

THE EFFECTIVENESS OF POSTER MEDIA CONTAINING STUNTING INFORMATION AS AN EDUCATIONAL MEDIA IN INCREASING MOTHER TODDLER KNOWLEDGE

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Abstract

Purpose: This study aims to find out how effective poster media is in increasing public knowledge, especially pregnant women and mothers who have toddlers.

Methodology: This type of research uses an experimental method with the One Group Pretest-Posttest Design approach. This research was conducted in the working area of the East Kelayan Health Center at Harapan Bangsa Posyandu, Kelayan Tengah Village. The number of samples taken were 20 mothers who had toddlers who were taken by accidental sampling technique.

Findings: The mean score for the pretest was 7.45 and for the posttest it was 7.50. Based on the results of statistical tests showed that there was no significant difference in knowledge between before and after being given poster media (p -value = 0.972). The percentage change in knowledge shows a positive rank of 35%, a negative rank of 30%, and there is no change of 35%.

Limitation: This study does not describe and categorize the characteristics of research respondents. In addition, no further research was conducted on any factors that could affect knowledge.

Contribution: This study useful for health promotion area.

Keywords: *Stunting, poster, knowledge.*

1. Introduction

Stunting is a health problem in the world, including in Indonesia, which is the focus of the government's health development. Stunting is a chronic growth disorder in children due to malnutrition, recurrent infections, and inadequate psychosocial stimulus. Indonesia is the country with the fifth largest prevalence of stunting in the world (Ni'mah & Nadhiroh, 2022).

The factors which causing stunting can be grouped into direct and indirect causes. The direct causative factors include the lack of practice of exclusively giving colostrum and breast milk, consumption patterns of children, and infectious diseases that children suffer from. Indirect causes include access and availability of food ingredients as well as sanitation and environmental health (Wulandari Leksono et al., 2021).

According to the World Health Organization (WHO), the prevalence of stunting under five in 2020 is 22% or around 149.2 million children under five in the world (World Health Organization, 2021).

The results of the Indonesia Nutrition Status Survey (SSGI) in 2021 conducted by the Ministry of Health, the stunting prevalence rate in Indonesia in 2021 reached 24.4% or decreased 6.4% from 30.8% in 2018 (Media, 2022). Stunting data in South Kalimantan Province based on SSGI 2021 data, stunting prevalence is at 30.0% or above the national figure of 24.4% (Bayu, 2022).

Stunting is associated with an increased risk of morbidity and mortality, decreased physical capacity, impaired development, and functioning of children's motor and mental conditions. In addition, stunting has a negative impact on children's cognitive, motor, and verbal development. In the future, stunted children have a higher risk of obesity and other diseases. In addition, children's learning capacity and performance as well as productivity and work capacity are also not optimal. The bad impact of stunting also affects reproductive health (Wulandari Leksono et al., 2021).

Various efforts have been made by the Government, including through the Integrated Health Center (Posyandu). However, the results obtained were not optimal because they did not involve all aspects of society (Sartika et al., 2021). Therefore, it is necessary to carry out alternative solutions to fundamental problems related to stunting, one of which is through efforts to increase mother's knowledge regarding the problem of stunting.

Several studies have shown that increasing knowledge can be the basis for the formation of healthy behavior changes in society. Research conducted by Caesar & Prasetya (2020), it was found that there was an increase in respondents' knowledge before and after being given posters related to basic sanitation with a percentage increase of 59.95%. The results of this study are supported by research Qomarrullah et al., (2021) regarding the effectiveness of poster media in improving health protocols in Papua and it is known that the knowledge of respondents before receiving the poster media intervention was 70%, then there was an increase after being given the poster media to 80%. Therefore, the application of poster media is very effective in increasing knowledge of COVID-19 health protocols.

Increased knowledge can be done by providing health education related to stunting using various health promotion media, such as posters. Posters are short messages in the form of pictures with the aim of influencing someone to be interested in something, or influencing someone to act on something (Astuti et al., 2018). Some of the advantages of poster media are as follows; (1) can

simplify and speed up the understanding of the messages presented. (2) Can be equipped with colors so that it is more attractive to students. (3) The form is simple without the need for special equipment. The use of posters as a communication medium for health communication and easy placement, requires little additional information. (4) It is easy to manufacture and cheap (Astuti et al., 2018). Based on this, it is necessary to know the effectiveness of using poster media on the knowledge of toddlers mothers related to information about stunting.

