

The Effectiveness of Posters and Leaflets in Increasing Toddler Mothers' Knowledge to Reduce the Rate of Stunting

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ABSTRACT

The frequency of stunting is one health problem that regularly occurs in Indonesia. Public awareness of the importance of healthy eating for young children and toddlers can help prevent stunting problems. Mothers are essential in meeting the nutritional needs of their children. By enhancing their nutritional state, a mother's knowledge of nutrition can help children reach developmental maturity. Finding out how successfully posters and pamphlets can increase mothers' awareness of stunting prevention among children under five is the aim of this study. In a quasi-experimental The study design used two Group Pretest-Posttest media posters and pamphlets. The study's population consisted of 942 women with stunted children, and the sample was selected using purposive selection.

Keywords: Knowledge, Lefalet Media, Poster, Stunting

BACKGROUND

In accordance with Minister of Health Number 1995/MENKES/SK/XII/2010 about anthropometric standards, stunting is defined as a nutritional status based on height according to the unit (TB/U) or body length index and height according to the unit (PB/U). Toddlers that exhibit stunting can be identified when their height and length measurements fall short of the norm (that, 2019).

One health issue that is prevalent around the world, including in Indonesia, is the prevalence of stunting. Toddlers between the ages of 24 and 59 months are among the malnourished population, which is the demographic most at risk for malnutrition, inadequate nutrition, poor parenting.

Today's toddlers face the nutritional issue of stunting, sometimes known as short toddlers. Around 150.8 million children under five worldwide, or 22.2% of the total population, suffered from stunting in 2017. With a stunting rate of 32.6% in 2000, this number has dropped. With a prevalence of 55% and more than a third of 39% in Africa, Asia accounted for more than half of all children under five worldwide in 2017. Of Asia's 83.6 million under-five stunted children. South Asia accounts for the biggest share at 58.7%, while Central Asia accounts for the smallest share at 0.95%.

Data on the prevalence of stunting was gathered (WHO). One of the third most prevalent countries in Southeast Asia is Indonesia.

Researchers in the Tiron Health Center area found that there were 88 cases and 306 short toddlers in the category of very short toddlers in a preliminary study. In 2020, there were 60 cases and 251 short toddlers, and in 2021, there were 37 cases and 200 short toddlers (Tiron Health Center Data). When the underlying cause a lack of awareness, adequate nutritional requirements, and the degree of food security in a family is identified, several cases are discovered in different regions with a growing incidence of stunting. A number of reasons

contribute to the prevalence of stunting, such as irregular vaccinations, a failure to regard the mother's nutritional needs throughout pregnancy, and never receiving breast milk.

Lack of family understanding of the importance of good nutrition for children and economic status that affects food security itself (Ministry of Health of the Republic of Indonesia 2016).

The condition of stunting is difficult to handle when the child has entered the age of two. Therefore, the solution to prevent and overcome the problem of stunting, the community needs to be educated to understand the importance of nutrition for children under five. Indonesia is actively participating in a global commitment (SUN- Scaling UP Nutrition) or known as the National Nutrition Awareness Movement in the context of Accelerating Nutrition Improvement in the first thousand days of life. The goal is to improve the state of nutrition, community health and development. The program is devoted to handling nutrition from a thousand days from pregnancy to 2 years old (Ministry of Health of the Republic of Indonesia, 2018).

Parents, especially mothers, have a very important role in fulfilling children's nutrition, People who have good nutritional knowledge will have the ability to apply nutritional knowledge in food selection and processing so that it can be expected that their food intake is more secure, and parents' knowledge about nutrition can help improve the nutritional status of children to achieve maturity (Ismanto et al., 2019). Increasing maternal knowledge and attitudes can be done with health education. The hope of health education efforts is that a person can understand the importance of health and knowledge about nutrition so that they can behave and act according to health norms (Suhardjo, 1989).

