

THE EFFECT OF HEALTH EDUCATION WITH AUDIOVISUAL MEDIA ON MOTHERS' KNOWLEDGE AND ATTITUDE ABOUT STUNTING AT POSYANDU KAKTUS IN THE AREA OF UPT PUSKESMAS TEPUS 1 GUNUNGKIDUL IN 2024

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ABSTRACT

Background: *The prevalence of stunting in Gunungkidul Regency in 2023 is still high. The programs that have been carried out so far have not had a significant impact. The high stunting rate is possibly due to the low knowledge and attitudes of mothers of toddlers towards handling stunting. Audiovisual media is one of the media that can be used to improve mothers' knowledge and attitudes in handling stunting.*

Objective: *To determine the influence of the use of audiovisual media on mothers' knowledge and attitudes about stunting at the Kaktus Integrated Health Post in the Tepus 1 Gunungkidul Health Center UPT area in 2024.*

Method: *The type of research is quasi experiment with one group pretest-posttest design. The research was conducted in March 2025. The sampling technique for this research is total sampling of 24 respondents. Data analysis uses univariate and bivariate tests.*

Results: *There is an influence of health education with audiovisual media on mothers' knowledge about stunting at the Kaktus Posyandu with a significance value of $0.001 < 0.05$, furthermore the use of audiovisual media also influences mothers' attitudes about stunting at the Kaktus Posyandu.*

Conclusion: *There is an influence of health education with audiovisual media on mothers' knowledge and attitudes about stunting at the Kaktus Integrated Health Post in the working area of the Tepus 1 Gunungkidul Health Center UPT in 2024.*

Keywords: *audiovisual media, knowledge, attitude, stunting*

PENGARUH PENDIDIKAN KESEHATAN DENGAN MEDIA AUDIOVISUAL
TERHADAP PENGETAHUAN DAN SIKAP IBU TENTANG *STUNTING* DI
POSYANDU KAKTUS WILAYAH UPT PUSKESMAS TEPUS 1 GUNUNGKIDUL
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ABSTRAK

Latar Belakang: Prevalensi *stunting* di Kabupaten Gunungkidul pada tahun 2023 masih tinggi. Program-program yang selama ini dilakukan belum berdampak signifikan. Tingginya *stunting* dimungkinkan disebabkan karena rendahnya pengetahuan dan sikap Ibu Balita terhadap penanganan *stunting*. Media audiovisual merupakan salah satu media yang dapat digunakan untuk meningkatkan pengetahuan dan sikap ibu dalam menangani *stunting*.

Tujuan: Mengetahui pengaruh penggunaan media audiovisual terhadap pengetahuan dan sikap ibu tentang *stunting* di Posyandu Kaktus wilayah UPT Puskesmas Tepus 1 Gunungkidul tahun 2024.

Metode: Jenis penelitian *quassy experiment* dengan rancangan *one group pretest-posttest design*. Penelitian dilaksanakan pada bulan Maret 2025. Teknik pengambilan sampel penelitian ini yaitu total sampling sejumlah 24 responden. Analisa data menggunakan uji univariat dan bivariat.

Hasil: Terdapat pengaruh pendidikan kesehatan dengan media audiovisual terhadap pengetahuan ibu tentang *stunting* di Posyandu Kaktus dengan nilai signifikansi sebesar $0,001 < 0,05$, selanjutnya penggunaan media audiovisual juga berpengaruh terhadap sikap ibu tentang *stunting* di Posyandu Kaktus.

Kesimpulan: Terdapat pengaruh pendidikan kesehatan dengan media audiovisual terhadap pengetahuan dan sikap ibu tentang *stunting* di Posyandu Kaktus wilayah kerja UPT Puskesmas Tepus 1 Gunungkidul tahun 2024.

Kata Kunci: media audiovisual, pengetahuan, sikap, *stunting*