

THE INFLUENCE OF LEAFLET MEDIA ON INCREASING MOTHERS' KNOWLEDGE AND ATTITUDES TOWARDS TODDLER VISITS AT INTEGRATED HEALTHCARE CENTER

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ABSTRAK: PENGARUH MEDIA LEAFLET TERHADAP PENINGKATAN PENGETAHUAN DAN SIKAP IBU TERHADAP KUNJUNGAN BALITA DI POSYANDU

Latar belakang : Posyandu merupakan salah satu upaya untuk meningkatkan taraf kesehatan di Indonesia, karena dalam kegiatan posyandu status gizi anak dapat diketahui sejak dini dan anak dapat memperoleh pelayanan kesehatan secara gratis, akan tetapi permasalahan kunjungan balita ke Posyandu masih jauh dari Standar Pelayanan minimal yaitu sebesar 90%.

Tujuan penelitian yaitu untuk mengetahui pengaruh media leaflet terhadap peningkatan pengetahuan dan sikap orangtua balita ke posyandu di Lingkungan Jempong Baru Wilayah Kerja Puskesmas Karang Pule.

Metode Penelitian : menggunakan quasi eksperiment dengan pendekatan pretest-posttest control group design. Populasi dalam penelitian ini adalah seluruh ibu balita di Lingkungan Jempong Baru sejumlah 873 responden. Jumlah sampel sebanyak 32 responden diambil secara purposive sampling. Instrument yang digunakan dalam penelitian ini adalah kuesioner. Data yang diperoleh diolah dengan menggunakan uji Man Whitney.

Hasil Penelitian rata-rata peningkatan pengetahuan pada kelompok intervensi sebesar 1,94 sedangkan peningkatan rata-rata sikap orangtua balita didapatkan 5,25 dan didapatkan , $p = 0,000$ ($p < 0,005$) baik pengetahuan maupun sikap orangtua yang artinya pemberian media leaflet berpengaruh terhadap peningkatan pengetahuan dan sikap orang tua balita.

Kesimpulan : penggunaan media leaflet dapat digunakan sebagai sarana untuk meningkatkan pengetahuan dan sikap orangtua balita ke posyandu sehingga diharapkan dengan adanya peningkatan tersebut cakupan dapat memenuhi target.

Saran: diharapkan kepada pihak Puskesmas Karang Pule agar media edukasi ini dapat dijadikan sarana informasi kepada masyarakat.

Kata Kunci :Media Edukasi, Leaflet, Pengetahuan, Sikap, Orangtua, Balita, Posyandu

ABSTRACT

Background: Integrated Healthcare Center is one of the efforts to improve the level of health in Indonesia because children can know activities and the nutritional status of children from an early age, children can get free health services, children can understand the nutritional status of children from an early age, and children can get free health services, but the problem of visiting toddlers to Integrated Healthcare Center is still far from the minimum service standard of 90%. The purpose of the study was to determine the influence of leaflet media on increasing the knowledge and attitudes of parents of toddlers to the Integrated Healthcare Center in the Jempong Baru Environment of the Karang Pule Health Center Working Area.

Research Methods: using quasi-experimental with a pretest-posttest control group design approach. The population in this study was all mothers of toddlers in the Jempong Public Health Center area, with a total of 873 respondents. The total sample of 32 respondents was taken by purposive sampling. The instrument used in this study was a questionnaire. The data obtained were processed using Man Whitney. Test.

The study's results averaged an increase in knowledge in the intervention group of 1.94. In contrast, the average increase in the attitudes of parents of toddlers was obtained at 5.25 and acquired, $p = 0.000$ ($p < 0.005$) both knowledge and parental attitudes, which means that the provision of leaflet media affects the increase in knowledge and attitudes of parents under five.

Conclusion: the use of leaflet media can improve the knowledge and attitudes of parents of toddlers to Integrated Healthcare Center so that the coverage can meet the target with this increase.

