

ABSTRAK

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EFEKTIVITAS VIDEO DAN LEAFLET UNTUK MENINGKATKAN PENGETAHUAN DAN SIKAP IBU HAMIL DALAM KONSUMSI MULTIPLE MICRONUTRIENT SUPPLEMENTS (MMS)

Pendahuluan: *Multiple Micronutrient Supplements (MMS)* merupakan suplemen multimikronutrien yang berperan penting dalam mencegah anemia serta mendukung pertumbuhan dan perkembangan janin selama kehamilan. Rendahnya pengetahuan dan sikap ibu hamil terhadap konsumsi MMS dapat memengaruhi kepatuhan dalam mengonsumsi suplemen tersebut. Penelitian ini bertujuan untuk menganalisis dan membandingkan efektivitas media video dan leaflet dalam meningkatkan pengetahuan dan sikap ibu hamil terhadap konsumsi tablet MMS.

Metode: Penelitian ini menggunakan desain *quasi experimental nonequivalent control group pretest-posttest design*. Populasi penelitian adalah ibu hamil di wilayah kerja Puskesmas Sukomoro sebanyak 63 ibu hamil, dengan sampel 60 responden yang dipilih menggunakan teknik simple random sampling. Data dikumpulkan menggunakan kuesioner pengetahuan dan sikap, kemudian dianalisis menggunakan uji *Wilcoxon Signed Rank Test* dan *Mann-Whitney U Test*.

Hasil: Penelitian menunjukkan bahwa edukasi menggunakan media video dan leaflet dapat meningkatkan pengetahuan dan sikap ibu hamil tentang konsumsi tablet MMS. Peningkatan pengetahuan pada kelompok video sebesar 85,71% dan leaflet 84,57%, sedangkan peningkatan sikap pada kelompok video sebesar 67,55% dan leaflet 103,71%. Hasil uji statistik menunjukkan peningkatan yang bermakna pada kedua kelompok ($p < 0,001$), namun tidak terdapat perbedaan efektivitas yang signifikan antara media video dan leaflet ($p > 0,05$).

Kesimpulan: Edukasi menggunakan media video dan leaflet efektif dalam meningkatkan pengetahuan dan sikap ibu hamil tentang konsumsi tablet MMS. Namun, tidak terdapat perbedaan efektivitas yang signifikan antara media video dan leaflet dalam meningkatkan pengetahuan maupun sikap ibu hamil.

Kata kunci: *Multiple Micronutrient Supplements (MMS)*, video, leaflet, pengetahuan, sikap, ibu hamil

ABSTRACT

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introduction: Multiple Micronutrient Supplements (MMS) are multimicronutrient supplements that play an important role in preventing anemia and supporting fetal growth and development during pregnancy. Insufficient knowledge and attitudes of pregnant women toward MMS consumption may affect their adherence to supplement intake. This study aimed to analyze and compare the effectiveness of video and leaflet media in improving pregnant women's knowledge and attitudes regarding MMS consumption.

Methods: This study employed a quasi-experimental design with a nonequivalent control group pretest-posttest design. The study population consisted of 63 pregnant women in the working area of Sukomoro Public Health Center, with a sample of 60 respondents selected using simple random sampling. Data were collected using knowledge and attitude questionnaires and analyzed using the Wilcoxon Signed Rank Test and Mann–Whitney U Test.

Results: The study showed that education using video and leaflet media improved pregnant women's knowledge and attitudes regarding MMS consumption. Knowledge increased by 85.71% in the video group and 84.57% in the leaflet group, while attitudes increased by 67.55% in the video group and 103.71% in the leaflet group. Statistical analysis demonstrated significant improvements in both groups ($p < 0.001$). However, there was no significant difference in effectiveness between video and leaflet media ($p > 0.05$).

Conclusion: Educational interventions using video and leaflet media were effective in improving pregnant women's knowledge and attitudes regarding MMS consumption. However, there was no significant difference in effectiveness between video and leaflet media in improving knowledge and attitudes among pregnant women.

Keywords: Multiple Micronutrient Supplements (MMS), video, leaflet, knowledge, attitude, pregnant women.