

ABSTRAK

Reni Kusuma Wardani

EFEKTIVITAS MEDIA E-BOOKLET TERHADAP PERILAKU
PENCEGAHAN ANEMIA KEHAMILAN

xv + 106 Halaman + 11 Tabel + 20 Lampiran

Selama hamil, asupan Fe merupakan langkah penting dalam pencegahan anemia. Seluruh ibu yang mengandung direkomendasikan konsumsi minimal 90 tablet Fe terutama untuk mencegah anemia akibat kekurangan zat besi. penyuluhan kesehatan yang efektif sangat diperlukan guna meningkatkan kepedulian dan perilaku pencegahan anemia. Tujuannya menganalisis efektivitas media *e-booklet* terhadap perilaku pencegahan anemia kehamilan.

Studi menerapkan design penelitian *non-equivalent control group & pretest-posttest*. Studi melibatkan 20 wanita hamil di wilayah Puskesmas Kedurus, Surabaya yangmana menjadi kelompok intervensi dan kontrol. Teknik yang dipilih adalah *simple random sampling*. Data dikumpulkan dengan kuesioner (pengetahuan dan sikap) dan lembar observasi tindakan. Analisis statistiknya diterapkan *Wilcoxon Signed Rank Test* dan *Mann-Whitney Test*.

Dengan p -value yang secara konsisten di bawah 0,05 (0,000 untuk pengetahuan dan sikap, 0,030 untuk tindakan), penelitian ini dengan jelas menunjukkan *e-booklet* optimal dalam menaikkan pengetahuan ibu hamil, membentuk sikap mereka, dan memengaruhi tindakan terkait pencegahan anemia kehamilan.

E-booklet mudah diakses melalui perangkat digital, memungkinkan ibu hamil untuk memperoleh kemudahan informasi dengan leluasa. *Penggunaan e-booklet* dalam edukasi ibu hamil mengenai pencegahan anemia juga mendukung kemandirian belajar serta distribusi informasi yang luas dan cepat. *Penggunaan e-booklet* juga sejalan dengan transformasi digital dalam pelayanan kesehatan, terutama dalam promosi dan edukasi kesehatan masyarakat.

Kata kunci: *E-booklet*, perilaku, anemia, kehamilan.

Daftar bacaan: 18 buku (2019-2023)

ABSTRACT

Reni Kusuma Wardani

EFFECTIVENESS OF E-BOOKLET MEDIA ON ANEMIA PREVENTION BEHAVIOR IN PREGNANCY

xv + 106 Pages + 11 Tables + 20 Appendices

During pregnancy, iron (Fe) intake is a crucial step in anemia prevention. All women who pregnant are must took at least 90 Fe tabs, primarily to prevent iron deficiency anemia. Effective healths education's essentials for increasing awareness, preventive behaviors regarding anemia. The objective of this study was for analyze the effectiveness of e-booklet on anemia prevention during pregnancy.

Study took non-equivalent control group design pretest-posttest approach. The study involved 20 women who pregnant in the Kedurus Health Center area of Surabaya City, separated into intervention and control groups. Simple random sampling was applicated for sample selection. Data collect was done using questionnaires (for knowledge and attitudes) and action observation sheets. Statistical analysis employed the Wilcoxon Signed Rank Test and the Mann-Whitney Test.

p-values consistently below 0.05 (0.000 for knowledge and attitudes, 0.030 for actions), this study clearly demonstrated that e-booklets are optimal in increased pregnant women's knowledges, shaping their attitudes, and influencing their actions related to anemia prevention during pregnancy.

E-booklets are easily accessible through digital devices, allowing pregnant women to obtain information flexibly. The use of e-booklets also supports learning independence and the wide and rapid distribution of information. The use of e-booklets is also in line with digital transformation in health services, especially in public health promotion and education.

Keywords: E-booklet, behavior, anemia, pregnancy.

References: 18 books (2019-2023)