

PERBEDAAN TINGKAT PENGETAHUAN IBU TENTANG STUNTING
BERDASARKAN PENGGUNAAN MEDIA SOSIAL TIK TOK DI
PUSKESMAS PIYUNGAN

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ABSTRAK

Latar Belakang: Stunting merupakan salah satu masalah gizi kronis yang masih menjadi perhatian di Indonesia. Rendahnya tingkat pengetahuan ibu mengenai pencegahan stunting menjadi salah satu faktor yang berkontribusi terhadap terjadinya stunting. Pemanfaatan media sosial TikTok sebagai media edukasi dinilai mampu menyampaikan informasi kesehatan secara menarik, interaktif, dan mudah dipahami sehingga berpotensi meningkatkan pengetahuan ibu tentang stunting.

Tujuan: Menganalisis perbedaan tingkat pengetahuan ibu tentang stunting berdasarkan penggunaan media sosial TikTok dan leaflet di Puskesmas Piyungan.

Metode: Penelitian ini merupakan penelitian kuantitatif observasional analitik dengan pendekatan komparatif. Sampel penelitian berjumlah 80 responden yang dipilih menggunakan teknik simple random sampling dan dibagi menjadi kelompok media TikTok serta kelompok media leaflet. Tingkat pengetahuan diukur menggunakan kuesioner sebelum (pre-test) dan sesudah (post-test) pemberian edukasi melalui masing-masing media. Analisis data dilakukan menggunakan uji Wilcoxon, Mann-Whitney, dan perhitungan N-Gain Score dengan tingkat kemaknaan 95% ($\alpha = 0,05$).

Hasil: Hasil penelitian menunjukkan adanya peningkatan tingkat pengetahuan pada kelompok media TikTok setelah memperoleh edukasi. Hasil uji Mann-Whitney menunjukkan terdapat perbedaan yang signifikan antara kelompok media TikTok dan kelompok media leaflet dengan nilai $p < 0,001$. Nilai mean rank pada kelompok media TikTok lebih tinggi dibandingkan kelompok media leaflet, yang menunjukkan bahwa edukasi melalui media sosial TikTok memberikan peningkatan pengetahuan yang lebih baik dibandingkan leaflet.

Kesimpulan: Terdapat perbedaan tingkat pengetahuan ibu tentang stunting antara kelompok yang memperoleh edukasi melalui media sosial TikTok dan kelompok yang memperoleh edukasi menggunakan leaflet di Puskesmas Piyungan. Media sosial TikTok dapat dimanfaatkan sebagai salah satu media edukasi kesehatan dalam upaya meningkatkan pengetahuan ibu mengenai pencegahan stunting.

Kata kunci: TikTok, media sosial, pengetahuan, stunting, ibu balita.

THE EFFECT OF TIKTOK-BASED SOCIAL MEDIA EDUCATION ON MOTHERS' KNOWLEDGE OF STUNTING AT PIYUNGAN PRIMARY HEALTH CENTER

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ABSTRACT

Background: Stunting remains one of the major chronic nutritional problems in Indonesia. Low maternal knowledge regarding stunting prevention is one of the factors contributing to the occurrence of stunting. The use of TikTok as an educational medium is considered capable of delivering health information in an engaging, interactive, and easily understandable manner, thereby having the potential to improve mothers' knowledge about stunting.

Objective: To analyze the differences in mothers' knowledge regarding stunting based on the use of TikTok social media and leaflets at Piyungan Primary Health Center.

Methods: This study employed a quantitative analytical observational design with a comparative approach. A total of 80 respondents were selected using simple random sampling and were divided into the TikTok media group and the leaflet media group. Mothers' knowledge was assessed using questionnaires administered before (pre-test) and after (post-test) receiving educational materials through the respective media. Data were analyzed using the Wilcoxon test, Mann–Whitney test, and N-Gain Score analysis with a significance level of 95% ($\alpha = 0.05$).

Results: The findings showed an improvement in mothers' knowledge in the TikTok media group after receiving educational materials. The Mann–Whitney test indicated a statistically significant difference between the TikTok media group and the leaflet media group ($p < 0.001$). The mean rank of the TikTok media group was higher than that of the leaflet media group, indicating that education delivered through TikTok resulted in a greater improvement in mothers' knowledge than education delivered through leaflets.

Conclusion: There was a significant difference in mothers' knowledge regarding stunting between those who received education through TikTok social media and those who received education through leaflets at Piyungan Primary Health Center. TikTok social media can be utilized as an alternative health education medium to improve mothers' knowledge regarding stunting prevention.

Keywords: TikTok, social media, knowledge, stunting, mothers of children under five.