

ABSTRAK

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PENGARUH EDUKASI BERBASIS KOMIK DIGITAL TERHADAP PERILAKU CALON PENGANTIN WANITA DALAM PENCEGAHAN KEK

xv + 97 Halaman + 12 Tabel + 17 Lampiran

Status gizi calon pengantin wanita sangat berperan dalam kesiapan kehamilan karena akan mempengaruhi kesehatan calon anaknya kelak sehingga para catin wanita diharapkan menyiapkan status gizi yang optimal sebelum menghadapi kehamilan. Permasalahan KEK pada catin masih banyak ditemui di Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi berbasis komik digital terhadap perilaku calon pengantin wanita dalam pencegahan KEK.

Penelitian ini adalah penelitian kuantitatif dengan metode *Quasy experimental* dan *Non Equivalent control group design*. Populasi dalam penelitian ini adalah 66 catin wanita dengan jumlah sampel 31 catin di masing-masing kelompok dan teknik *sampling* yaitu *purposive sampling*. Instrumen pengumpulan data menggunakan kuesioner. Variabel independen pada penelitian ini yaitu edukasi berbasis komik digital dan variabel dependen yaitu perilaku (pengetahuan, sikap, tindakan). Analisa data menggunakan uji *Wilcoxon Signed Rank* dan uji *Mann Whitney U*.

Hasil penelitian menunjukkan 58% catin sebelum intervensi memiliki pengetahuan cukup, meningkat menjadi 93% pengetahuan baik setelah edukasi dengan komik digital, dan 68% pengetahuan baik setelah edukasi dengan *e-booklet*. 65% catin kelompok perlakuan sebelum intervensi memiliki sikap positif, meningkat menjadi 97% sikap positif setelah edukasi dengan komik digital, sedangkan 77% catin kelompok kontrol sebelum intervensi memiliki sikap positif, meningkat menjadi 90% sikap positif setelah edukasi dengan *e-booklet*. 67,7% catin kelompok perlakuan sebelum intervensi memiliki tindakan cukup, meningkat menjadi 84% tindakan baik setelah edukasi dengan komik digital, sedangkan 74% catin kelompok kontrol sebelum intervensi memiliki tindakan cukup, meningkat menjadi 65% tindakan baik setelah edukasi dengan *e-booklet*.

Hasil uji *Wilcoxon* didapatkan pengetahuan memiliki nilai $p = 0,001$, sikap memiliki nilai $p = 0,002$, dan tindakan memiliki nilai $p = 0,001$, yang artinya ada pengaruh edukasi berbasis komik digital terhadap perilaku (pengetahuan, sikap, tindakan) calon pengantin wanita dalam pencegahan KEK. Dan hasil uji *Mann Whitney U* yaitu ada perbedaan signifikan dari pengetahuan ($p = 0,011$), dan tindakan ($p = 0,048$) calon pengantin wanita sesudah pemberian edukasi antara media komik digital dan media *e-booklet*. Serta tidak ada perbedaan signifikan dari sikap ($p = 0,305$) calon pengantin wanita sesudah pemberian edukasi antara media komik digital dan media *e-booklet*.

Kesimpulan penelitian ini media komik digital efektif dalam meningkatkan pengetahuan dan tindakan catin wanita dalam pencegahan KEK dibandingkan dengan media *e-booklet*, sedangkan untuk meningkatkan sikap catin wanita dalam pencegahan KEK, media komik digital dan *e-booklet* sama-sama efektif.

Kata kunci : pengetahuan, sikap, tindakan, perilaku pencegahan KEK, komik digital
Daftar bacaan : 21 buku (2018-2023)

ABSTRACT

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THE EFFECT OF DIGITAL COMIC-BASED EDUCATION ON THE BEHAVIOUR OF PROSPECTIVE BRIDE IN PREVENTING CED

xv + 97 Pages + 12 Tables + 17 Appendices

The nutritional status of the prospective bride plays a significant role in pregnancy readiness and will affect the future health of her child, so prospective brides are expected to prepare optimal nutritional status before facing pregnancy. The issue of Chronic Energy Deficiency (CED) among prospective brides is still commonly found in Indonesia. This research aims to determine the effect of digital comic-based education on the behavior of prospective brides in preventing CED.

This study is a quantitative study with the Quasy experimental method and Non Equivalent control group design, The population of this study was 66 prospective brides with a sample of 31 in each group as respondents. Data was collected using a questionnaire that measured knowledge, attitudes, and actions of CED prevention. The independent variables in this study are digital comic-based education and the dependent variable is behavior (knowledge, attitudes, actions). Data analysis was using the Wilcoxon test and the Mann Whitney U test.

The results showed that 58% of prospective brides before the intervention had esufficient knowledge, increasing to 93% of good knowledge after education with digital comic, and 68% sufficient knowledge after education with e-booklet. 65% of the prospective brides of the pre-intervention treatment group had a positive attitude, increasing to 97% of positive attitudes after education with digital comic, while 77% of prospective brides control groups before intervention had a positive attitude, increasing to 90% positive attitudes after education with e-booklet. 67.7% of the prospective brides of the pre-intervention treatment group had sufficient action, increasing to 84% of the good action after education with digital comic, while 74% of the control group before the intervention had sufficient action, increasing to 65% of good action after education with e-booklet.

The Wilcoxon test results of knowledge had a p -value = 0.001, attitudes had a p -value = 0.002, and actions had a p -value = 0.001, which means that there was an effect of digital comics-based education on the behavior (knowledge, attitude, actions) of the prospective brides in the prevention of CED. And the results of the Mann Whitney U test are that there was a significant difference in the knowledge (p = 0.011), and actions (p = 0.048) of the prospective brides after providing education between digital comic media and e-booklet media. And there was no significant difference in the attitude (p = 0.305) of the prospective brides after providing education between digital comic media and e-booklet media.

The conclusion is that digital comic media is effective in increasing the knowledge and actions of prospective brides in preventing CED compared to e-booklet media, while to improve the attitude of prospective brides in preventing CED, digital comic media and e-booklets are equally effective.

Keywords: knowledge, attitude, action, CED prevention behavior, digital comic

References : 21 books (2018-2023)