The effectiveness of health education is supported by health education media that are in accordance with the goals of the health education carried out. The media plays an important role in the delivery of information. Health education cannot be separated from the media, because through the media the messages conveyed can be more interesting and easy to understand, so that the target can learn the message until they decide to adopt positive behaviors (Notoatmodjo, 2018).

Media not only functions as a complement to help provide information for reminders, but the media has an attention function that has the power to attract attention. Interesting media will provide confidence, so that cognitive changes in affection and psychomotor can be accelerated (Setiawati, 2018). The grouping of media based on technology development is divided into print, audiovisual and computer media (Setiawati & Dermawan, 2018). One of the print media used in health education is leaflet and poster media. Leaflet media is a sheet of paper presented in the form of folds containing writings about a problem aimed at a specific target (Efendy, 2016). Meanwhile, poster media is an image media that combines visual elements such as lines, images, and words to be able to attract attention and communicate a message briefly (Anitah, 2018). The advantage of leaflet and poster media is that as a learning medium, the presentation of this media is simple and concise. Media leaflets and posters can be distributed on various occasions. The simple design makes the recipient not need much time to read it (Notoatmodjo, 2018).

Based on a preliminary study conducted by researchers at PSUKSAS Tiron by interviewing 5 mothers who have stunted children, 4 mothers did not know what stunting is and how to prevent stunting, 1 mother said she knew about stunting and its prevention, 4 mothers said they had received information about stunting, and the results of interviews with the head of the Tiron health center were obtained before the covid-19 pandemic, the Tiron health center always held counseling about stunting every 3 once a month with video media and power points, but sometimes the counseling is not carried out every 3 months regularly and sometimes there is no community participation present in the counseling. Based on the description above, the researcher is interested in conducting research on "the effectiveness of

poster and leaflet media in increasing the knowledge of mothers under five to reduce the incidence of stunting in the work area of the Tiron Health Center in 2022".

METHODS

Quantitative research is the methodology employed. This study's design makes use of quasi-experimental research. A two-group pre-post test design, which involves a pre-test followed by treatment with poster and leaflet media, is the method employed. This study, which involved 90 participants 45 of whom were in poster and 45 of whom were in leaflet media groups was carried out at the Tiron Health Center in Kediri Regency using the Purposive sampling technique. Questionnaires were used to gather data, and SPSS was used for bivariate analysis with paired test of t-tets samples and independent t-test samples.

RESULTS

Characteristics Responden

According to the study's findings in table 4.2, the majority of mothers in the poster media group 26 respondents, or 57.8% are between the ages of 21 and 35, while all of the mothers in the leaflet group 45 respondents, or 100.0% are in the same age range. Additionally, the majority of the poster group's mothers 24 respondents, or 53.3% have a high school diploma. Of the individuals in the poster group, 28 (62.2%) had completed high school.

Variable Characteristics

According to the study's findings, maternal knowledge of how to lower the incidence of stunting prior to health education using poster media is primarily in the poor knowledge category, with 35 respondents (55.6%) and nearly half in the good knowledge category, with 25 respondents (44.4%). The results of using poster media to perform health education revealed that 33 respondents (73.3%) fell into the good knowledge category, while 12 respondents (26.7%) fell into the sufficient knowledge category.

According to the study's findings, maternal awareness of how to lower the prevalence of stunting before to health education through leaflet media.

Statistical Test Results

Data Normality and Homogeneity Test

The normality test was carried out to find out whether the distributed data was normal or not, the normality test in this study used the statistical analysis of the Kolmogorov-Smirnov Test One-Sample, the distributed data was normal if the significance value was >0.05 , and the data was not normally distributed if the significance value was <0.05 , the results of the normality test of pretest and posttest knowledge in the poster media treatment group obtained a sig value = (0.93), and the normality of pretest and posttest knowledge in the leaflet media treatment group with a sig value = (0.200), in the leaflet and poster group with the value (>0.5), so that the data was distributed normally.