Suggestion: it is hoped that the Karang Pule Health Center so that this educational media can be used as a means of information to the public.

Keywords : Educational Media, Leaflet, Knowledge, Attitude, Parents, Toddlers, Integrated Healthcare Center

INTRODUCTION

One form of public health efforts in the context of organizing development by empowering the community to obtain essential health services significantly accelerates the reduction of maternal and toddler mortality, namely through the Integrated Service Post (Posyandu)(Lahmadi, Multazam, and Kurnaesih 2021; Sintiawati, Suherman, and Saridah 2021). Posyandu has a crucial role as a health provider with a form of approach, namely community participation in the health sector which is carried out by a cadre trained from the Community Health Center (Puskesmas). The activities carried out in the posyandu are registration, weighing, and recording maternal and child services in the Maternal and Child Health book (MCH Book)(Sugeng, Tarigan, and Sari 2019).

In reducing the mortality rate of toddlers, one of the ways taken by the government is by early detection (Surveillance covered) with monitoring activities carried out at posyandu to carry out immunization and weighing immunization to make the body immune to certain diseases. The effectiveness of vaccination depends on the factors that affect it so that children can expect immunity in children (Atik and Susanti 2020). The role of Posyandu in general as implementers, managers, and users. In understanding the role and duties of the government, has provided a technical reference book on the use of the MCH book. Posyandu officers carry out activities such as early detection of growth of the toddler's weight weighed for follow-up if they find growth problems, namely by providing additional food, how to prevent diarrhea in toddlers, how to make ORS, monitoring and counseling the health of children under five. Monitoring the development of toddlers is also carried out at the Posyandu; if developmental disorders are found, children will give way to stimulate the growth of children, and the findings will be reported to health workers to be forwarded to the Puskesmas officers (Kristania and Yulianti 2019; Poltekkes Kemenkes Malang 2019).

The results of the Basic Health Research (Risksedas) in 2013 reported that the number of parents of toddlers to posyandu to monitor the growth of children aged 6-59 months in the last six months in NTB was still low. In 2013 for visits more than four times (> 4x), as much as 44.6%, 21.1% as much as 1-3 times as much as 21.1%, and never as much as

34.3%. This condition also decreased compared to 2010, namely 45.4% with a frequency of visits more than four times (> 4x), 29.1% as much as 1-3 Cali, and 25.5% never been to posyandu(Badan Penelitian dan Pengembangan Kesehatan 2013).

It was reported that the number of parents of toddlers to posyandu in 2016 in the Karang Pule Health Center area was the lowest at 4323 and the weighted at 3711. Judging from the number of Bawah Garis Merah, the Karang Pule Health Center is the highest in the last three years. In 2016, as many as 178 experienced a decrease from the previous years, namely 2015, as many as 183 people, and 2014 as many as 171 people. The visit of parents of toddlers shows that the higher the age of toddlers, the higher the percentage of toddlers who have never been weighed at posyandu. Therefore, 5-year-olds should still be taken to posyandu monthly (Pusdatin Kemenkes RI 2018). Some of the impacts experienced by toddlers if the toddler's mother is not active in posyandu activities include not getting health counseling about the expected growth of toddlers. Not getting vitamin A for eye health, toddler mothers do not know the toddler's weight growth every month, toddler mothers are not active in posyandu activities, and toddler mothers cannot monitor the growth and development of toddlers (Pusdatin Kemenkes RI 2018).

One of the problems in implementing the Posyandu program in Indonesia is the need for more public knowledge about the benefits of posyandu (Aminuddin, Zulkifli, and Djafar 2011). Several previous studies have reported a significant relationship between the ability of mothers of toddlers and the level of participation in posyandu activities (Ambarita, Husna, and Sitorus 2019; Rehing, Suryoputro, and Adi 2021). Hasil research conducted by (Atik and Susanti 2020) Reporting based on the non-parametric test, the Spearman Rank correlation was found to have a significant relationship between the level of knowledge of toddler mothers and the behavior of toddler visits to posyandu with a p value of 0.000 (< 0.05). With the results of previous studies, researchers assume that the more an individual's education is, the easier it is to receive information. In the end, the knowledge possessed will be better. Likewise, low education will hinder the development of attitudes. Learning is one of the factors that influence the formation of a person's

perspective. Mother's knowledge influences the mother's behavior to participate in a visit to the posyandu with her child because if someone has good knowledge, they will also have good behavior (Rahmandiani et al. 2019; Rohmah, Murniati, and Safitri 2020).

