

PENGARUH EDUKASI MP-ASI DENGAN MEDIA VIDEO TERHADAP *SELF-EFFICACY* IBU DALAM PEMBERIAN MAKANAN TAMBAHAN PADA BADUTA DI WILAYAH KERJA PUSKESMAS CIPADU

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Abstrak

Stunting merupakan isu kesehatan anak yang memiliki konsekuensi jangka panjang bagi kualitas sumber daya manusia. Salah satu strategi pencegahan *stunting* melibatkan pengoptimalan pemberian makanan pendamping ASI (MP-ASI), yang sangat bergantung pada *self-efficacy* ibu. Salah satu langkah untuk mendukung pengoptimalan pemberian MP-ASI adalah melalui edukasi kesehatan berbasis media video. Penelitian ini bertujuan menganalisis pengaruh edukasi MP-ASI melalui video terhadap *self-efficacy* ibu balita di Puskesmas Cipadu, mempertimbangkan urgensi *stunting* sebagai masalah kesehatan anak jangka panjang dan manfaat intervensi dalam *self-efficacy* ibu untuk mencegahnya. Penelitian ini menggunakan metode *quasi experiment* dengan desain penelitian *One Group Pre-test Post-test without Control Group*. Populasi penelitian terdiri dari 22 ibu baduta yang dipilih melalui teknik *purposive sampling* berdasarkan kriteria inklusi dan eksklusi yang telah ditetapkan. Hasil penelitian menunjukkan adanya pengaruh *self-efficacy* yang signifikan antara sebelum dan sesudah pemberian edukasi video ($p=0,001$). Terdapat pengaruh edukasi MP-ASI melalui media video terhadap *self-efficacy* ibu yang memiliki baduta di wilayah kerja Puskesmas Cipadu. Media video direkomendasikan sebagai metode edukasi kesehatan efektif untuk meningkatkan *self-efficacy* dan praktik MP-ASI guna mencegah *stunting*. Penelitian selanjutnya disarankan memperluas jangkauan sampel dan mengevaluasi dampak jangka panjang pada *self-efficacy* ibu.

Kata Kunci: Baduta, Edukasi Video, Ibu, MP-ASI, *Self-efficacy*

THE EFFECT OF MP-ASI EDUCATION USING VIDEO ON MOTHERS SELF-EFFICACY IN PROVIDING COMPLEMENTARY FOODS TO TODDLERS IN THE WORK AREA OF CIPADU COMMUNITY HEALTH CENTER

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Abstract

Stunting is a child health issue that has long-term consequences for the quality of human resources. One strategy for preventing stunting involves optimizing complementary feeding, which is highly dependent on maternal self-efficacy. One step to support the optimization of complementary feeding is through video-based health education. This study aims to analyze the effect of MP-ASI education through video on the self-efficacy of mothers of toddlers at the Cipadu Community Health Center, considering the urgency of stunting as a long-term child health problem and the benefits of intervention in maternal self-efficacy to prevent it. This study used a quasi-experimental method with a One Group Pre-test Post-test without Control Group research design. The study population consisted of 22 mothers of toddlers selected through purposive sampling based on predetermined inclusion and exclusion criteria. The results showed a significant effect on self-efficacy between before and after the video education ($p=0.001$). There is an effect of complementary feeding education through video media on the self-efficacy of mothers with toddlers in the working area of the Cipadu Community Health Center. Video media is recommended as an effective health education method to increase self-efficacy and complementary feeding practices to prevent stunting. Further research is recommended to expand the sample size and evaluate the long-term impact on mothers' self-efficacy.

Keyword: *Complementary Food, Mothers, Self-efficacy, Toddlers, Video Educational*