Based on the results of the homogeneity test using the Test of Homogeneity of Variances test, the Based on Mean value was (0.66) (>0.05), meaning that the data was in the homogeneous category. Therefore, the next step is to test the hypothesis of the influence of poster and leaflet media on the knowledge of mothers under five using a parametric test because the data is distributed normally and homogeneously, namely the paired t-test. And to test its effectiveness using an independent test of t-test samples.

Table 1. The Effect of Poster and Leaflet Media on the Knowledge of Toddler Mothers in Reducing Stunting in 2022

Group	Df	Mean	Standard Deviation	Standard Error Mean	t	p-value
Media Poster	45	-5.400	2.310	.344	-15.681	0.000
Mdia Leafelet	45	-8.289	3.057	.456	-18.188	0.000

Source : Primary Data 2022

In Table 1, it is explained that the average increase in maternal knowledge between before and after doing health education with poster media is (-5,400) with an average standard deviation (2,310) and a Standard Error Mean value (0.344). Looking at the significance number (sig 2-tailed) or p -value of 0.000 while the significance level used as a comparison is $\alpha = 0.05$, the p -value is lower than 0.05 so that an alternative hypothesis is accepted which means that there is an influence of poster media in increasing the knowledge of mothers under five to reduce the incidence of stunting. Meanwhile, in the leaflet group, it was explained that the average increase in maternal knowledge between before and after doing health education with leaflet media was (-8,289) with an average standard deviation (3,057) and a Standard Error Mean value (0.456). Looking at the significance number (sig 2-tailed) or p -value of 0.000 while the significance level used as a comparison is $\alpha = 0.05$, the p -value is lower than 0.05 so that an alternative hypothesis is accepted which means that there is an influence of leaflet media in increasing the knowledge of mothers under five to reduce the incidence of stunting.

Table 2. Effectiveness of Poster and Leaflet Media in Increasing the Knowledge of Toddler Mothers to Reduce the Incidence of Stunting in the Work Area of the Tiron Health Center in 2022

Group	df	Mean/ Delta	Standard Deviation	Standard Difference	Std. Error Difference	t	p - value
Media Poster	45	5,40	2,310	-2,889	,571	-5,057	0.000
Media Leaflet	45	8,29	3,057				

Source : Primary Data 2022

In table 2 above, the results of the effectiveness test obtained the mean value of poster media (5.40) and leaflet media (8.29), it can be concluded that the difference/delta increase in score or greater knowledge of leaflet media in poster media is obtained. The value of p -value = 0.000 with significance level = 0.05. This shows that the significance level $p < 0.05$ ($0.000 < 0.05$) means that there is an effectiveness of poster and leaflet media in increasing the knowledge of mothers under five to reduce the incidence of stunting where leaflet media is more effective in increasing maternal knowledge to reduce the incidence of stunting in toddlers in the Tiron Health Center Work Area in 2022.

DISCUSSION

The Effect of Poster Media on Mother's Knowledge to Reduce the Incidence of Stunting

With an average standard deviation of 2,310 and a standard error mean value of 0.344, Table 1 explains that the average improvement in maternal knowledge between before and after completing health education with poster medium is -5,400. With a significance number (sig 2-tailed) or p -value of 0.000 and a comparison significance level of $\alpha = 0.05$, the p -value is less than 0.05, indicating the acceptance of an alternative hypothesis that the poster media has an impact on raising mothers' awareness of stunting prevention among children under five.

The results of the Wilcoxon Test regarding the knowledge of grade IV students with the incidence of diarrhea obtained between the pretest and posttest were consistent with the research of Suriadi & Kurniasari (2019). Of the 25 respondents, 1 had low knowledge, 11 had increased knowledge, and 13 did not experience an increase in knowledge. The results obtained showed a significant p -value value ($0.004 < 0.05$), indicating that H_a was accepted and that the use of posters had an effect on students' knowledge about preventing diarrhea in

SDN 003 Palaran Samarinda City. Ika Febriyanti and Mukhamad Murdiono (2016) did another study that supports their findings of poster media in PPKN.