Increasing knowledge will be better if you use more than one media, one of which is leaflet media (Pusparina, Maria, and Anggraini 2019). Leaflet media is a practical media in the form of collapsible sheets presented for the delivery of information or the delivery of health messages that leaflets can give to parents (Sirvana, Sabur, and Umar 2021). The booklet will explain and bring changes and attitudes of toddler parents to bring toddlers to toddlers. The research results show that using leaflets and poster media in reproductive health education effectively increases knowledge in children, adolescents, and parents, with a p-value significance value of $0.00 < 0.05$ (Tedju Hinga 2019). Then the research conducted by (Hannanti, Ibnu Malkan Bakhrul Ilmi, and Muh. Nur Hasan Syah 2021) reported that there was a difference in respondents' knowledge about the influence of nutrition education using comic media ($p = 0.000$) and leaflets ($p = 0.000$) with alpha 0.05 which means there is the effect of nutrition education using comics and leaflets on anemia knowledge in young women of SMA Negeri 14 Jakarta.

Seeing the description of the problem above, it is necessary to conduct research aimed at determining the influence of leaflet media on the knowledge and attitudes of mothers towards toddler visits at posyandu. Although the novelty of this study is that leaflet media is still rarely used as an educational media at Posyandu, which is located in the work area of the Karang Pule Health Center, then

the characteristics of the area and samples are different from previous studies.

METHOD

This research is a Quasi Experiment with a pretest-posttest control group design approach. The study was conducted by providing a pretest before the intervention and will be reassessed through a post-test after the intervention. This research was conducted from March 24-April 7, 2018, at the Karangpule Health Center. The sample was parents of toddlers who met the inclusion criteria, namely toddlers aged 0-59 years, who were in the New Jempong Environment and had Kartu Menuju Sehat (KMS). The sample used was a sample of at least 32 respondents divided into two groups: the intervention group of 16 mothers providing counseling using leaflets and the control group of 16 mothers providing counseling without using leaflets. Researchers used a meaningfulness level of $p = 0.05$ and a confidence interval (95%).

The instrument in this study is a questionnaire sheet consisting of 10 questions in the form of right and wrong choices and ten questions in the form of multiple options. 0 (zero) is given for not answering the question and 1 (one) for the question answered correctly. So that the total obtained is 20 for all questions answered correctly.) to measure the knowledge that has been tested for US validity and reliability before being shared with respondents, data analysis using This study will use Shapiro-Wilk to test normality, abnormally distributed data results, so that data analyzed / statistical test using the Mann Whitney test to find out whether there is an influence of leaflet media intervention on increasing the knowledge and attitudes of parents of toddlers to posyandu in the New Jempong Environment of the Karang Pule Health Center work area.

RESEARCH RESULTS

Table 1
Respondent Frequency Distribution

Variable	Intervention (Leaflet)		Control (No Leaflet)		Total	
	n	%	n	%	n	%
Age						
< 30 tahun	14	87,5	8	50	22	69
> 30 Tahun	2	12,5	8	50	10	31
Education						
Low	4	25	9	56	13	41
Intermediate	10	63	7	44	17	53
Tall	2	12			2	6
Work						
House Wife	10	62	13	81	23	72
Self Employed	2	13	3	19	5	15

Based on the results of Table 1 of the distribution of respondents according to maternal age from 32 respondents interviewed in the control group and intervention group, the majority aged <30 years, as many as 14 mothers (87.5%) in the intervention group and eight mothers (50%) in the control group. Meanwhile, the distribution of maternal education in the intervention group was based on education level, the majority of respondents had secondary education

of 10 mothers (63%), and in the control group, the majority had low education of 9 mothers (56%). And the distribution according to the maternal occupation of 32 respondents of employment status in the intervention group, namely the majority of House Wife (IRT), as many as ten mothers (62%) in the control group, as many as 13 mothers (81%) worked as Housewife.

