

## ABSTRAK

Posyandu Kelurahan Kemenangan Tani Kecamatan Medan Tuntungan menunjukkan tingkat kunjungan yang masih rendah dan belum mencapai target dan dikarenakan belum optimalnya kehadiran ibu balita di posyandu sehingga banyak balita yang tidak terpantau keadaan gizinya. Penelitian ini bertujuan untuk mengetahui hubungan pengetahuan dan karakteristik ibu balita dengan kunjungan kegiatan posyandu di Kelurahan Kemenangan Tani Kecamatan Medan Tuntungan. Penelitian ini bersifat survei analitik dengan pendekatan *cross sectional*. Populasi pada penelitian yaitu Ibu balita di 4 Posyandu Kelurahan Kemenangan Tani. Sampel pada penelitian ini sebanyak 60 responden dengan penentuan jumlah sampel menggunakan rumus slovin. Teknik pengambilan sampel menggunakan *Stratified Random Sampling*. Pengumpulan data dilakukan melalui wawancara dengan menggunakan kuesioner. Penelitian ini menggunakan uji statistik *chi-square* (*Confidance Interval* (CI) 95%;  $\alpha = 0,05$ ). Analisis multivariat menggunakan regresi logistik. Hasil penelitian ini menunjukkan ada hubungan yang signifikan antara pengetahuan Ibu dan Karakteristik Ibu dengan kunjungan Ibu balita dalam kegiatan posyandu ( $p < 0,05$ ). Variabel independen yang dominan adalah pekerjaan ( $p = 0,014$ ; PR = 15,080, 95% CI = 1,743 – 130,479). Kesimpulan penelitian ini adalah terdapat hubungan yang signifikan antara pengetahuan Ibu dan Karakteristik Ibu dengan kunjungan Ibu balita dalam kegiatan posyandu. Variabel independen yang dominan yaitu pendidikan.

**Kata Kunci** : Pengetahuan, Karakteristik Ibu, Kunjungan Kegiatan Posyandu

## ABSTRACT

*Posyandu is a type of community-based health effort (UKBM) which is managed and organized by, for, and with the community in the implementation of health development. Empowering the community to obtain essential health services, accelerating the reduction of maternal and child mortality. This study aims to determine the relationship between knowledge and characteristics of mothers under five with visits to posyandu activities in Kelurahan Kemenangan Tani. This research is an analytic survey with a cross sectional approach. The population in this study were mothers of children under five at the Kelurahan Kemenangan Tani Posyandu. The sample in this study was 60 respondents with the determination of the number of samples using the slovin formula. The sampling technique used is proportional random sampling with inclusion and exclusion criteria. Data was collected through interviews using a questionnaire. This study used the chi-square statistical test (Confidance Interval (CI) 95%; = 0.05). Multivariate analysis using logistic regression. The results of this study indicate that there is a significant relationship between mother's knowledge and mother's characteristics with the visit of mothers under five in posyandu activities ( $p < 0.05$ ). The dominant independent variable was education ( $p = 0.011$ ;  $PR = 14,903$ ,  $95\% CI = 1,872-118,660$ ). The conclusion of this study is that there is a significant relationship between mother's knowledge and mother's characteristics with the visit of mothers under five in posyandu activities. The dominant independent variable is education.*

**Keywords :** *Knowledge, Mother Characteristics, Mother Toddler Visits*