

**PROGRAM STUDI S1 KEBIDANAN FAKULTAS KESEHATAN DAN
INFORMATIKA INSTITUT KESEHATAN PAYUNG NEGERI
PEKANBARU**

Penelitian, Mei 2025

Sondang Elizabeth Tinambunan

**Efektivitas Video Animasi Tentang Stunting terhadap Pengetahuan dan Sikap
Calon Pengantin di MUI Kota Pekanbaru**

X + 49 halaman + 12 Tabel + 10 Lampiran

ABSTRAK

Berdasarkan survei status gizi Indonesia (SSGI) tahun 2022, angka stunting di Indonesia mencapai 21,6% dari 24% pada tahun 2023. Stunting merupakan kondisi gagal tumbuh pada anak di bawah lima tahun. Penelitian ini bertujuan untuk mengetahui efektivitas video animasi sebagai media edukasi terhadap peningkatan pengetahuan dan sikap calon pengantin tentang stunting. Metode yang digunakan adalah *Quasy Experiment Design* dengan pendekatan *one-group pre test dan posttest*, melibatkan 93 responden yang dipilih secara *non probability sampling*. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan uji statistik untuk membandingkan hasil sebelum dan sesudah intervensi. Uji statistik menggunakan *Wilcoxon Signed Ranks Test* menunjukkan nilai $p\text{-value} = 0,001$ ($p < 0,05$), yang berarti terdapat hubungan yang signifikan antara pemberian media video animasi dengan peningkatan pengetahuan dan sikap mengenai stunting terhadap calon pengantin di MUI Kota Pekanbaru. Hasil penelitian menunjukkan bahwa dari 93 responden calon pengantin sebanyak 88 orang (94.6%) calon pengantin berusia 21-<35 tahun, dan 5 orang (5.4%) calon pengantin berusia >35 tahun. Sebelum (*pretest*) diberikan media video animasi tentang stunting tingkat pengetahuan responden tergolong kurang, yaitu sebanyak 48 orang (51.6%). Namun, setelah intervensi (*posttest*), tingkat pengetahuan meningkat signifikan menjadi 77 orang (82.8%). Selain itu, sebelum diberikan media video animasi, sebanyak 69 orang (74.2%) memiliki sikap negatif terhadap stunting. Setelah diberikan media video animasi, sikap positif meningkat menjadi 83 orang (89.2%). Kesimpulannya, penggunaan media video animasi efektif dalam meningkatkan pengetahuan dan membentuk sikap calon pengantin terhadap pencegahan stunting. Diharapkan media ini dapat menjadi sarana edukatif yang inovatif dalam program edukasi pranikah.

Kata Kunci : Efektivitas, Video Animasi, Stunting, Pengetahuan, Sikap, Calon Pengantin.

Daftar Bacaan : 45 (2020-2024)

**BACHELOR'S PROGRAM IN MIDWIFERY FACULTY OF HEALTH
AND INFORMATICS PAYUNG NEGERI PEKANBARU HEALTH
INSTITUTE**

Research, May 2025

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**The Effectiveness of Animated Videos About Stunting on the Knowledge and
Attitudes of Prospective Brides in MUI Pekanbaru City**

X + 49 pages + 12 Tables + 10 Appendices

ABSTRACT

Based on the Indonesian nutrition status survey (SSGI) in 2022, the stunting rate in Indonesia reached 21.6%, down from 24% in 2023. Stunting is a growth failure condition in children under five years old. This study aims to determine the effectiveness of animated videos as an educational media to increase knowledge and attitudes of prospective brides about stunting. The method used is Quasi Experiment Design with a one-group pretest and posttest approach, involving 93 respondents selected through non-probability sampling. Data were collected using questionnaires and analyzed using statistical tests to compare the results before and after the intervention. The research results show that out of 93 respondents who are prospective brides and grooms, 88 people (94.6%) are aged 21 to <35 years, and 5 people (5.4%) are aged >35 years. Statistical testing using the Wilcoxon Signed Ranks Test showed a p-value = 0.001 ($p < 0.05$), which indicates a significant relationship between the provision of animated video media and the improvement of knowledge and attitudes regarding stunting among prospective brides and grooms in the MUI of Pekanbaru City. Before being given animated video media about stunting, the knowledge level of the respondents was categorized as poor, with 48 people (51.6%). However, after the intervention, the knowledge level significantly increased to 77 people (82.8%). Additionally, before being given the animated video media, 69 people (74.2%) had a negative attitude towards stunting. After being given the animated video media, the positive attitude increased to 84 people (89.2%). In conclusion, the use of animated video media is effective in improving knowledge and shape the attitudes of prospective brides and grooms towards stunting prevention. It is hoped that this media can serve as an innovative educational tool in the premarital education program.

Keywords: Effectiveness, Animation Video, Stunting, Knowledge, Attitude, Prospective Brides and Grooms.

References : 45 (2020-2024)