

ABSTRACT

Background: Timely and appropriate complementary feeding is needed when breast milk alone can no longer meet an infant's increasing nutritional requirements. A mother's understanding of when, what, and how complementary foods should be introduced is therefore important. Digital educational videos offer an accessible audiovisual approach that may strengthen this understanding. **Objective:** This study examined the effectiveness of digital-based educational videos in improving mothers' knowledge regarding appropriate complementary feeding. **Method:** A quantitative quasi-experimental study with a one-group pretest-posttest design was conducted among mothers of infants aged 0-6 months at Pera Independent Midwifery Practice. Thirty participants were recruited through purposive sampling. Knowledge was assessed using a 22-item questionnaire, and the data were analyzed descriptively and with the Wilcoxon Signed Ranks Test. **Results:** Prior to the intervention, 19 participants (63.3%) were classified as having poor knowledge. Following the educational video, the mean knowledge score increased from 11.83 to 19.93. The Wilcoxon analysis identified a statistically significant difference between pretest and posttest scores ($p < 0.001$). **Conclusion:** Digital-based educational videos were effective in increasing mothers' knowledge of appropriate complementary feeding.

Keywords: complementary feeding; educational video; maternal knowledge; digital education; infant nutrition

ABSTRAK

Latar belakang: Kebutuhan zat gizi bayi akan meningkat seiring pertambahan usia sehingga pada waktunya ASI perlu dilengkapi dengan Makanan Pendamping ASI (MP-ASI) yang diberikan secara tepat. Pemahaman ibu mengenai waktu mulai, jenis, tekstur, porsi, frekuensi, dan cara pemberian MP-ASI menjadi salah satu unsur penting dalam praktik pemberian makan bayi. Video edukasi digital dapat dimanfaatkan sebagai media audiovisual yang praktis untuk membantu ibu memahami informasi tersebut. **Tujuan:** Penelitian ini menganalisis efektivitas video edukasi berbasis digital dalam meningkatkan pengetahuan ibu mengenai ketepatan pemberian MP-ASI. **Metode:** Penelitian kuantitatif ini menggunakan desain quasi experiment dengan pendekatan one group pretest-posttest. Populasi penelitian adalah ibu yang memiliki bayi berusia 0-6 bulan di Praktik Mandiri Bidan Pera. Sebanyak 30 responden dipilih melalui purposive sampling. Pengetahuan diukur menggunakan kuesioner berisi 22 pertanyaan, kemudian data dianalisis secara deskriptif dan dengan Wilcoxon Signed Ranks Test. **Hasil:** Pada pengukuran awal, 19 responden (63,3%) termasuk dalam kategori pengetahuan kurang. Sesudah intervensi, rata-rata skor pengetahuan meningkat dari 11,83 menjadi 19,93. Uji Wilcoxon menunjukkan perbedaan yang bermakna antara skor sebelum dan sesudah edukasi ($p < 0,001$). **Kesimpulan:** Pemberian video edukasi berbasis digital efektif meningkatkan pengetahuan ibu mengenai ketepatan pemberian MP-ASI.

Kata kunci: MP-ASI; video edukasi; pengetahuan ibu; edukasi digital; gizi bayi