2. Research methodology

This type of research uses an experimental method with the One Group Pretest-Posttest Design approach. This research was conducted in the working area of the East Kelayan Health Center at Harapan Bangsa Posyandu, Kelayan Tengah Village. The number of samples taken were 20 mothers who had toddlers who were taken by accidental sampling technique.

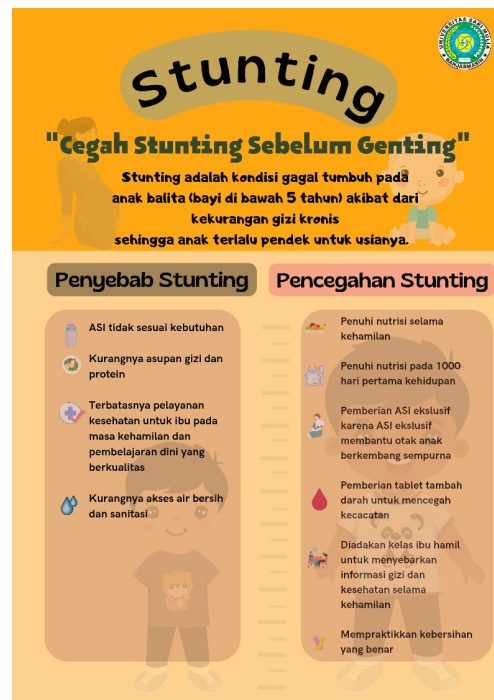


Figure 1. Media Poster Contains Information about Stunting

In **Figure 1** is a media poster containing information about stunting which is then tested for its effectiveness in changing the knowledge of mothers who have toddlers. This was done using a

questionnaire instrument consisting of 9 statements. Statements consist of two types, namely positive statements (5 items) and negative statements (4 items). Questionnaire details are presented in table 1 and a list of questionnaire statements is presented in table 2.

Table 1. Questionnaire Statement Details

No	Statement	n	Statement Number
1	Positive	5	1,2,5,6,9
2	Negative	4	3,4,7,8

Table 2. Questionnaire Statement List

No	Statement	Yes	No
1.	Stunting is a condition of failure to thrive in children under five (infants under 5 years old as a result of chronic malnutrition so that children are too short for their age.		
2.	Breast milk is not according to needs is a cause of stunting in children.		
3.	One way to prevent stunting is to reduce your intake of nutrients and protein.		
4.	Fulfillment of nutrition during pregnancy is a cause of stunting in children.		
5.	The fulfillment of nutrition during the first 1000 days of life is very important for stunting prevention.		
6.	The cause of stunting in children is lack of access to clean water and sanitation.		
7.	Giving iron tablets is a cause of stunting in children.		
8.	Exclusive breastfeeding can cause stunting in children.		
9.	The holding of classes for pregnant women to disseminate information on nutrition and health during pregnancy is one way to prevent stunting.		

3. Results and discussions

The research results obtained were tested statistically and presented in table 3.

Table 3. Statistical Test Results

	Mean	<i>p</i> -value	Positive Ranks	Negative Ranks	Ties
Pretest	7,45	0,972	35%	30%	35%
Posttest	7,50				

In **Table 3**, it is known that the average value for the pretest is 7.45 and for the posttest is 7.50. Based on the results of statistical tests showed that there was no significant difference in knowledge between before and after being given poster media (p-value = 0.972). The percentage change in knowledge shows a positive rank of 35%, a negative rank of 30%, and there is no change of 35%.

The results of this study are not in line with research conducted by Caesar & Prasetya (2020) which states that poster media is effective in increasing knowledge. Education is a learning process towards a better change in a group or society (Septiyani et al., 2021). Knowledge is very closely related to education that with higher education, the person will have wider knowledge. Low education does not guarantee that a mother does not have sufficient knowledge (Ramdhani et al., 2020).

This could be because in this study no screening or criterion of respondents was carried out beforehand. The criteria for respondents aim at interfering factors such as age, education level, economic level and others. these confounding factors should be controlled in advance so as not to affect the results obtained.

4. Conclusion

It was concluded that the provision of media posters containing information on stunting was not significantly effective in changing the knowledge of mothers of children under five.

Limitation and study forward

This study does not describe and categorize the characteristics of research respondents. In addition, no further research was conducted on any factors that could affect knowledge.

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