A poster is a brief statement presented as an image with the intention of persuading someone to take action. Because of the word limit, posters cannot offer lessons on their own. Posters work best when they are meant to be a follow-up to a previously delivered message. As a result, the poster seeks to guide the reader toward a particular action in accordance with the communicator's desires. A poster often takes the shape of a specific-sized sheet of paper with text and images on it. Posters can be created directly by hand, using offset, screen printing, and black-and-white or full-color processes. Melinda Heda (2018). This demonstrates how the information was presented more clearly.

Researchers are of the opinion that poster media has a great influence in increasing the knowledge of mothers under five with stunting, this is because the knowledge of mothers of toddlers before the distribution of posters looks low, while mothers of toddlers who have been given poster media of mothers under five have increased. The results show that health education can improve a person's knowledge. The success of health education can also be supported by the existence of tools or media to help facilitate the delivery of the message or material that wants to be conveyed. One of the health education media used by researchers is poster media. Posters are visual media used to convey messages or materials through images, news, and writing. This can increase readers' interest in reading the information in it. Some respondents during the study said they were interested in reading the poster because it was accompanied by colors and images so they were curious and read repeatedly. In addition, its simple and easy-to-paste shape makes it easier for readers to read the poster without having to look for it first.

The Effect of Leaflet Media on Mother's Knowledge to Reduce the Incidence of Stunting

Meanwhile, in the leaflet group, it was explained that the average increase in maternal knowledge between before and after doing health education with leaflet media was (-8,289) with an average standard deviation (3,057) and a Standard Error Mean value (0.456). Looking at the significance number (sig 2-tailed) or P-Value of 0.000 while the significance level used as a comparison is $\alpha = 0.05$, the p -value is lower than 0.05 so that an alternative hypothesis is accepted which means that there is an influence of leaflet media in increasing the knowledge of mothers under five to reduce the incidence of stunting.

This research is in line with the research of Enindelastris, La Ode Muhammad Sety, & Adius Kusnan (2021) stated the results of the study that knowledge before and after receiving education using leaflets has an impact on increasing knowledge with a significant p -value, as well as on attitudes that change positively with a significant p -value.

Knowledge is the result of knowing, and this happens after people sense through the five human senses, namely sight, hearing, touch, smell, taste, most knowledge or cognition is a very important domain in shaping one's actions (overt behavior). Notoatmodjo (2014) explained that knowledge is what people know about health and illness or health, for example: about diseases (causes, ways of transmission, ways of prevention), nutrition, sanitation, health services, environmental health, family planning, and so on.

The same thing was also obtained by (Simamora & Daulay, 2020), (Irawati et al., 2021) with the distribution of leaflets can increase public knowledge about efforts to prevent the spread of COVID-19. This research is also in line with what was conducted by Vivien (2021) with the title Efforts to Increase Knowledge of Covid-19 Prevention.

Knowledge is the result of knowing and this happens after people sense certain objects. Most of a person's knowledge is obtained through education, personal experience, media and the environment. Good knowledge and quite quickly is influenced by several factors such as information sources and educational factors. The more information one gets will affect one's

level of knowledge. The counseling method can also be used on targets with low and high education, and when counseling is carried out, the target can actively participate and provide feedback on the counseling material provided. Leaflets are chosen as media because they are easy to store, economical and can serve as a reminder to the target. Therefore, one of the efforts made to increase knowledge is to provide counseling by providing leaflets (Ramadhanti, 2019).

The researcher opined that providing health education with media can be used to increase knowledge, with increased knowledge it is hoped that there will be a reminder of mothers' knowledge about stunting. The media is a tool in the educational process. Media has the benefit of stimulating interest, educational goals, overcoming the passive attitude of educational targets and can provide stimulation, experience and cause the same perception, encourage the target's desire to know, explore, and finally provide a better understanding and stimulate the target to pass on messages to others. Providing information formally and informally can increase knowledge. The provision of leaflet media is one of the non-formal information that is often used in health education. Leaflet media can be obtained easily and effectively used as an information medium. As an information medium, images or photos must be selected or used in accordance with the purpose that has been set.

