

# Developing Ibu Sehati' Application for Anemia Preventing Program Information Education Communication Media during Covid- 19

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**Developing "Ibu Sehati" Application for Anemia Preventing Program: Information, Education, Communication Media during Covid-19**

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**Background:** Superspreader of Covid-19 now was a global pandemic and well known have enormous impact. IEC conventional program like face to face was no longer recommended due to avoid the transmission of Covid-19. The "Ibu Sehati" (Healthy Pregnant Women Without Anemia) application was application to educate and respons maternal health on anemia preventing.

**Purposes:** To find out the feasibility of the "Ibu Sehati" application.

**Method:** This research was Research & Development using ADDIE (analysis, design, development, implementation, and evaluation model). The analysis stage was carried out to determine the needs of field programmer and user conducting by interviews, the design stage were drafting features, flowcharts, storyboards and information. The development stage was creating the application and panel assessment (media, substansial, user). Re-design and re-development based on panel assesment. The implementation stage was carried out by implementing to pregnant women. The application was feasible due to score > 75 point, while an evaluation stage was by interviewing the panel and research subjects qualitatively. The study was conducted in January-March 2021, at Gamping II Public Health Center, Sleman, DIY, had an android and willing to be a participant. Data were analyzed descriptively.

**Result:** The analysis stage showed that application contained about anemia prevention, early detection, reminder notifications to consump Fe, balanced

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diit during or pregnancy. The design stage poured features such as profiles, hemoglobin and MUAC score, anemia prevention, notification consuming Fe, and balance diit. The develop stage and panel assesment show that the ‘Ibu Sehati’ was feasible (media, substantial and user panelist score were  $95.6 \pm 7.6$ ,  $80.6 \pm 5.6$ , and  $93.2 \pm 5.9$  respectively, categories very feasible. While the implementation showed  $78.63 \pm 4.6$  (very feasible). An evaluation stage showed that application was feasible as media IEC to prevent anemia during pregnancy.

**Conclusion:** During the COVID-19 pandemic, the “Ibu Sehati” application was appropriate to be used as an online educational media to support anemia prevention programs in pregnant women.

**Keywords:** application, Ibu Sehati, anemia, pregnant

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