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PENGARUH METODE *EMOTIONAL DEMONSTRATION (EMO-DEMO)*
TERHADAP PENGETAHUAN IBU BALITA DENGAN *STUNTING*
DI POSYANDU SUKAMAJU I WILAYAH KERJA PUSKESMAS
TAMANSARI KOTA TASIKMALAYA

ABSTRAK

ix bagian awal + 121 Halaman + 5 Tabel + 1 Bagan + 12 Lampiran

Emo-Demo merupakan salah satu metode edukasi kesehatan dengan menggunakan demonstrasi atau perlakuan yang dikembangkan oleh *Global Alliance For Improved Nutrition (GAIN)* dengan teori *Behavior Centered Design (BCD)*. Teknik yang sangat partisipatif memiliki tujuan agar pesan dapat tersampaikan secara sederhana dengan cara yang menyenangkan, imajinatif, menyentuh emosi, dan menggunakan alat peraga yang inovatif sehingga lebih mudah diingat dibandingkan dengan pemberian informasi biasa. Pengetahuan ibu menjadi salah satu faktor keberhasilan dalam pencegahan dan penanganan *stunting*. Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh *Emo-Demo* terhadap pengetahuan ibu balita tentang *stunting* di Posyandu Sukamaju I Wilayah Kerja Puskesmas Tamansari. Penelitian ini merupakan penelitian kuantitatif dengan studi *Quasi Eksperimental* yang disajikan dalam *one group pretest posttest design*. Populasi dalam penelitian ini adalah seluruh ibu yang memiliki anak dengan *stunting* di Posyandu Sukamaju I, pengambilan sampel pada penelitian menggunakan metode *purposive sampling*. Sebanyak 20 ibu dengan anak *stunting* diberikan intervensi *Emo-Demo*. Uji statistik pengetahuan menggunakan uji *paired t test*. Hasil penelitian ini menunjukkan nilai rata-rata pengetahuan ibu sebelum dilakukan *Emo-Demo* sebesar 71,5 dan nilai rata-rata pengetahuan ibu setelah di berikan *Emo-Demo* sebesar 88,83. Analisis hasil menunjukkan *Emo-Demo* dapat meningkatkan pengetahuan ibu balita dengan p value ($p=0,000$). Terdapat pengaruh *Emo-Demo* terhadap pengetahuan ibu balita tentang *stunting* di Posyandu Sukamaju I Kota Tasikmalaya. Diharapkan Puskesmas dapat menggunakan metode *Emo-Demo* sebagai salah satu upaya menangani *stunting* pada balita.

Kata Kunci : *Emotional Demonstration (Emo-Demo)*, Pengetahuan, *Stunting*

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***THE EFFECT OF EMOTIONAL DEMONSTRATION (EMO-DEMO)
METHODS ON KNOWLEDGE OF MOTHERS OF TODDLER WITH
STUNTING AT POSYANDU SUKAMAJU I WORKING AREA OF
TAMANSARI PUSKESMASTASIKMALAYA CITY***

ABSTRACT

ix the beginning part + 121 part + 5 table + 1 chart + 12 attachment

Emo-Demo is a health education method using demonstration or treatment developed by the Global Alliance For Improved Nutrition (GAIN) with Behavior Centered Design (BCD) theory. The very participatory technique has the aim of conveying the message in a simple way in a fun, imaginative, emotional way, and using innovative teaching aids so that it is easier to remember than ordinary information giving. Mother's knowledge is one of the success factors in preventing and handling stunting. The purpose of this study was to determine the effect of Emo-Demo on the knowledge of mothers toodler about stunting at the Posyandu Sukamaju I in the Tamansari Health Center Work Area. This research is a quantitative research with a quasi-experimental study which is presented in one group pretest posttest design. The population in this study were all mothers who had stunted children at the Posyandu Sukamaju I. The sample was taken in this study using the purposive sampling method. A total of 20 mothers with stunting children were given Emo-Demo intervention. Knowledge statistical test using paired t test. The results of this study indicate the average value of mother's knowledge before Emo-Demo is done is 71.5 and the average value of mother's knowledge after Emo-Demo is 88.83. The analysis of the results shows that Emo-Demo can increase the knowledge of mothers of children under five with p value ($p = 0.000$). There is an Emo-Demo effect on the knowledge of mothers under five about stunting at the Sukamaju I Posyandu, Tasikmalaya City. It is hoped that the Puskesmas can use the Emo-Demo method as an effort to deal with stunting in toddlers.

Keyword : *Emotional Demonstration (Emo-Demo), Knowledge, Stunting*