

ABSTRAK

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PENGARUH EDUKASI BERBASIS *FLIPBOOK DIGITAL* TERHADAP PENGETAHUAN DAN SIKAP IBU HAMIL TENTANG KURANG ENERGI KRONIS

xviii + 107 Halaman + 17 Tabel + 15 Lampiran

Kurang Energi Kronis atau biasa disebut dengan KEK menjadi sebuah problematika yang sering dialami oleh ibu hamil dalam aspek gizi. Masalah ini memberikan dampak yang berbahaya bukan hanya untuk ibu namun juga pada janin. Hal tersebut salah satunya diakibatkan oleh rendahnya pengetahuan ibu tentang urgensi gizi pada masa kehamilan sehingga berdampak pada sikap negatif ibu hamil terhadap pencegahan KEK. Seiring berkembangnya teknologi informasi, diperlukan media edukasi inovatif yang menarik dan mudah dipahami untuk membantu penyampaian informasi kesehatan, salah satunya melalui *flipbook digital*. Maka dilakukan penelitian ini untuk mengetahui pengaruh edukasi berbasis *flipbook digital* terhadap pengetahuan dan sikap ibu hamil tentang KEK.

Jenis penelitian ini kuantitatif dengan desain *pre-experimental one group pretest-posttest design*. Lokasi penelitian ini adalah Puskesmas Kedungdoro Surabaya dengan besar sampel 52 ibu hamil yang dipilih secara *purposive sampling*. Penelitian ini menggunakan data primer dengan instrumen berupa kuesioner pengetahuan dan sikap. Analisis data penelitian menggunakan uji *Wilcoxon Signed Rank Test* dengan signifikansi $\alpha = 0,05$.

Hasil penelitian menunjukkan bahwa terdapat peningkatan dari 44,2% menjadi 84,6% pengetahuan ibu hamil berkategori baik. Sedangkan peningkatan dari 55,8% menjadi 96,2% ibu hamil bersikap positif setelah dilakukan intervensi berupa edukasi berbasis *flipbook digital*. Uji *Wilcoxon Signed Rank Test* memberikan hasil bahwa pada variabel pengetahuan dan sikap, diperoleh nilai *p-value* masing-masing sebesar 0,000 ($p < 0,05$). Kondisi tersebut dapat dimaknai bahwa edukasi berbasis *flipbook digital* memiliki pengaruh yang signifikan terhadap pengetahuan dan sikap ibu hamil terkait KEK.

Media edukasi *flipbook digital* memiliki pengaruh dalam peningkatan pengetahuan dan sikap ibu hamil tentang KEK dikarenakan beberapa keunggulan dari *flipbook digital* diantaranya seperti tampilan menarik dan fleksibel sehingga mudah dipahami. Sehingga media ini dapat direkomendasikan sebagai solusi dan alternatif media edukasi kesehatan dalam upaya pencegahan dan penatalaksanaan KEK pada ibu hamil.

Kata kunci: *Flipbook digital*, ibu hamil, KEK, pengetahuan, sikap

Daftar bacaan: 59 buku dan jurnal (2019-2026)

ABSTRACT

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THE EFFECT OF DIGITAL FLIPBOOK BASED EDUCATION ON THE KNOWLEDGE AND ATTITUDES OF PREGNANT WOMEN REGARDING CHRONIC ENERGY DEFICIENCY

xviii + 107 Pages + 17 Tables + 15 Appendices

Chronic Energy Deficiency, commonly known as CED, is a problem often experienced by pregnant women in terms of nutrition. This issue poses serious risks not only to the mother but also to the fetus. One of the causes is the low level of knowledge among mothers about the importance of nutrition during pregnancy, which leads to negative attitudes towards preventing CED. With the development of information technology, there is a need for innovative, engaging, and easy-to-understand educational media to help deliver health information, one of which is through digital flipbooks. Therefore, this study was conducted to find out the effect of digital flipbook-based education on pregnant women's knowledge and attitudes about CED.

This type of research is quantitative with a pre-experimental one group pretest-posttest design. The study was conducted at Kedungdoro Health Center in Surabaya with a sample size of 52 pregnant women chosen through purposive sampling. The research used primary data with instruments in the form of knowledge and attitude questionnaires. Data analysis was done using the Wilcoxon Signed Rank Test with a significance level of $\alpha = 0.05$.

The research results showed that there was an increase from 44.2% to 84.6% in pregnant women's knowledge categorized as good. Meanwhile, there was an increase from 55.8% to 96.2% in pregnant women having a positive attitude after being given interventions in the form of digital flipbook-based education. The Wilcoxon Signed Rank Test results showed that for the knowledge and attitude variables, the p -value obtained was 0.000 ($p < 0.05$). This condition can be interpreted to mean that digital flipbook-based education has a significant effect on pregnant women's knowledge and attitudes regarding KEK.

Digital flipbook educational media has an impact on increasing pregnant women's knowledge and attitudes about maternal undernutrition due to several advantages of digital flipbooks, such as an attractive and flexible display, making it easy to understand. Therefore, this media can be recommended as a solution and an alternative educational tool for health in the effort to prevent and manage maternal undernutrition in pregnant women.

Keywords: Digital flipbook, pregnant women, CED, knowledge, attitudes

References: 59 books and journals (2019-2026)