

**EFEKTIVITAS PENGGUNAAN MEDIA EDUKASI BUKU SAKU MENU
MP-ASI “SAKSI” DAN BOOKLET MENU MP-ASI “BOOKSI”
TERHADAP PENGETAHUAN DAN SIKAP IBU BALITA DALAM
PEMBERIAN MENU MP-ASI**

Luthfia Damayanti¹, Waryana², Nugraheni Tri Lestari³
^{1,2,3}Jurusan Gizi Poltekkes Kemenkes Yogyakarta
Jl. Tatabumi No.3 Banyuraden, Gamping, Sleman
Email : filestudyfia2@gmail.com

ABSTRAK

Latar Belakang: *Stunting* adalah kondisi gagal tumbuh pada balita akibat kekurangan gizi kronis selama 1.000 HPK dan/ infeksi berulang dan/ asupan nutrisi tidak adekuat yang ditandai dengan panjang/tinggi badan menurut usia memiliki nilai *Z-Score* <-2 SD. *Stunting* berdampak pada perkembangan otak, kecerdasan, pertumbuhan fisik, produktivitas, dan risiko penyakit kronis. Berdasarkan Laporan Kegiatan Rembuk Stunting tahun 2024, prevalensi *stunting* di Kabupaten Sleman pada tahun 2023 sebesar 4,51%, dan di Kecamatan Pakem sebesar 8,69%.

Tujuan: Mengetahui efektivitas penggunaan media edukasi Buku Saku Menu MP-ASI “SAKSI” dan Booklet Menu MP-ASI “BOOKSI” terhadap pengetahuan dan sikap ibu balita dalam pemberian menu MP-ASI

Metode: Jenis penelitian ini adalah *quasy experimental* dengan *pretest-posttest with control group design*, uji analisis yang digunakan yaitu uji *Wilcoxon* untuk mengetahui perbedaan pengetahuan dan sikap, dan uji *Mann-Whitney* untuk mengetahui efektivitas media

Hasil: Terdapat peningkatan pengetahuan dan sikap pada kelompok “SAKSI” dan kelompok “BOOKSI” dengan *p-value* 0,000 yang berarti menunjukkan perbedaan pengetahuan serta sikap sebelum dan sesudah diberikan media “SAKSI” dan “BOOKSI”. Sedangkan pada efektivitas media didapatkan *p-value* pengetahuan *p*=0,031 dan sikap *p*=0,013, yang berarti edukasi dengan menggunakan media “SAKSI” lebih efektif dalam meningkatkan pengetahuan dan sikap ibu balita tentang pemberian menu MPASI dibandingkan media “BOOKSI”. Media “SAKSI” termasuk dalam pengalaman abstrak menurut teori Kerucut Pengalaman Edgar Dale, dirancang sebagai media cetak yang ringkas dan mudah dipahami, sehingga efektif meningkatkan pengetahuan dan mendukung perubahan sikap, terutama dalam situasi kurang kondusif.

Kesimpulan: Media “SAKSI” lebih efektif meningkatkan pengetahuan dan sikap tentang pemberian menu MPASI dibandingkan media “BOOKSI”.

Kata Kunci: *stunting*, buku saku, *booklet*, pengetahuan, sikap

**THE EFFECTIVENESS OF USING THE EDUCATIONAL MEDIA
POCKETBOOK OF MP-ASI MENU “SAKSI” AND BOOKLET OF
MP-ASI MENU “BOOKSI” ON THE KNOWLEDGE AND ATTITUDES
OF MOTHERS OF TODDLERS IN PROVIDING MP-ASI MENU**

Luthfia Damayanti¹, Waryana², Nugraheni Tri Lestari³
^{1,2,3}Jurusan Gizi Poltekkes Kemenkes Yogyakarta
Jl. Tatabumi No.3 Banyuraden, Gamping, Sleman
Email : filestudyfia2@gmail.com

ABSTRACT

Background: Stunting was a condition of growth failure in toddlers caused by chronic malnutrition during the first 1,000 days of life and/or repeated infections and/or inadequate nutritional intake, characterized by a length/height-for-age Z score of less than -2 standard deviations. Stunting affected brain development, intelligence, physical growth, productivity, and increased the risk of chronic diseases. According to the 2024 Stunting Discussion Activity Report, the prevalence of stunting in Sleman Regency in 2023 was 4.51%, while in Pakem District it was 8.69%.

Objective: To determine the effectiveness of the use of educational media, namely the “SAKSI” MP-ASI Menu Pocket Book and the “BOOKSI” MP-ASI Menu Booklet, on the knowledge and attitudes of mothers of toddlers in providing MP-ASI menus

Method: This type of research was quasi-experimental with a pretest-posttest with a control group design. The analysis test used was the Wilcoxon test to determine the difference in knowledge and attitudes, and the Mann-Whitney test to assess the effectiveness of the media.

Results: There was an increase in knowledge and attitudes in both the “SAKSI” group and the “BOOKSI” group, with a p-value of 0.000, indicating a significant difference in knowledge and attitudes before and after being given the “SAKSI” and “BOOKSI” media. In terms of media effectiveness, the p-value for knowledge was 0.031 and for attitude was 0.013, which meant that education using the “SAKSI” media was more effective in increasing the knowledge and attitudes of mothers of toddlers regarding the provision of MP-ASI menus compared to the “BOOKSI” media. The “SAKSI” media was categorized as an abstract experience according to Edgar Dale's Cone of Experience theory. It was designed as concise and easy-to-understand printed media, making it effective in increasing knowledge and supporting attitude changes, especially in less conducive situations.

Conclusion: The “SAKSI” media was more effective in increasing knowledge and attitudes about providing MP-ASI menus than the “BOOKSI” media.

Keywords: stunting, pocketbook, booklet, knowledge, attitude