

ABSTRAK

Sheillania Amilatul Siska Pertiwi

EFEKTIVITAS EDUKASI BERBASIS *WEBSITE* “*SCRENMOM*” TERHADAP PERILAKU IBU DALAM MERAWAT KEHAMILAN

xvii + 104 Halaman + 15 Tabel + 15 Lampiran

Perawatan kehamilan adalah serangkaian tindakan, termasuk edukasi sejak masa kehamilan untuk mendukung kehamilan sehat. Perempuan tidak menyadari standar perawatan yang mereka butuhkan. Hasil literasi kesehatan yang rendah berkorelasi dengan hasil kesehatan yang buruk. Komplikasi dapat timbul, tetapi tidak terbatas pada anemia, preeklampsia, dan diabetes gestasional. *Website* “*ScrEnMom*” (*Screening Education Mommy*), hadir untuk memfasilitasi ibu merawat kehamilannya melalui fitur skrining dan edukasi. Studi ini bertujuan menganalisis efektifitas edukasi berbasis *Website* “*ScrEnMom*” terhadap perilaku ibu dalam merawat kehamilan.

Penelitian ini menggunakan *Quasi Eksperimental* sub-rancangan *one group pre-test* dan *post-test design* di Puskesmas Putat Jaya periode Maret-April 2025. Jumlah responden penelitian ini 32 ibu hamil dipilih menggunakan *purposive sampling*. Variabel *independen* edukasi berbasis *Website* “*ScrEnMom*”, variabel *dependen* perilaku ibu dalam merawat kehamilan. Pengumpulan data dilakukan dengan kuesioner, dianalisis menggunakan uji *Wilcoxon* ($\alpha < 0.001$).

Hasil analisis uji *Wilcoxon*, didapatkan edukasi berbasis *Website* “*ScrEnMom*” efektif terhadap pengetahuan, sikap, tindakan ibu dalam merawat kehamilan dengan nilai ($p\text{-value} < 0.001$). Tampilan interaktif *website* berpotensi sebagai sumber pengetahuan yang mendorong keterlibatan ibu mempelajari informasi secara mandiri, sehingga berdampak pada sikap dan tindakan positif dalam merawat kehamilan. Pembiasaan sikap positif terhadap kesehatan secara berkelanjutan berpotensi membentuk rutinitas, sehingga *covert behavior* telah berkembang menjadi *overt behavior*.

Berdasarkan uraian tersebut, disimpulkan bahwa edukasi berbasis *Website* “*ScrEnMom*” efektif terhadap pengetahuan, sikap, tindakan ibu dalam merawat kehamilan. Penelitian ini merepresentasikan peran proaktif ibu dan menyarankan pemanfaatan *website* oleh petugas kesehatan sebagai media edukasi serta pengembangan lebih lanjut oleh peneliti dengan memperluas topik edukasi kehamilan.

Kata kunci : Edukasi, *Website*, Perilaku, Ibu Hamil

Daftar bacaan : 31 buku (2018 - 2024)

ABSTRACT

Sheillania Amilatul Siska Pertiwi

THE EFFECTIVENESS OF "SCRENMOM" WEBSITE-BASED EDUCATION ON MATERNAL BEHAVIOR IN CARING FOR PREGNANCY

xvii + 104 Pages + 15 Tables + 15 Appendices

Pregnancy care is a series of actions, including education from the time of pregnancy to support a healthy pregnancy. Women are unaware of the standard of care they need. Low health literacy outcomes correlated with poor health outcomes. Complications may arise, but are not limited to anemia, preeclampsia, and gestational diabetes. The website "ScrEnMom" (Screening Education Mommy), is here to facilitate mothers to take care of their pregnancy through screening and education features. This study aims to analyze the effectiveness of "ScrEnMom" Website-based education on maternal behavior in caring for pregnancy.

This study uses a Quasi Experimental sub-design of one group pre-test and post-test design at the Putat Jaya Health Center for the period of March-April 2025. The number of respondents to this study was 32 pregnant women selected using purposive sampling. An independent variable of education based on the Website "ScrEnMom", a dependent variable of maternal behavior in caring for pregnancy. Data collection was carried out by questionnaire, analyzed using the Wilcoxon test ($\alpha < 0.001$).

The results of the analysis of the Wilcoxon test, it was found that education based on the "ScrEnMom" website was effective on the knowledge, attitudes, and actions of mothers in caring for pregnancy with a value ($p\text{-value} < 0.001$). The interactive display of the website has the potential to be a source of knowledge that encourages the involvement of mothers to learn information independently, thus having an impact on positive attitudes and actions in caring for pregnancy. Habituating a positive attitude towards health in a sustainable manner has the potential to form a routine, so that covert behavior has developed into overt behavior.

Based on this description, it is concluded that the "ScrEnMom" Website-based education is effective on the knowledge, attitudes, and actions of mothers in caring for pregnancy. This study represents the proactive role of mothers and suggests the use of websites by health workers as an educational medium as well as further development by researchers by expanding the topic of pregnancy education.

Keywords : Education, Website, Behavior, Pregnant Women

Reading list : 31 books (2018 - 2024)