

# **PENGARUH PEMBERIAN EDUKASI GIZI MENGGUNAKAN MEDIA VIDEO MELALUI WHATSAPP GROUP “BUMIL PEDIA” TERHADAP PENGETAHUAN DAN KEPATUHAN KONSUMSI TABLET TAMBAH DARAH PADA IBU HAMIL DI PUSKESMAS NGAGLIK I**

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## **ABSTRAK**

**Latar Belakang:** Prevalensi anemia ibu hamil di Puskesmas Ngaglik 1 yaitu 3,92% pada ibu hamil K1 dan 11,36% pada bumil K4. Cakupan distribusi Tablet Tambah Darah (TTD) di Puskesmas Ngaglik I sebesar 68,5%, hal ini belum mencapai target nasional yaitu 82%. Masalah anemia gizi dapat dicegah dengan edukasi gizi, media dalam penyampaian materi tentang pentingnya TTD pada ibu hamil dasar melalui video.

**Tujuan:** Mengetahui efektivitas penggunaan media video dan leaflet dalam edukasi gizi untuk meningkatkan pengetahuan dan kepatuhan konsumsi TTD pada ibu hamil.

**Metode:** Jenis penelitian ini menggunakan eksperimen semu (*quasy experiment*) dan *Pra Experimental* dengan penelitian menggunakan *Pretest Posttest Nonequivalent Control Group Design* dan *The Static Group Comparison*. Variabel yang diteliti adalah pengetahuan dan kepatuhan konsumsi TTD pada kelompok video dan kelompok leaflet berdasarkan nilai *pre-test*, *post-test*, dan kuesioner MMAS-8 dengan analisis *Wilcoxon* dan *Mann-Whitney*.

**Hasil:** Terdapat perbedaan pengetahuan yang signifikan sebelum dan sesudah diberikan edukasi gizi baik menggunakan video dan leaflet sebesar ( $p=0,0001$ ). Pemberian edukasi gizi menggunakan media video lebih efektif dibandingkan dengan menggunakan *Leaflet* dalam hal peningkatan pengetahuan ibu hamil sebesar ( $p=0,005$ ). Pemberian edukasi gizi menggunakan media video lebih efektif dibandingkan dengan menggunakan *Leaflet* dalam hal kepatuhan konsumsi TTD ibu hamil.

**Kesimpulan:** Video edukasi pentingnya konsumsi TTD dapat di jadikan media edukasi di ruang tunggu pelayanan, kelas ibu hamil dan media social.

**Kata Kunci:** Efektivitas, Video, Leaflet, Pengetahuan, Kepatuhan, Tablet Tambah Darah

**THE EFFECT OF NUTRITION EDUCATION USING VIDEO ON  
KNOWLEDGE AND COMPLIANCE WITH THE CONSUMPTION OF  
BLOOD SUPPLEMENT IN PREGNANT WOMEN AT NGAGLIK I PUBLIC  
HEALTH CENTER**

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*ABSTRACT*

**Background:** *The prevalence of anemia in pregnant women in Ngaglik I Public Health Center is 3.92% in K1 pregnant women and 11.36% in K4 pregnant women. The coverage of Iron Folic Acid (IFA) tablet distribution in Ngaglik I Public Health Center is 68.5%, which has not reached the national target of 82%. Nutritional anemia problems can be prevented with nutrition education, media in delivering material about the importance of blood supplement for basic pregnant women through videos.*

**Objective:** *To determine the effectiveness of using video media and leaflets in nutrition education to improve knowledge and compliance with blood supplement consumption in pregnant women.*

**Methods:** *This type of research uses a quasi-experimental and Pre-Experimental design with a Pretest Posttest Nonequivalent Control Group Design and The Static Group Comparison. The variables studied are knowledge and compliance blood supplement consumption in the video group and leaflet group based on pre-test, post-test values, and the MMAS-8 questionnaire with Wilcoxon and Mann-Whitney analysis.*

**Results:** *There was a significant difference in knowledge before and after nutrition education using both video and leaflets ( $p=0.0001$ ). Providing nutrition education using video media was more effective than using leaflets in increasing pregnant women's knowledge ( $p=0.005$ ). Providing nutrition education using video media was more effective than using leaflets in terms of compliance with blood supplement consumption by pregnant women.*

**Conclusion:** *Educational videos about blood supplement consumption and can be used as educational media in service waiting rooms, pregnant women's classes and social media.*

**Keywords:** *Effectiveness, Video, Leaflet, Knowledge, Compliance, Blood Supplement*