

EFEKTIVITAS MEDIA *E-STORYBOOK* “DETEKTIF JERAMI” TERHADAP PENGETAHUAN DAN SIKAP TENTANG ANEMIA SERTA KEPATUHAN KONSUMSI TABLET TAMBAH DARAH PADA REMAJA PUTRI

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ABSTRAK

Latar Belakang: Anemia remaja merupakan masalah kesehatan masyarakat yang kritis di Indonesia yang berdampak signifikan terhadap penurunan kualitas sumber daya manusia. Meskipun program suplementasi zat besi telah diterapkan secara luas, tingkat kepatuhan konsumsi di kalangan remaja masih relatif rendah karena kurangnya pendekatan edukasi gizi yang adaptif dan menarik.

Tujuan: Mengetahui efektivitas media *E-Storybook* “Detektif Jerami” terhadap pengetahuan, sikap, dan kepatuhan konsumsi Tablet Tambah Darah pada remaja putri.

Metode Penelitian: Penelitian ini merupakan jenis penelitian *quasi eksperimen* dengan rancangan *pre and post test control group design*. Penelitian ini berlokasi di SMPN 4 Gamping sebagai kelompok eksperimen menggunakan *E-Storybook* “Detektif Jerami” dan SMPN 1 Gamping sebagai kelompok kontrol menggunakan *Powerpoint Template* (PPT). Populasi penelitian ini adalah remaja putri kelas 7 dan 8 serta diambil sebanyak 98 sampel.

Hasil: Ada peningkatan skor pengetahuan, sikap, dan kepatuhan terhadap konsumsi suplemen zat besi pada kedua kelompok setelah intervensi. Namun, peningkatan yang lebih konsisten hingga minggu keempat hanya terlihat pada kelompok eksperimen, sedangkan kelompok kontrol cenderung fase stagnan. Secara statistik, perubahan skor pada kelompok eksperimen menunjukkan perbedaan yang signifikan pada sikap dan kepatuhan dibandingkan dengan kelompok kontrol ($p < 0,05$).

Kesimpulan: Media *E-Storybook* “Detektif Jerami” lebih efektif dibandingkan media konvensional. Inovasi ini sangat direkomendasikan sebagai instrumen promosi kesehatan untuk memperkuat pencegahan anemia.

Kata Kunci: *E-Storybook*, kepatuhan, anemia, tablet tambah darah, remaja putri.

*EFFECTIVENESS OF “DETEKTIF JERAMI” E-STORYBOOK ON
KNOWLEDGE AND ATTITUDES ABOUT ANEMIA AND ADHERENCE TO
THE CONSUMPTION OF IRON SUPPLEMENTATION AMONG ADOLESCENT
GIRLS*

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ABSTRACT

Background: Adolescent anemia is a critical public health problem in Indonesia that has a significant impact on the decline in the quality of human resources. Although the iron supplementation program has been widely implemented, the level of consumption compliance among adolescents is still relatively low due to the lack of an adaptive and attractive nutrition education approach.

Objective: This study aims to analyze the effectiveness of the Detektif Jerami E-storybook to improve knowledge, attitudes, and adherence to iron supplementation in adolescent girls.

Research Method: This study is a type of quasi-experimental research with a pre and post test control group design. This research was located at SMPN 4 Gamping as an experimental group using the Detektif Jerami E-storybook and SMPN 1 Gamping as a control group using a Powerpoint Template (PPT). The population of this study was adolescent girls in grades 7 and 8 and 98 samples were taken.

Results: There was an increase in knowledge scores, attitudes, and compliance with the consumption of iron supplements in both groups after the intervention. However, a more consistent improvement through the fourth week was only seen in the experimental group, while the control group tended to experience a plateau. Statistically, the change in scores in the experimental group showed significant differences in attitude and compliance compared to the control group ($p < 0,05$).

Conclusion: The interactive digital media Detektif Jerami E-Storybook more effective than conventional media. This innovation is highly recommended as a health promotion instrument to strengthen anemia prevention.

Keywords: E-Storybook, adherence, anemia, iron supplementation, adolescent girls