

THE EFFECTIVENESS OF USING BOOKLET MEDIA COMPARED WITH LEAFLETS IN INCREASING KNOWLEDGE OF MP-ASI MENU VARIATIONS IN MOTHER OF BABIES

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ABSTRACT

Background: The giving of MP-ASI determined by the mother's knowledge of MP-ASI. Efforts to improve nutritional knowledge can be done through counseling. In the counseling process, media is needed so that the delivery of messages and information can be received easily and clearly. Media used are booklet and leaflet.

Research purposes: Knowing the effectiveness of using booklet compared to leaflet in increasing knowledge of variations in complementary foods for mothers of toddlers.

Research methods: This research is a quasi experimental research using pre test and post test with control group design. The samples of this research were 25 mothers of children under five each in Caturharjo Village as the treatment group and Temuwuh Village as the comparison group.

Research result: The results of this study indicate that there is a difference in knowledge between the pre-test and post-test in the booklet group ($p = 0,000 < 0,05$), there is a difference in knowledge between the pre-test and post-test in the leaflet group ($p = 0,004 < 0,05$), and there is a difference in the difference in the average value of knowledge between the booklets and leaflet with significant value $p = 0,028 < 0,05$.

Conclusion: Booklet media is more effective than leaflet in increasing knowledge of complementary foods for toddlers' mothers.

Keywords: Variations of MP-ASI Menu, Booklet, Leaflet, Knowledge, Mother Toddlers

EFEKTIVITAS PENGGUNAAN MEDIA *BOOKLET* DIBANDINGKAN DENGAN *LEAFLET* DALAM MENINGKATKAN PENGETAHUAN VARIASI MENU MP-ASI PADA IBU BALITA

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ABSTRAK

Latar Belakang: Pemberian MP-ASI ditentukan oleh pengetahuan ibu terhadap MP-ASI. Upaya perbaikan pengetahuan gizi dapat dilakukan melalui penyuluhan. Dalam proses penyuluhan, dibutuhkan media agar penyampaian pesan dan informasi dapat diterima dengan mudah dan jelas. Media yang digunakan adalah *booklet* dan *leaflet*.

Tujuan Penelitian: Mengetahui efektivitas penggunaan media *booklet* dibandingkan dengan media *leaflet* dalam meningkatkan pengetahuan variasi menu MP-ASI pada ibu balita.

Metode Penelitian: Penelitian ini adalah penelitian *quasi experimental* dengan menggunakan desain *pre test and post test with control group design*. Sampel penelitian ini adalah ibu balita sebanyak masing-masing 25 orang di Kelurahan Caturharjo sebagai kelompok perlakuan dan Kelurahan Temuwuh sebagai kelompok pembanding.

Hasil Penelitian: Hasil penelitian ini menunjukkan bahwa ada perbedaan pengetahuan antara *pre test* dan *post test* di kelompok *booklet* ($p=0,000<0,05$), ada perbedaan pengetahuan antara *pre test* dan *post test* pada kelompok *leaflet* ($p=0,004<0,05$), dan ada perbedaan selisih nilai rata-rata pengetahuan antara media *booklet* dan *leaflet* dengan nilai signifikan $p=0,028<0,05$.

Kesimpulan: Media *booklet* lebih efektif dibandingkan dengan *leaflet* dalam meningkatkan pengetahuan variasi menu MP-ASI pada ibu balita.

Kata Kunci: Variasi Menu MP-ASI, *Booklet*, *Leaflet*, Pengetahuan, Ibu Balita