

## ABSTRAK

Ramadhani, Mafira Putri. 2017. *Perbedaan Sikap dan Perilaku Ibu Menyusui terkait Gizi Seimbang antara Sebelum dan Setelah Pemberian Edukasi Gizi Melalui Media Website dan Booklet di Wilayah Kota Malang*. Tugas Akhir, Program Studi Ilmu Gizi, Fakultas Kedokteran, Universitas Brawijaya. Pembimbing: (1) Widya Rahmawati, S.Gz, M.Gizi (2) Catur Septaning W, S.Gz, MPH.

Angka Kematian Bayi (AKB) di Indonesia saat ini masih tergolong tinggi. Salah satu upaya menekan AKB adalah pemberian ASI eksklusif yang sangat erat kaitannya dengan status gizi Ibu menyusui. Pemberian edukasi terkait gizi seimbang saat menyusui sangat diperlukan untuk ibu menyusui. Media *website* merupakan media *online* yang mudah diakses oleh siapapun, kapanpun, dan dimanapun sehingga sangat praktis untuk digunakan. Sedangkan media *booklet* merupakan salah satu media cetak yang dikemas menarik dalam bentuk buku untuk menyampaikan pesan kesehatan. Tujuan penelitian ini adalah mengetahui perbedaan sikap dan perilaku ibu menyusui terkait gizi seimbang antara sebelum dan setelah pemberian edukasi gizi melalui media *website* dan *booklet* di Kota Malang. Jenis penelitian ini adalah *quasy experimental study* dengan desain *pre-test and post-test*. Jumlah sampel adalah 46 orang yang dipilih dengan menggunakan *purposive sampling*. Hasil penelitian menunjukkan bahwa terdapat perbedaan skor sikap tentang gizi seimbang ibu menyusui pada kelompok *website* dengan *p-value* = 0.038 (sebelum = 4,5%; sesudah = 22,7%) dan kelompok *booklet* dengan *p-value* = 0.032 (sebelum = 4,2%; sesudah = 16,7%). Namun, tidak terdapat perbedaan skor perilaku tentang gizi seimbang pada ibu menyusui pada kelompok *website* dengan *p-value* = 0.231 (sebelum = 31,8%; sesudah = 45,5%) dan kelompok *booklet* dengan *p-value* = 0.152 (sebelum = 25%; sesudah = 37,5%). Kesimpulan pada penelitian ini adalah media *website* dan *booklet* dapat meningkatkan skor sikap dan perilaku gizi seimbang pada ibu menyusui. Meskipun tidak terdapat perbedaan skor perilaku, namun perilaku ibu menyusui menunjukkan perubahan yang positif setelah pemberian edukasi gizi melalui media *website* dan *booklet*.

Kata kunci: sikap dan perilaku, gizi seimbang ibu menyusui, edukasi gizi, media *website* dan *booklet*

## ABSTRACT

Ramadhani, Mafira Putri. 2017. The Differences in the Attitude and Behavior of Nursing Mothers related Nutrition Balanced between Before and After the Granting of A Nutrition Education through the Medium of A Website and Booklet in the Region of Malang. Final Assignment, Study Program Of Nutrition, Faculty Of Medicine, University Of Brawijaya. Supervisor: (1) Widya Rahmawati, S.Gz,M.Gz (2) Catur Saptaning W, S.Gz,MPH.

Infant mortality (AKB) in Indonesia currently belong to high. One of the attempts of pressing AKB is exclusive breast feeding which is closely associated with the nutritional status of breastfeeding mothers. The granting of a balanced nutrition related education while breastfeeding is indispensable for breastfeeding mothers. Media website is the online media that is easily accessed by anyone, anytime, and anywhere, making it very practical to use. While the media booklet is one of the print media are packaged in book form to convey health messages. The purpose of this research is to know the difference in attitude and behavior of breastfeeding mothers related balanced nutrition between before and after the granting of a nutrition education through the medium of a website and booklet in the city of Malang. The research design used was quasy experimental study with pre-test and post test design. The number of samples is 46 people who were selected using the purposive sampling. The results showed that there is a difference attitudes of balanced nutrition score in breastfeeding mothers on the website group with p-value = 0038 (before = 4.5%; after = 22.7%) and the booklets group with p-value = 0032 (before = 4.2%; after = 16.7%). However, there was no difference in the behavior of a balanced nutrition score in breastfeeding mothers on the website group with p-value = 0231 (before = 31.8%; after = 45.5%) and booklets group with p-value = 0152 (before = 25%; after = 37.5%). Conclusion in this study are media website and booklet can increase attitudes and behavior score of balanced nutrition at breastfeeding mothers. Although there is no difference in behavior, but behavior score of breastfeeding mothers showed a positive change after the granting of a nutritional education through the medium of a website and booklet.

Keywords: attitude and behavior, balanced nutrition of breastfeeding mothers, nutritional education, website and booklet media