

ABSTRAK

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EFEKTIVITAS MEDIA *FLIPBOOK* DAN VIDEO ANIMASI TERHADAP PENINGKATAN PENGETAHUAN IBU HAMIL DALAM PEMILIHAN KONTRASEPSI PASCA PERSALINAN DI PUSKESMAS BANGKALAN

Kontrasepsi pasca persalinan berperan penting dalam mencegah kehamilan yang tidak direncanakan serta menjaga kesehatan ibu dan bayi. Rendahnya pengetahuan ibu hamil mengenai pemilihan kontrasepsi pasca persalinan dapat memengaruhi ketepatan penggunaan kontrasepsi. Oleh karena itu, diperlukan media edukasi yang efektif untuk meningkatkan pengetahuan ibu hamil. Penelitian ini bertujuan menganalisis efektivitas media *flipbook* dan video animasi terhadap peningkatan pengetahuan ibu hamil tentang pemilihan kontrasepsi pasca persalinan di Puskesmas Bangkalan.

Penelitian ini menggunakan metode kuantitatif dengan desain *quasi experimental two group pretest-posttest design*. Penelitian dilaksanakan di Puskesmas Bangkalan pada Januari–Mei 2026 dengan sampel 60 ibu hamil yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan uji *Wilcoxon* serta *Mann-Whitney*.

Hasil penelitian menunjukkan bahwa pengetahuan ibu hamil meningkat setelah diberikan edukasi menggunakan media *flipbook* maupun video animasi. Hasil uji *Wilcoxon* menunjukkan kedua media berpengaruh signifikan terhadap peningkatan pengetahuan ibu hamil ($p=0,000$; $p<0,05$). Hasil uji *Mann-Whitney* menunjukkan terdapat perbedaan efektivitas antara kedua media ($p=0,000$; $p<0,05$). Kelompok *flipbook* memiliki *mean rank* 39,33, lebih tinggi dibandingkan kelompok video animasi sebesar 21,67, sehingga media *flipbook* terbukti lebih efektif.

Disimpulkan bahwa media *flipbook* dan video animasi sama-sama efektif dalam meningkatkan pengetahuan ibu hamil mengenai pemilihan kontrasepsi pasca persalinan, namun media *flipbook* memiliki efektivitas yang lebih tinggi.

Kata kunci: KBPP, media, *flipbook*, video animasi.

ABSTRACT

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EFFECTIVENESS OF FLIPBOOKS AND ANIMATED VIDEOS ON IMPROVING PREGNANT WOMEN'S KNOWLEDGE IN CHOOSING POSTPARTUM CONTRACEPTION AT A BANGKALAN PUBLIC HEALTH CENTER

Postpartum contraception plays an important role in preventing unintended pregnancies and maintaining the health of both mother and baby. Low levels of knowledge among pregnant women regarding the selection of postpartum contraception can affect the appropriateness of contraceptive use. Therefore, effective educational media are needed to improve pregnant women's knowledge. This study aims to analyze the effectiveness of flipbook media and animated videos in increasing pregnant women's knowledge about the selection of postpartum contraception at Bangkalan Community Health Center.

This study used a quantitative method with a quasi-experimental two-group pretest-posttest design. The research was conducted at Bangkalan Community Health Center from January to May 2026 with a sample of 60 pregnant women selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using the Wilcoxon and Mann-Whitney tests.

The results showed that pregnant women's knowledge increased after receiving education through both flipbook media and animated videos. The Wilcoxon test results indicated that both media had a significant effect on improving pregnant women's knowledge ($p=0.000$; $p<0.05$). The Mann-Whitney test results showed a difference in effectiveness between the two media ($p=0.000$; $p<0.05$). The flipbook group had a mean rank of 39.33, which was higher than the animated video group's mean rank of 21.67, indicating that flipbook media proved to be more effective.

It can be concluded that both flipbook media and animated videos are effective in improving pregnant women's knowledge regarding the selection of postpartum contraception; however, flipbook media has higher effectiveness.

Keywords: KBPP, digital, flipbook, animated video.