

## ABSTRAK

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EFEKTIVITAS EDUKASI MEDIA WEBSITE “GOLDENWOMB” TERHADAP SELF EFFICACY IBU HAMIL DALAM PENCEGAHAN KELAHIRAN BAYI BERAT LAHIR RENDAH (BBLR)

xvii + 84 Halaman + 10 Tabel + 16 Lampiran

*Self efficacy* ialah keyakinan seseorang bahwa dirinya dapat melakukan tindakan yang diperlukan untuk mencapai hasil yang diharap. Jika tingkat self efficacy pada ibu hamil rendah, maka keberpotensialan untuk mempertahankan perilaku hidup sehat selama kehamilan juga menjadi lebih rendah, yang dapat meningkatkan risiko kelahiran bayi berat lahir rendah (BBLR). Untuk mengatasi hal tersebut, dibutuhkan sarana edukasi yang dapat mengembangkan kepercayaan diri ibu hamil dalam menerapkan perilaku pencegahan. Studi ini bertujuan untuk mengetahui seberapa optimal media website “GoldenWomb” dalam mengembangkan self efficacy ibu hamil terkait pencegahan kelahiran BBLR.

Rancangan studi yang dipakai ialah quasi experiment dengan model pretest-posttest control group. Total terdapat 40 ibu hamil dari wilayah kerja Puskesmas Tarik 2 yang dijadikan partisipan. Partisipan dibagi ke dalam dua grup, yakni grup eksperimen yang menerima edukasi berbasis website GoldenWomb dan grup kontrol yang memperoleh edukasi melalui leaflet. Pengukuran self-efficacy dilakukan dua kali memakai instrumen kuesioner, yaitu sebelum pemberian edukasi dan usai intervensi selesai dilaksanakan. Analisis data dilakukan dengan Paired T-Test untuk mengevaluasi perubahan skor dalam kelompok, sedangkan perbandingan antar kelompok dianalisis memakai Independent T-Test.

Berdasar hasil studi, skor self-efficacy ibu hamil mengalami pengembangan secara nyata pada kelompok yang mendapatkan intervensi maupun kelompok kontrol, yang ditunjukkan oleh nilai Asymp. Sig sebesar 0,000. Hasil pengujian memakai Independent T-Test juga memperlihatkan adanya perbedaan nyata antara kedua kelompok ( $p = 0,002$ ). Dengan demikian, website edukasi “GoldenWomb” dapat dinyatakan lebih unggul dibanding leaflet dalam mengembangkan keyakinan diri ibu hamil untuk melakukan upaya pencegahan kelahiran bayi berat lahir rendah (BBLR).

Kata Kunci : Edukasi kesehatan, Ibu Hamil, Pencegahan Kelahiran Bayi Berat Lahir Rendah (BBLR), *Self Efficacy*

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## **ABSTRACT**

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*EFFECTIVENESS OF THE “GOLDENWOMB” WEBSITE-BASED EDUCATIONAL MEDIA ON PREGNANT WOMEN’S SELF EFFICACY IN PREVENTING LOW BIRTH WEIGHT (LBW)*

xvii + 84 Pages + 10 Tables + 16 Appendices

*Self-efficacy is a person’s belief that they are capable of taking the necessary actions to achieve desired outcomes. If a pregnant woman’s level of self-efficacy is low, her tendency to maintain healthy lifestyle behaviors during pregnancy is also lower, which can ultimately contribute to adverse pregnancy outcomes, such as low birth weight (LBW). To address this, educational tools are needed that can boost pregnant women’s confidence in adopting preventive behaviors. This study aims to determine how effective the “GoldenWomb” website is in improving pregnant women’s self-efficacy regarding the prevention of LBW births.*

*The study design used was a quasi-experimental study with a pretest-posttest control group model. A total of 40 pregnant women from the service area of the Tarik 2 Community Health Center (Puskesmas) were selected as participants. Participants were divided into two groups: the experimental group, which received education via the GoldenWomb website, and the control group, which received education through leaflets. Self-efficacy was measured twice using a questionnaire: before the education was provided and after the intervention was completed. Data analysis was performed using a Paired T-Test to evaluate changes in scores within groups, while comparisons between groups were analyzed using an Independent T-Test.*

*Based on the research results, self-efficacy scores among pregnant women increased significantly in both the intervention group and the control group, as indicated by an Asymp. Sig. value of 0.000. The results of the Independent T-Test also showed a significant difference between the two groups ( $p = 0.002$ ). Thus, the “GoldenWomb” educational website can be considered superior to the leaflet in enhancing pregnant women’s self-efficacy to take preventive measures against low birth weight (LBW).*

*Keywords : Health Education, Pregnant Women, Low Birth Weight (LBW) Prevention, Self Efficacy*

*References : 27 books (2017 - 2025)*