

**THE EFFECTIVENESS OF THE USE OF FLIPBOOKS AS AN
EDUCATIONAL MEDIUM FOR THE KNOWLEDGE AND ATTITUDES
OF POSYANDU CADRES IN EFFORTS TO PREVENT STUNTING IN
TODDLERS IN MARGOAGUNG VILLAGE, KAPANEWON SEYEGAN,
SLEMAN REGENCY**

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ABSTRACT

Background: Posyandu cadres are at the forefront of improving the health of toddlers in the community. With a stunting prevalence of 16% in Sleman Regency, effective education is needed for cadres. Flipbooks as an interactive educational media are considered to have the potential to increase the knowledge and attitudes of cadres in supporting stunting prevention.

Objective: To determine the effectiveness of the use of flipbooks in increasing the knowledge and attitudes of posyandu cadres in efforts to prevent stunting in toddlers.

Methods: This type of study is *quasi experimental with a Pretest-Posttest Control Group Design*. It will be held in May 2025 in the working area of the Seyegan Health Center. The population in this study is posyandu cadres in Margoagung Village as an intervention group and Margoluwih Village as a control group. The sampling technique used *purposive sampling* totaling 77 which was divided into 2 groups with inclusion and exclusion criteria. This instrument uses flipbook and leaflet media. The data analysis method consists of univariate and bivariate analysis of the *Mann-Whitney U Test*

Results: This study shows that the use of flipbook media significantly increases the knowledge and attitude of Posyandu cadres under five. The knowledge score increased from an average of 5,850 (pretest) to 7,875 (posttest) with a significance value of $p = 0.000$. The attitude score increased from 34,875 to 37,175 ($p = 0.000$). Compared to leaflet media, flipbooks showed a difference in the increase in cadre knowledge ($p = 0.000$), but did not show a significant difference in attitude improvement ($p = 0.926$).

Conclusion: There is a difference in the provision of flipbook media in increasing the knowledge of Posyandu cadres, but it is not superior to leaflets in improving attitudes related to stunting prevention.

Keywords: Flipbook, Knowledge, Attitude, Posyandu Cadres, Stunting

EFEKTIFITAS PENGGUNAAN FLIPBOOK SEBAGAI MEDIA EDUKASI TERHADAP PENGETAHUAN DAN SIKAP KADER POSYANDU DALAM UPAYA PENCEGAHAN STUNTING PADA BALITA DI KALURAHAN MARGOAGUNG, KAPANEWON SEYEGAN, KABUPATEN SLEMAN

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ABSTRAK

Latar Belakang: Kader Posyandu merupakan garda terdepan dalam meningkatkan kesehatan balita di masyarakat. Dengan prevalensi stunting sebesar 16% di Kabupaten Sleman, diperlukan edukasi yang efektif bagi kader. Flipbook sebagai media edukasi interaktif dinilai berpotensi meningkatkan pengetahuan dan sikap kader dalam mendukung pencegahan stunting.

Tujuan: Mengetahui keefektifan penggunaan flipbook dalam peningkatan pengetahuan dan sikap kader posyandu dalam upaya pencegahan stunting pada balita.

Metode: Jenis penelitian ini adalah *quasi experimental* dengan rancangan *Pretest-Posttest Control Group Design*. Dilaksanakan pada bulan Mei 2025 di Wilayah kerja Puskesmas Seyegan. Populasi dalam penelitian ini adalah kader posyandu di Kalurahan Margoagung sebagai kelompok intervensi dan Kalurahan Margoluwih sebagai kelompok kontrol. Teknik pengambilan sample menggunakan *purposive sampling* berjumlah 77 yang terbagi menjadi 2 kelompok dengan kriteria inklusi dan eksklusi. Instrumen ini menggunakan media flipbook dan leaflet. Metode analisis data terdiri dari analisis univariat dan bivariat *Uji Mann-Whitney U*

Hasil: Penelitian ini menunjukkan bahwa penggunaan media flipbook secara signifikan meningkatkan pengetahuan dan sikap kader Posyandu balita. Skor pengetahuan meningkat dari rerata 5,850 (pretest) menjadi 7,875 (posttest) dengan nilai signifikansi $p = 0,000$. Skor sikap meningkat dari 34,875 menjadi 37,175 ($p = 0,000$). Dibandingkan dengan media leaflet, flipbook terbukti ada perbedaan terhadap peningkatan pengetahuan kader ($p = 0,000$), namun tidak menunjukkan perbedaan signifikan dalam peningkatan sikap ($p = 0,926$).

Kesimpulan: Ada beda terhadap pemberian media flipbook dalam meningkatkan pengetahuan kader Posyandu, namun tidak lebih unggul dari leaflet dalam meningkatkan sikap terkait pencegahan stunting.

Kata kunci: Flipbook, Pengetahuan, Sikap, Kader Posyandu, Stunting