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EFEKTIFITAS PENGGUNAAN MEDIA AUDIO VISUAL TERHADAP PENGETAHUAN PENCEGAHAN ANEMIA PADA IBU HAMIL DI PUSKESMAS SEMOI II

ABSTRAK

Latar Belakang: Anemia pada kehamilan merupakan masalah kesehatan serius yang berisiko menyebabkan komplikasi maternal dan neonatal. Ibu hamil pertama kali cenderung memiliki informasi yang terbatas mengenai pencegahan anemia. Diperlukan media edukasi yang efektif dan menarik untuk meningkatkan pemahaman mereka, salah satunya melalui media audio visual. Berdasarkan hasil studi pendahuluan di Puskesmas Semoi II didapatkan ibu hamil di Puskesmas Semoi II pada bulan Agustus 2025 sebanyak 36 orang dan pada program pemberian tablet zat besi ditemukan permasalahan ketidakpatuhan ibu hamil dalam mengkonsumsi tablet zat besi. Penelitian ini bertujuan untuk mengetahui efektifitas penggunaan media audio visual terhadap pengetahuan pencegahan anemia pada ibu hamil di Puskesmas Semoi II.

Metode: Jenis penelitian menggunakan pra-eksperimen dengan pendekatan kuantitatif dengan rancangan *One Group Pre-test Post-test*. Populasi penelitian adalah ibu hamil di Puskesmas Semoi II dan teknik pengambilan sampel menggunakan *total sampling* sebanyak 36 orang. Pengumpulan data menggunakan lembar kuesioner. Analisis data adalah analisis univariat dan analisis bivariat menggunakan uji *Wilcoxon*.

Hasil: Gambaran pengetahuan ibu hamil sebelum diberikan edukasi menggunakan media audiovisual tentang pencegahan anemia didapatkan nilai *Mean* sebesar 7,86. Gambaran pengetahuan ibu hamil sesudah diberikan edukasi menggunakan media audiovisual tentang pencegahan anemia didapatkan nilai *Mean* sebesar 10,47. Hasil uji statistik *Wilcoxon* diperoleh $p\text{ value } (0,000) < \alpha (0,05)$ menunjukkan bahwa H_0 diterima.

Simpulan: Terdapat efektifitas penggunaan media audio visual terhadap pengetahuan pencegahan anemia pada ibu hamil di Puskesmas Semoi II.

Kata Kunci: Pengetahuan, Audio Visual, Anemia.

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**THE EFFECTIVENESS OF USING AUDIO-VISUAL MEDIA ON
KNOWLEDGE ABOUT ANEMIA PREVENTION AMONG PREGNANT
WOMEN AT SEMOI II COMMUNITY HEALTH CENTER**

ABSTRACT

Background: Anemia in pregnancy is a serious health problem that carries the risk of maternal and neonatal complications. First-time pregnant women tend to have limited information about anemia prevention. Effective and engaging educational media are needed to improve their understanding, one of which is through audio-visual media. Based on the results of a preliminary study at Semoi II Community Health Center, there were 36 pregnant women at Semoi II Community Health Center in August 2025. During the iron tablet administration program, non-compliance with iron tablets was found. This study aims to determine the effectiveness of using audio-visual media on knowledge about anemia prevention among pregnant women at Semoi II Community Health Center.

Methods: This study used a pre-experimental quantitative approach with a One Group Pre-test Post-test design. The study population consisted of pregnant women at Semoi II Community Health Center, with a total sampling of 36 participants. Data collection used a questionnaire. Data analysis employed univariate analysis and bivariate analysis using the Wilcoxon test.

Results: The mean score of pregnant women's knowledge before receiving education using audiovisual media on anemia prevention was 7.86. The description of the knowledge of pregnant women after being given education using audiovisual media on anemia prevention obtained a mean value of 10.47. The results of the Wilcoxon statistical test obtained a p value $(0.000) < \alpha (0.05)$ indicating that H_a was accepted.

Conclusion: There is effectiveness in the use of audiovisual media on knowledge of anemia prevention in pregnant women at Semoi II Community Health Center.

Keywords: Knowledge, Audiovisual, Anemia.