Table 2
Average Increase in Knowledge and Attitudes of Toddler mothers in Control Groups and Intervention Groups

Group	n	Mean	Std. Devices	Median	
				Max	Min
Intervention					
Pre knowledge	16	1.94	0.998	3	0
Post Knowledge					
Control					
Pre knowledge	16	0.31	0.602	1	-1
Post Knowledge					
Intervention					
Pre Attitude	16	5.25	3.276	9	1
Post Attitude					
Control					
Pre Attitude	16	0.87	1.928	4	-2
Post Attitude					

Based on table 3, the average increase in knowledge of toddler mothers in the intervention group with 16 respondents, the results of the analysis was obtained with the average value of knowledge increase was 1.94, the highest value of knowledge improvement was 3, the lowest value of knowledge improvement was 0, and the standard deviation was 0.998, compared to the control group The highest value of knowledge improvement is 1, the lowest value of knowledge improvement is -1 with the average value of knowledge increase is 0.31 and the standard deviation is 0.602. mother obtained the average gain in attitudes of toddler mothers in the intervention group with 16 respondents from the analysis results with an average value of attitude improvement was 5.25, the highest value of attitude improvement was 9, the lowest value of attitude improvement was -1, and the standard deviation was 3.276. In contrast, in the control group, the analysis results were obtained with an average value of attitude improvement was 0.87, the highest value of

attitude improvement was 4, The lowest value of attitude improvement was -2, and a standard deviation is 1.928.

Based on table 2 above, it can be seen that from Man Whitney's statistical test, it was obtained that the mean rank of parental knowledge of toddlers in the intervention group was 22.44, while the understanding of toddler mothers in the control group was 10.56, while the mean level of parental attitudes of toddlers in the intervention group was 23.94. In contrast, maternal attitudes were toddlers in the control group was 9.06. Therefore, the statistical test results on both obtained a p-value of 0.00 < p-value of 0.05. Therefore, the results rejected Ho, but Ha was accepted, which means that there is an influence of counseling on increasing the knowledge of toddler mothers and the attitude of toddler mothers about posyandu between the control group that was given counseling without leaflet media and the intervention group that was given counseling with leaflet media.

Table 3
The Effect of Media Leaflets on The Knowledge and Attitudes of Toddler Mothers on Keomopok Control and Intervention

Group	Mean	Std. Devices	Confidence Interval 95%		Mean Rank	Nilai p
			Lower	Upper		
Intervention						
Pre knowledge	5.38	1.708	4.46	6.29	22.4	0.000*
Post Knowledge	7.31	1.448	6.54	8.08		
Control						
Pre knowledge	5.25	1.807	4.29	6.21	10.56	
Post Knowledge	5.56	1.590	4.72	6.41		
Intervention						
Pre Attitude	28.31	1.778	27.36	29.26	23.94	
Post Attitude	35.81	3.655	33.86	37.76		
Control						0.000*
Pre Attitude	28.06	1.482	27.27	28.85	9.06	
Post Attitude	28.94	1.611	28.08	29.80		

*Uji Man Whitney

DISCUSSION

The Influence of Media Leaflets on The Knowledge of Toddler Mothers

Knowledge is the result of knowing that occurs in a person who performs sensing of an object through the senses of sight, hearing, smell, taste, and taste. The majority of that knowledge. It is obtained through the eyes and ears (Jaji 2020; Ramadhanti, Adespin, and Julianti 2019). Leaflet media is a practical and effective learning media because it is easy to understand readers with its functional and simple form so that it is easy to go anywhere because it is only a sheet containing information or writings and images that interest readers (Andan Firmansyah, Ahmed Jahidin, and Nur Isriani Najamuddin 2019; Bingen 2019; Pristya and Amalia 2021).

