang digunakan Analisa univariat dan bivariat dengan menggunakan uji *Statistic Paired T-test*.

Hasil penelitian didapatkan Analisa bivariat *pretest* mayoritas berpengetahuan kurang 19 responden (47,5%) dan *post test* mayoritas berpengetahuan baik 36 responden (90,0%) dan nilai *P Value*= 0.000 < 0.05 yang artinya H_0 ditolak dan H_a diterima sehingga dapat disimpulkan terdapat efektivitas penggunaan media video animasi terhadap pengetahuan tentang *stunting* pada ibu hamil di Puskesmas Limapuluh.

Diharapkan kepada Puskesmas Limapuluh untuk memprogramkan penyuluhan kesehatan berbasis video animasi kepada ibu hamil tentang *stunting*.

Kata Kunci : *Stunting*, Media Animasi, Pengetahuan, Ibu Hamil

Daftar Pustaka: 47 (2011-2023)

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“Effectiveness Of Using Animation Video Media On Knowledge About Stunting In Pregnant Women At The Limapuluh Pekanbaru Health Center”

Xiv+ 47 Pages+ 11 Tables+ 4 Pictures+ 14 Appendixes

ABSTRACT

One of the nutritional problems that can worsen the quality of life for children in achieving growth and development is stunting. The prevalence of stunting in 2022 (22.3%) around the world, while the prevalence of stunting in Indonesia (21.6%), in the city of Pekanbaru as much as 16.8% and especially the Limapuluh Stunting Health Center reached the figure (4.47%). One of the causes of stunting is the low level of parenting knowledge, inadequate breastfeeding and breastfeeding. Knowledge is influenced by one of the sources of information where interesting media can provide good information when compared to print media. The purpose of this study is to determine the effectiveness of the use of animated video media on knowledge about stunting in pregnant women at the Limapuluh Pekanbaru Health Center.

This type of research is quantitative with a Quasy Experiment Design one group pretest and post test design. The research population of all pregnant women in the pregnant women class, with a sample of 40 pregnant women. Total Sampling Technique. Data analysis used Univariate and bivariate analysis using the Statistical Paired T-test.

The results of the study were obtained by bivariate analysis of the pretest with the majority of less knowledge of 19 respondents (47.5%) and the post test with the majority of good knowledge of 36 respondents (90.0%) and the value of P Value = $0.000 < 0.05$ which means that H_0 is rejected and H_a is accepted so that it can be concluded that there is an effectiveness of the use of animation video media on knowledge about stunting in pregnant women at the Limapuluh Health Center.

It is expected that the Limapuluh Health Center will program health counseling based on animated videos to pregnant women about stunting.

Keywords : Stunting, Animation Media, Knowledge, Pregnant Women
Bibliography : 47 (2011-2023)