

ABSTRAK

PENGARUH EDUKASI PEMBERIAN MAKAN BAYI DAN ANAK (PMBA) MENGGUNAKAN METODE EMO-DEMO TERHADAP PENGETAHUAN DAN SIKAP IBU BADUTA USIA 6-24 BULAN DI PUSKESMAS PURWOKERTO TIMUR I

Latar Belakang : Ibu memegang peran penting dalam menyediakan asupan gizi di rumah, sehingga pengetahuan dan sikap PMBA ibu yang baik dapat memengaruhi konsumsi makanan sehat guna meningkatkan status gizi baduta. Untuk meningkatkan pengetahuan dan sikap ibu baduta tersebut, digunakan metode edukasi berupa Emo-Demo yaitu kegiatan permainan interaktif yang bertujuan untuk menyampaikan pesan sederhana dengan cara menyenangkan dan menyentuh emosi supaya pesan yang diberikan mudah diingat. Penelitian bertujuan untuk mengetahui pengaruh edukasi PMBA menggunakan metode Emo-Demo terhadap pengetahuan dan sikap ibu baduta.

Metode : Penelitian ini merupakan penelitian *quasi experiment* dengan desain *one group pre-test-post-test*. Metode edukasi yang digunakan yaitu Emo-Demo. Rangkaian penelitian dilakukan sebanyak 6 pertemuan. Kegiatan ini dilakukan pada bulan Mei-Agustus 2024. Variabel yang diteliti yaitu pengetahuan dan sikap yang diukur menggunakan kuesioner. Sebanyak 17 responden yaitu ibu baduta dipilih menggunakan *purposive sampling*. Skor pengetahuan dan sikap diambil dari kuesioner. Analisis data untuk mengetahui pengaruh pemberian edukasi terhadap pengetahuan menggunakan uji *Paired T Test*. Sedangkan analisis data sikap menggunakan uji *Wilcoxon*.

Hasil : Hasil analisis bivariat menunjukkan bahwa edukasi menggunakan metode Emo-Demo berpengaruh secara signifikan meningkatkan skor pengetahuan ($p=0,000$) dengan selisih mean *pre-test* dan *post-test* yaitu 2,53. Edukasi juga berpengaruh secara signifikan meningkatkan skor sikap ($p=0,033$) dengan nilai median(min-maks) selisih *pre-test* dan *post-test* sebesar 2(-3-8).

Kesimpulan : Terdapat pengaruh edukasi PMBA menggunakan metode Emo-Demo terhadap pengetahuan dan sikap ibu baduta.

Kata Kunci : baduta, Emo-Demo, Pemberian Makan Bayi dan Anak, pengetahuan, sikap

ABSTRACT

THE EFFECT OF INFANT AND YOUNG CHILD FEEDING (IYCF) EDUCATION USING EMO-DEMO METHOD ON THE KNOWLEDGE AND ATTITUDES OF MOTHERS OF 6-24 MONTHS AGED BY CHILDREN AT PURWOKERTO TIMUR I COMMUNITY HEALTH CENTER

Background : Mothers play an important role in providing nutritional intake at home, so that good knowledge and attitudes of mothers' PMBA can influence the consumption of healthy foods to improve the nutritional status of toddlers. To improve the knowledge and attitudes of mothers of toddlers, an educational method is used in the form of Emo-Demo, an interactive game activity that aims to convey simple messages in a fun and emotional way so that the message given is easy to remember. The study aims to determine the effect of PMBA education using the Emo-Demo method on the knowledge and attitudes of mothers of toddlers.

Methods : This study is a quasi-experimental study with a one group pre-test-post-test design. The educational method used is Emo-Demo. The series of studies were carried out in 6 meetings. This activity was carried out in May-August 2024. The variables studied were knowledge and attitudes measured using a questionnaire. A total of 17 respondents, namely mothers of toddlers, were selected using purposive sampling. Knowledge and attitude scores were taken from the questionnaire. Data analysis to determine the effect of providing education on knowledge used the Paired T Test. While the analysis of attitude data used the Wilcoxon test.

Result : The results of the bivariate analysis showed that education using the Emo-Demo method had a significant effect on increasing knowledge scores ($p = 0.000$) with a mean difference between pre-test and post-test of 2.53. Education also had a significant effect on increasing attitude scores ($p = 0.033$) with a median (min-max) value of the difference between pre-test and post-test of 2 (-3-8).

Conclusion : There is an influence of IYCF education using the Emo-Demo method on the knowledge and attitudes of mothers of toddlers.

Keywords : toddlers, Emo-Demo, Infant and Child Feeding, knowledge, attitude