

**ANALISIS EDUKASI MENGGUNAKAN MEDIA *BOOKLET* TERHADAP
PERILAKU IBU TENTANG SEMARAK (STIMULASI
PERKEMBANGAN ANAK) USIA 0-24 BULAN
DI PMB CH EMY PUJIATI**

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ABSTRAK

Latar Belakang: Usia 0–24 bulan merupakan masa emas pertumbuhan dan perkembangan anak yang memerlukan stimulasi optimal. Edukasi kesehatan melalui media *booklet* diharapkan dapat mendukung perilaku ibu dalam memberikan stimulasi perkembangan anak.

Tujuan: Menganalisis edukasi menggunakan media *booklet* terhadap perilaku ibu tentang SEMARAK (Stimulasi Perkembangan Anak) usia 0–24 bulan di PMB CH Emy Pujiati Purwosari.

Metode: Penelitian *quasi experimental* dengan desain *pretest-posttest with control group*. Sampel sebanyak 136 ibu yang memiliki anak usia 0–24 bulan dipilih menggunakan *consecutive sampling*, terdiri atas 68 responden kelompok *booklet* dan 68 responden kelompok *leaflet*. Analisis data menggunakan uji *Wilcoxon* dan *Mann–Whitney*.

Hasil: Mayoritas responden berusia 26–35 tahun dan berpendidikan menengah. Uji *Wilcoxon* menunjukkan tidak terdapat perbedaan perilaku ibu yang signifikan sebelum dan sesudah edukasi pada kelompok *booklet* ($p=0,890$) maupun *leaflet* ($p=0,410$). Uji *Mann–Whitney* juga menunjukkan tidak terdapat perbedaan yang signifikan antara kedua media ($p=0,812$).

Kesimpulan: Edukasi menggunakan media *booklet* belum menunjukkan perubahan perilaku ibu tentang stimulasi perkembangan anak usia 0–24 bulan yang signifikan dan tidak lebih efektif dibandingkan media *leaflet*.

Kata Kunci: edukasi, media cetak, perilaku ibu, anak usia dini, pendidikan kesehatan

**ANALYSIS OF BOOKLET-BASED HEALTH EDUCATION ON MATERNAL
BEHAVIOR REGARDING SEMARAK (CHILD DEVELOPMENTAL
STIMULATION) FOR CHILDREN AGED 0–24 MONTHS AT
PMB CH EMY PUJIATI**

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ABSTRACT

Background: The first 24 months of life represent a critical period for child growth and development that requires optimal developmental stimulation. Health education using booklet media is expected to support maternal behavior in providing appropriate developmental stimulation for children.

Objective: To analyze the effect of booklet-based health education on maternal behavior regarding SEMARAK (Child Developmental Stimulation) for children aged 0–24 months at PMB CH Emy Pujiati Purwosari.

Method: This quasi-experimental study employed a pretest–posttest control group design. A total of 136 mothers with children aged 0–24 months were selected using consecutive sampling and assigned to a booklet group (n=68) and a leaflet group (n=68). Data were analyzed using the Wilcoxon signed-rank test and the Mann–Whitney U test.

Results: Most respondents were 26–35 years old and had completed secondary education. The Wilcoxon test showed no significant difference in maternal behavior before and after the intervention in either the booklet group (p=0.890) or the leaflet group (p=0.410). The Mann–Whitney U test also revealed no significant difference between the booklet and leaflet groups (p=0.812).

Concusion: Booklet-based health education did not result in a significant improvement in maternal behavior regarding child developmental stimulation among mothers of children aged 0–24 months and was not more effective than leaflet-based education.

Keywords: health education, printed media, maternal behavior, early childhood, child developmental stimulation.