

ABSTRAK

PENGARUH EDUKASI MELALUI MEDIA *FLIPBOOK DIGITAL* TERHADAP PENGETAHUAN DAN KETERAMPILAN STIMULASI JANIN PADA IBU HAMIL

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Latar Belakang: Banyak orangtua beranggapan bahwa stimulasi perkembangan anak baru bisa dilakukan setelah lahir, padahal sudah bisa diberikan sejak dalam kandungan melalui program *Brain Booster* yang dapat mendukung tumbuh kembang anak selama 1000 Hari Pertama Kehidupan (HPK). Pada masa ini, perkembangan otak anak mencapai 25% dari otak orang dewasa saat dilahirkan dan bertambah menjadi 75% saat anak berusia 2 tahun. Namun, mayoritas ibu hamil belum pernah melakukan stimulasi janin karena kurangnya pengetahuan, rendahnya tingkat pendidikan, dan status primipara sehingga edukasi menjadi langkah penting. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi melalui media *flipbook digital* terhadap pengetahuan dan keterampilan stimulasi janin pada ibu hamil

Metodologi: Penelitian ini menggunakan *quasi experimental design with pretest-posttest kontrol group*. Teknik sampling menggunakan *consecutive sampling* terhadap 26 sampel kelompok intervensi dan 26 sampel kelompok kontrol. Instrumen yang digunakan meliputi *flipbook digital*, kuesioner pengetahuan stimulasi janin dan *checklist* keterampilan stimulasi janin. Analisa data menggunakan uji *fisher's exact*, *marginal homogeneity*, *wilcoxon signed rank* dan *mcnemar*.

Hasil Penelitian: Mayoritas responden termasuk usia tidak berisiko (87,5%), trimester II (54,2%), multigravida (66,7%), berpendidikan SMA/Sederajat (56,3%), belum terpapar informasi (56,3%), dan internet/media sosial sebagai sumber informasi terbanyak (31,3%). Hasil penelitian menunjukkan terdapat perbedaan *posttest* antara kelompok intervensi dan kontrol terkait pengetahuan ($p = 0,022$) dan keterampilan ($p = 0,000$) stimulasi janin pada ibu hamil

Kesimpulan: Edukasi melalui media *flipbook digital* berpengaruh meningkatkan pengetahuan dan keterampilan stimulasi janin pada ibu hamil.

Kata kunci: Edukasi, Pengetahuan, Keterampilan, Stimulasi Janin.

ABSTRACT

THE EFFECT OF EDUCATION THROUGH DIGITAL FLIPBOOK MEDIA ON KNOWLEDGE AND SKILL OF FETAL STIMULATION IN PREGNANT WOMEN

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Background : Many parents assume that child development stimulation can only be done after birth, whereas it can actually begin during pregnancy through programs such as Brain Booster, which supports child growth and development in the First 1000 Days of Life. During this period, the child's brain develops rapidly reaching 25% of an adult brain size at birth and increasing to 75% by the age of two. However, most pregnant women have never performed fetal stimulation due to lack of knowledge, low education levels, and being new mothers (primipara). Therefore, education is an important step. This study aims to determine the effect of education through digital flipbook media on pregnant women's knowledge and skills in fetal stimulation.

Methodology : This study used a quasi-experimental design with a pretest-posttest control group design. The sampling technique used consecutive sampling with 26 intervention group samples and 26 kontrol group samples. The instruments used were digital flipbooks, fetal stimulation knowledge questionnaire, and a fetal stimulation skills checklist. Data analysis used the fisher's exact test, marginal homogeneity, wilcoxon signed rank test and mcnemar.

Results : The majority of respondents were at a non-risk age (87,5%), second trimester (54,2%), multigravida (66,7%), high school/equivalent education (56,3%), not yet exposed to information (56,3%), and the internet/social media as the largest source of information (31,3%). The results showed that there were posttest differences between the intervention and control groups in knowledge ($p = 0.022$) and skills ($p = 0.000$) regarding fetal stimulation in pregnant women.

Conclusion : Education through digital flipbook media has an impact on increasing knowledge and skills of fetal stimulation in pregnant women.

Keywords : Education, Knowledge, Skills, Fetal Stimulation