The results showed the results of the pretest conducted on 16 respondents of the intervention group on toddler mothers simultaneously; then, a post-test was carried out 2 weeks after the pretest. The research data analysis found that the average value of increasing knowledge was 1.94, the highest value of knowledge improvement was 3, the lowest value of knowledge improvement was 0, and the standard deviation was 0.998. Meanwhile, in the control group, respondents carried out 16 control group respondents the toddler mother simultaneously, then a post-test was carried out two weeks after the pretest. The research data analysis found that the average value of knowledge increase was 0.31, the highest value of knowledge

improvement was 1, the lowest value of knowledge improvement was -1, and the standard deviation was 0.602. In this intervention group's pretest and post-test results, there was a relatively high increase in knowledge and a reasonably high average value of changes in knowledge levels, so there was a significant difference between the pretest and post-test. The pretest results showed that there was still a lack of knowledge of parents of toddlers about posyandu, the researcher's assumption was due to the lack of information provided by the posyandu or due to other factors, and the post-test results showed a fairly high increase in values after respondents were given counseling with leaflet media. The results of the statistical test using Man Whitney obtained a p-value of $0.00 < \alpha < 0.05$, then results rejected H_0 , and H_a was accepted, which means that counseling has an influence on increasing the knowledge of toddler mothers.

This study's results align with the research conducted (Andan Firmansyah, Ahid Jahidin, and Nur Isriani Najamuddin 2019). It was reported that there was a difference in influence between the regional language leaflet group and regional language videos, where the P value = $0.000 \leq \alpha = 0.05$, it was known that the mean after counseling using regional language leaflet media was 1.98 while the mean value after counseling regional language video media was 2.32 which means that both uses of regional language leaflet media and regional language videos are equally effective in increasing adolescent knowledge about the dangers of

smoking. Then the research conducted by (Sugiarti, Lindayani, and Mahayati 2020) Regarding the benefits of counseling with media leaflets reported that the median value of knowledge before being given health education is 65, while the median value after being given health education is 95, which means that counseling using leaflet media can increase knowledge. Correspondingly the research conducted by (Mastryagung, Yulia RT, and Noriani 2019) reported a significant influence between giving leaflets on pregnant women's ability to IMD and the strength of a fairly strong relationship, namely a p-value of 0.002.

From the results of the research above, knowledge can increase with the existence of information using various kinds of media, namely print media and electronic media. The print media include posters, leaflets, brochures, magazines, newspapers, stickers, and pamphlets, while electronic media, for example, television, radio and tape recorders, vcd, and video. Leaflets convey health information through folded sheets, the contents of which are in the form of sentences, pictures, or combinations. Leaflets can adjust and learn independently, provide detailed information, and are easy to create, reproduce and revise (Fauziah, Maesaroh, and Sulistyorini 2017; Kusmaryati 2019).

The leaflet of one of the props arranged on the principle of human knowledge is captured through the five senses. A good booklet uses simple language, easy to understand by the reader; the title selection must be interesting to read and combine writing and images, and the material selection must follow the intended target. Leaflets can be widespread and are one of the valuable ways to convey information to women and their families or support the information they receive (Kasman, Noorhidayah, and Persada, 2017; Prawesthi et al. 2021). The advantage of using this media is that the target can adjust and learn independently and practically because it reduces the need to take notes, the target can see the content when relaxed and very economical, and various information can be provided or read by members of the target group, so that leaflet can discuss it, can provide detailed information which is not given orally, is easy to make, reproduce and improve and is easily adjusted to the target group

The Influence of Media Leaflets on the Attitude of Toddler Mothers

The results of the study related to the influence of leaflet media on the attitudes of toddler mothers were obtained in the pretest conducted by

