

**PENGARUH EDUKASI MEDIA VIDEO ANIMASI TERHADAP
PENGETAHUAN DAN SIKAP IBU DALAM MENCEGAH
RISIKO BAYI BERAT LAHIR RENDAH
DI PUSKESMAS GEDANGSARI 1**

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ABSTRAK

Latar Belakang: Bayi Berat Lahir Rendah (BBLR) merupakan penyebab utama kematian neonatal di Indonesia dan menjadi indikator penting kesehatan ibu dan anak. Di Puskesmas Gendangsari I tahun 2024, BBLR menyumbang 28,2% kematian neonatal dan 12,9% dari total kelahiran hidup. Kondisi ini perlu dicegah, salah satunya dengan meningkatkan pengetahuan dan sikap ibu hamil melalui edukasi. Media edukasi yang menarik seperti video animasi dinilai lebih efektif dibanding media konvensional.

Tujuan: Mengetahui pengaruh edukasi menggunakan media video animasi terhadap pengetahuan dan sikap ibu hamil dalam mencegah risiko BBLR di Puskesmas Gendangsari 1.

Metode: Penelitian ini menggunakan desain quasi eksperimen dengan pendekatan pretest-posttest dengan kelompok kontrol. Subjek penelitian adalah ibu hamil yang dibagi menjadi dua kelompok: kelompok intervensi yang diberikan edukasi menggunakan video animasi dan kelompok kontrol yang diberikan edukasi menggunakan leaflet. Data dianalisis secara deskriptif dan inferensial untuk mengetahui perbedaan sebelum dan sesudah intervensi.

Hasil: Hasil uji Wilcoxon menunjukkan bahwa media video animasi dan leaflet sama-sama berpengaruh signifikan terhadap peningkatan pengetahuan dan sikap ibu hamil dalam mencegah risiko BBLR ($p = 0,000$). Namun, uji Mann-Whitney menunjukkan video animasi lebih efektif dibanding leaflet, dengan nilai rerata pengetahuan (56,93 vs. 34,07) dan sikap (51,04 vs. 39,96).

Kesimpulan: Edukasi dengan media video animasi lebih efektif dibandingkan leaflet dalam meningkatkan pengetahuan dan sikap ibu hamil dalam mencegah risiko BBLR. Media visual interaktif dapat menjadi alternatif yang direkomendasikan dalam program penyuluhan kesehatan ibu hamil.

Kata Kunci: video animasi, edukasi kesehatan, ibu hamil

THE EFFECT OF ANIMATED VIDEO MEDIA EDUCATION ON MOTHERS' KNOWLEDGE AND ATTITUDE IN PREVENTING THE RISK OF LOW BIRTH WEIGHT IN GEDANGSARI 1 PUBLIC HEALTH CENTER

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ABSTRACT

Background: Low Birth Weight (LBW) is a leading cause of neonatal mortality in Indonesia and serves as a key indicator of maternal and child health. At Gendangsari I Public Health Center in 2024, LBW accounted for 28.2% of neonatal deaths and 12.9% of total live births. This condition requires serious prevention efforts, one of which is by improving pregnant women's knowledge and attitudes through education. Engaging educational media such as animated videos are considered more effective than conventional media.

Objective: To determine the effect of education using animated video media on the knowledge and attitudes of pregnant women in preventing the risk of LBW at Puskesmas Gendangsari I.

Methods: This study employed a quasi-experimental design with a pretest-posttest control group approach. The subjects were pregnant women divided into two groups: the intervention group received education through animated videos, while the control group received education using leaflets. Data were analyzed descriptively and inferentially to assess differences before and after the intervention.

Results: The Wilcoxon test showed that both animated videos and leaflets significantly improved pregnant women's knowledge and attitudes in preventing LBW ($p = 0.000$). However, the Mann-Whitney test revealed that animated videos were more effective than leaflets, with higher posttest mean scores for knowledge (56.93 vs. 34.07) and attitude (51.04 vs. 39.96).

Conclusion: Education through animated video media is more effective than leaflets in improving pregnant women's knowledge and attitudes regarding the prevention of LBW. Interactive visual media can serve as a recommended alternative in maternal health education programs.

Keywords: animated video, health education, pregnant women.