

MEDIA VISUAL POSTER DAN MEDIA AUDIOVISUAL VIDEO EDUKASI TERHADAP PENINGKATAN PENGETAHUAN TENTANG PENCEGAHAN DIARE PADA IBU BALITA DI POSYANDU MELATI

ABSTRAK

Latar Belakang: Diare menjadi salah satu penyebab utama morbiditas dan mortalitas pada balita. Rendahnya pengetahuan ibu mengenai pencegahan diare merupakan salah satu faktor yang berkontribusi terhadap tingginya kejadian diare pada balita. Edukasi kesehatan melalui media visual poster maupun media audiovisual video edukasi merupakan strategi promosi kesehatan yang dapat meningkatkan pengetahuan masyarakat. Namun, efektivitas kedua media tersebut dalam meningkatkan pengetahuan ibu balita tentang pencegahan diare masih perlu dibandingkan.

Metode: Penelitian ini menggunakan desain *true experimental* dengan rancangan *two group pretest-posttest design*. Penelitian dilaksanakan di Posyandu Melati, Binjai, Sumatera Utara. Sampel penelitian adalah seluruh ibu balita yang memenuhi kriteria inklusi dengan teknik *total sampling*, kemudian dibagi secara acak ke dalam dua kelompok intervensi, yaitu kelompok edukasi menggunakan media visual poster dan kelompok edukasi menggunakan media audiovisual video. Tingkat pengetahuan diukur menggunakan kuesioner sebelum (pretest) dan sesudah (posttest) intervensi. Analisis data dilakukan menggunakan uji normalitas Shapiro–Wilk, dilanjutkan dengan *Paired t-test* dan *Independent t-test* apabila data berdistribusi normal, atau *Wilcoxon Signed Rank Test* dan *Mann–Whitney U Test* apabila data tidak berdistribusi normal, dengan tingkat signifikansi $\alpha = 0,05$.

Hasil: Hasil penelitian menunjukkan bahwa pemberian edukasi menggunakan media visual poster maupun media audiovisual video edukasi meningkatkan pengetahuan ibu balita mengenai pencegahan diare. Terdapat perbedaan yang bermakna antara skor pengetahuan sebelum dan sesudah intervensi pada masing-masing kelompok ($p < 0,05$). Hasil analisis juga menunjukkan bahwa media visual poster memberikan peningkatan pengetahuan yang lebih tinggi dibandingkan media audiovisual video edukasi. Hal ini dapat dilihat dari perolehan rata-rata sebelum dan sesudah edukasi kedua media yaitu pada media visual poster $57,88 \pm 64,05$ dan media audiovisual video edukasi $56,33 \pm 62,11$.

Kesimpulan: Edukasi kesehatan menggunakan media visual poster maupun media audiovisual video edukasi efektif meningkatkan pengetahuan ibu balita mengenai pencegahan diare di Posyandu Melati.

Kata Kunci: diare, edukasi kesehatan, poster, video edukasi, pengetahuan, ibu balita.

THE EFFECTIVENESS OF EDUCATIONAL INTERVENTIONS USING
VISUAL MEDIA (POSTERS) AND AUDIOVISUAL MEDIA (EDUCATIONAL VIDEOS)
IN IMPROVING KNOWLEDGE ABOUT DIARRHEA PREVENTION AMONG
MOTHERS OF TODDLERS AT THE MELATI POSYANDU

ABSTRACT

Background: Diarrhea is one of the leading causes of morbidity and mortality among toddlers. Mothers' limited knowledge regarding diarrhea prevention is one of the factors contributing to the high incidence of diarrhea among toddlers. Health education through visual media such as posters and audiovisual media such as educational videos is a health promotion strategy that can improve public knowledge. However, the effectiveness of these two media in improving toddlers' mothers' knowledge about diarrhea prevention still needs to be compared.

Methods: This study employed a true experimental design with a two-group pretest-posttest design. The study was conducted at the Melati Posyandu in Binjai, North Sumatra. The study sample consisted of all mothers of infants and toddlers who met the inclusion criteria, selected using total sampling, and then randomly assigned to two intervention groups: a group receiving education via visual posters and a group receiving education via educational videos. Knowledge levels were measured using questionnaires before (pretest) and after (posttest) the intervention. Data analysis was performed using the Shapiro–Wilk normality test, followed by a paired t-test and an independent t-test if the data were normally distributed or the Wilcoxon Signed-Rank Test and the Mann–Whitney U Test if the data are not normally distributed, with a significance level of $\alpha = 0.05$.

Results: The study results indicate that educational interventions using visual posters and educational videos increased the knowledge of mothers of toddlers regarding diarrhea prevention. There were statistically significant differences between pre- and post-intervention knowledge scores in each group ($p < 0.05$). The analysis also showed that visual posters resulted in a greater increase in knowledge compared to educational videos. This is evident from the mean scores before and after education for both media: 57.88 ± 64.05 for visual posters and 56.33 ± 62.11 for educational videos.

Conclusion: Health education using visual posters and educational videos is effective in increasing the knowledge of mothers of toddlers regarding diarrhea prevention at the Melati Posyandu.

Keywords: diarrhea, health education, posters, educational videos, knowledge, mothers of toddlers.