

ABSTRACT

Background: Low maternal involvement in early monitoring of infant growth and development remains a public health problem, as indicated by limited participation in routine developmental monitoring and delayed identification of developmental disorders among infants aged 0–24 months. **Objective:** This study aimed to determine the effectiveness of KPSP Pro digital media education in improving mothers' roles in the early detection and monitoring of infant growth and development among infants aged 0–24 months. **Methods:** This study employed a quasi-experimental design with a pre-test and post-test control group design. The sample consisted of 60 respondents, including 30 mothers in the intervention group and 30 mothers in the control group from the Pustu Pematang Lalang working area, Percut Sei Tuan District, Deli Serdang Regency. The intervention group received education using KPSP Pro digital media, while the control group received conventional education. Data were analyzed using paired sample t-test and independent sample t-test. **Results:** The mean maternal role score increased from 49.27 to 82.53 in the intervention group and from 48.17 to 59.17 in the control group. Statistical analysis revealed significant differences before and after the intervention and between groups ($p=0.000$). **Conclusion:** KPSP Pro digital media education is more effective than conventional education in improving mothers' roles in monitoring the early detection of infant growth and development among infants aged 0–24 months.

Keywords: Digital education; KPSP Pro; Maternal role; Infant growth and development; Early detection.

ABSTRAK

Latar belakang: Rendahnya peran ibu dalam pemantauan deteksi dini tumbuh kembang bayi usia 0–24 bulan masih menjadi permasalahan kesehatan masyarakat, ditandai dengan rendahnya partisipasi ibu dalam melakukan pemantauan rutin dan keterlambatan identifikasi gangguan perkembangan anak. **Tujuan:** Penelitian ini bertujuan untuk mengetahui efektivitas edukasi media digital KPSP Pro terhadap peningkatan peran ibu dalam pemantauan deteksi dini tumbuh kembang bayi usia 0–24 bulan. **Metode:** Penelitian ini menggunakan desain *quasi experiment* dengan rancangan *pre-test post-test with control group design*. Sampel penelitian berjumlah 60 responden yang terdiri dari 30 kelompok intervensi dan 30 kelompok kontrol di wilayah kerja Pustu Pematang Lalang, Kecamatan Percut Sei Tuan, Kabupaten Deli Serdang. Kelompok intervensi diberikan edukasi menggunakan media digital KPSP Pro, sedangkan kelompok kontrol memperoleh edukasi konvensional. Analisis data menggunakan *paired sample t-test* dan *independent sample t-test*. **Hasil:** Rerata skor peran ibu pada kelompok intervensi meningkat dari 49,27 menjadi 82,53, sedangkan kelompok kontrol meningkat dari 48,17 menjadi 59,17. Hasil uji statistik menunjukkan perbedaan yang bermakna sebelum dan sesudah intervensi serta antar kelompok ($p=0,000$). **Kesimpulan:** Edukasi media digital KPSP Pro terbukti lebih efektif dibandingkan edukasi konvensional dalam meningkatkan peran ibu dalam pemantauan deteksi dini tumbuh kembang bayi usia 0–24 bulan.

Kata kunci: Edukasi digital; KPSP Pro; Peran ibu; Tumbuh kembang bayi; Deteksi dini.