

ABSTRAK

Nurendah Tri Handayani

EFEKTIFITAS PENGGUNAAN BUKU KIA DAN *LEAFLET* TERHADAP PENGETAHUAN DAN SIKAP IBU HAMIL TENTANG TANDA BAHAYA KEHAMILAN DI PUSKESMAS REJOMULYO KABUPATEN MAGETAN

AKI masih menjadi salah satu indikator yang mencerminkan kualitas penyelenggaraan pelkes maternal di Indonesia. Salah satu faktor yang dapat berkontribusi terhadap tingginya AKI adalah keterlambatan ibu dalam mengenali tanda bahaya selama kehamilan, yang dipengaruhi oleh tingkat pengetahuan dan sikap ibu. Penguatan *health literacy* melalui *health education* dengan media yang sesuai diperlukan untuk meningkatkan pemahaman ibu hamil. Penelitian ini bertujuan menganalisis perbedaan efektivitas Buku KIA dan *leaflet* dalam meningkatkan pengetahuan dan sikap ibu hamil mengenai tanda bahaya kehamilan di Puskesmas Rejomulyo.

Penelitian menggunakan desain *quasi-experimental* dengan pendekatan *pretest-posttest with control group design*. Sebanyak 32 ibu hamil trimester I–III dipilih menggunakan *purposive sampling* dan dibagi menjadi kelompok Buku KIA dan *leaflet*, masing-masing 16 responden. Pengetahuan dan sikap diukur menggunakan kuesioner sebelum dan sesudah edukasi. Analisis data dilakukan dengan uji Wilcoxon dan Mann–Whitney pada $\alpha = 0,05$.

Hasil menunjukkan *leaflet* meningkatkan pengetahuan dan sikap ibu hamil, sedangkan Buku KIA tidak menunjukkan perubahan yang bermakna. Uji Mann–Whitney menunjukkan adanya perbedaan efektivitas antara kedua media, dengan *leaflet* memberikan peningkatan yang lebih baik. Penyajian informasi yang ringkas, terstruktur, dan menarik membuat *leaflet* lebih mudah dipahami. Dengan demikian, *leaflet* dapat digunakan sebagai media pendukung edukasi dalam pelayanan *antenatal care* (ANC) untuk meningkatkan pemahaman ibu hamil mengenai tanda bahaya kehamilan.

Kata kunci: *leaflet*, Buku KIA, tanda bahaya kehamilan

ABSTRACT

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THE EFFECTIVENESS OF USING THE KIA HANDBOOK AND LEAFLETS ON THE KNOWLEDGE AND ATTITUDES OF PREGNANT WOMEN REGARDING DANGER SIGNS OF PREGNANCY AT REJOMULYO PUBLIC HEALTH CENTER, MAGETAN REGENCY

Indonesia continues to experience a relatively high Maternal Mortality Rate (MMR), making it a critical benchmark for evaluating the quality of maternal healthcare services. Delayed recognition of pregnancy danger signs, primarily resulting from inadequate knowledge and unfavorable attitudes among pregnant women, remains one of the major contributors to maternal mortality. Strengthening maternal health literacy through health education is therefore essential, with the Maternal and Child Health (MCH) Handbook and leaflets representing two commonly utilized educational media. This study investigated the comparative effectiveness of these educational approaches in improving pregnant women's knowledge and attitudes toward pregnancy danger signs at Rejomulyo Community Health Center.

A quasi-experimental study was conducted using a pretest–posttest control group design involving 32 pregnant women across the first, second, and third trimesters. Participants were recruited through purposive sampling and allocated equally into two groups: the MCH Handbook group and the leaflet group, each comprising 16 respondents. Knowledge and attitude were assessed using structured questionnaires administered before and after the educational intervention. The collected data were analyzed using the Wilcoxon signed-rank test to examine changes within each group and the Mann–Whitney U test to determine differences between groups, with the significance level set at $\alpha = 0.05$.

The findings demonstrated that education delivered through leaflets produced a statistically significant improvement in both knowledge and attitudes, whereas the MCH Handbook did not result in significant changes. Comparative analysis further confirmed that leaflets were significantly more effective than the MCH Handbook in enhancing pregnant women's awareness of pregnancy danger signs. Their superior effectiveness may be attributed to the concise, well-organized, and visually engaging presentation of information, which facilitates comprehension and information retention. Therefore, integrating leaflets into routine antenatal care (ANC) education is recommended to strengthen pregnant women's understanding of pregnancy danger signs and support the early identification of obstetric complications.

Keywords: leaflet, KIA Handbook, pregnancy danger signs