16 respondents of the intervention group on parents of toddlers simultaneously. Then a post-test was carried out 2 weeks after the pretest. The research data analysis found that the average value of attitude improvement was 5.25, the highest value of attitude improvement was 9, the lowest value of attitude improvement was -1, and the standard deviation was 3.276. At the same time, the control group in parents of toddlers simultaneously, then a post-test was carried out two weeks after the pretest. From the results of the analysis of research data, it was found that the average value of attitude improvement was 0.87, the highest value of attitude improvement was 4, the lowest value of attitude improvement was -2 and the standard deviation was 1.928. The results of the statistical test using Man Whitney obtained a p-value of $0.00 < a$ p-value of 0.05, then the result rejected H_0 , and H_a was accepted, which means that counseling influences the attitude of toddler mothers.

In the pretest and post-test results in this control group, there was an increase in attitudes that were not too high, and the average value of changes in attitude levels was not too high, so there was a not too significant difference between the pretest and post-test. The pretest results show that there still needs to be more attitude of parents of toddlers toward posyandu; this is due to the lack of information provided by the posyandu or due to other factors. The post-test results showed a high increase in value after respondents were given counseling with leaflet media.

The results of this study are in line with the research conducted by (Purimahua et al. 2022) reported there is the effect of leaflet media use on attitudes with the average attitude value of respondents before getting counseling is 72.85 and after giving counseling through leaflet media is 97.46 which means there is an increase in the average value before and after providing leaflets. Furthermore, the results of hypothesis testing using the Wilcoxon test obtained a z-score value of 4,793 with a p-value of $0.000 < 0.005$, which means that there is an effective use of leaflet media toward traders' attitudes about Covid-19 (Purimahua et al. 2022). Furthermore, the research conducted by (Enindelastri, Sety, and Kusnan 2021) reported there are differences in knowledge, attitudes, and behavior of leaflet and audiovisual media groups, knowledge Asymp sig (2-tailed) = 0.015, attitude Asymp sig (2-tailed) = 0.000. influence of the level of knowledge of attitudes and behaviors of students of SMAN 14 Bombana about Covid 19. Correspondingly the research conducted by (Sumiati 2018) shows that there is an impact of health promotion by using leaflet

media on the knowledge and actions of new families in achieving quality families.

Attitude is a person's fast response to the stimulus of an object whose results cannot be seen immediately but can only be directly interpreted in advance from a closed behavior. The attitude shows the suitability of the reaction to the stimulus, which is an emotional reaction to the social motivation. An attitude is a readiness or willingness to act and is not an exercise of a particular motive (Matdoan and Dolang 2020; Mustofa et al. 2021). Attitudes can be obtained through experiences that will have a direct influence on behavior. Such an immediate effect can be in the form of behavior that will be realized only when conditions and situations permit. In this interaction, the individual forms a specific pattern of attitude towards the object facing him (Handayani and Sari 2021; Herman et al. 2021)

From the results of research related to the influence of leaflet media on the knowledge and attitudes of toddler mothers, these two variables are significantly related because the existence of good knowledge can form reasonable beliefs. For example, a person's trust can influence a person's attitude to behavior. Such ideas will affect a person's perspective on whether the behavior produces something desirable or undesirable. Furthermore, beliefs of a normative nature and the motivation to act according to expectations form subjective norms in the individual. In addition, behavioral controls are determined by past experiences and individual estimates of how difficult or easy it is to perform certain behaviors. Therefore, it is necessary to increase knowledge as a beginning in shaping the behavior of toddler mothers to bring their children to visit posyandu. Because with good knowledge related to Posyandu, the mother's attitude will also improve so that the target of achieving toddler visits can be achieved.

CONCLUSION

The leaflet media can be used to improve the knowledge and attitudes of parents of toddlers to posyandu, so with this increase, the coverage can meet the target.

SUGGESTION

It is hoped that the Karang Pule Health Center can be used as a means of information to the public and create other educational media that can be interested in attracting toddler mothers.

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