The Effectiveness of Poster and Leaflet Media in Increasing the Knowledge of Toddler Mothers to Reduce the Incidence of Stunting

Based on the results of the effectiveness test, the mean values of media poster (5.40) and media leaflet (8.29) were obtained, it can be concluded that the difference/delta of the increase in scores or greater knowledge of media leaflet in media poster badning. The p-value = 0.000 with significance level = 0.05. This shows that the significance level of $0 < 0.05$ ($0.000 < 0.05$) means that there is an effectiveness of poster and leaflet media in increasing the knowledge of mothers under five to reduce the incidence of stunting where leaflet media is more effective in increasing maternal knowledge to reduce the incidence of stunting in toddlers.

This research is in line with the research of Linasari (2017) stating that the results of his research proved that there was a significant difference in the level of knowledge between counseling using poster media and leaflet media. Leaflet media is more sensitive to the knowledge of respondents because it has a mean rank of 72.43 than the median rank of poster media, 65.62. Knowledge is the result of "knowing" and this happens after people sense a certain object. Sensing objects occurs through the five human senses, namely sight, hearing, smell, taste and touch by itself. The time of sensing to producing knowledge is greatly influenced by the intensity of attention and perception of the object. Most of human knowledge is obtained through the eyes and ears (Wawan, 2010).

In this research, counseling on stunting was carried out with the aim of increasing target knowledge. In order for counseling materials to be easier to convey to the target, media is needed to channel messages from the sender to the recipient so that it can stimulate students' thoughts, feelings, attention, interest and attention in such a way that the learning process occurs (Sadiman Arief, 2011).

Based on the above analysis, it has been proven that there is a significant difference between health education media and leaflet and poster media in increasing maternal knowledge to reduce the incidence of stunting. The reason why counseling using leaflet media has an average and increase is higher than counseling using postert media. Because mothers get a stronger impression and attract attention, besides that because leaflets are easy to carry everywhere and simple, mothers are more often seen or stimulated to read the leaflet.

From the results of the discussion above, it is stated that counseling using poster and leaflet media is very effective in increasing mothers' knowledge about stunting, this can affect the results of counseling because poster and leaflet media can convey information quickly, if the

idea and content are interesting can attract attention and can quickly form attitudes or views, as motivation or encouragement, can make people aware and remind the messages obtained, this is because posters can be installed in public places and can always be seen and leaflets can be carried and read at any time so that it is easier to remember the counseling materials that have been given (Ministry of Health of the Republic of Indonesia, 2019). Sadiman Arief (2011) also stated that in order for counseling materials to be easier to convey to the target, media is needed to channel messages from the sender to the recipient so that it can stimulate students' thoughts, feelings, attention and interest as well as attention in such a way that the learning process occurs.

Researchers are of the opinion that the results of leaflet media on the knowledge of mothers under five in reducing stunting are higher than posters. This is because the stimulus or message from leaflet media is clearer than posters that have a short message content so that they need explanatory material first to make organisms better understand the content of the poster. So that the response produced also shows that the leaflet media is more effective in improving practice. In addition, this can happen because leaflet media has a simple shape, easy to carry everywhere, the information presented is clear so that it is easy to read anywhere and users can see the content when relaxing, making leaflet media able to increase knowledge and attitude higher than posters that are pasted and the information is presented briefly. In addition, the size of the poster itself is not in accordance with the size of the effective poster media so that it is one of the causes of the lack of effectiveness of this media. There is a change in knowledge and attitude (covert behavior) which can eventually be manifested in a practice or action (overt behavior).

CONCLUSION

Based on the research that has been carried out, it can be concluded that:

1. There is an influence of poster media in increasing the knowledge of mothers under five to reduce the incidence of stunting with a value of ρ -value = (0.000).
2. There is an influence of leaflet media in increasing the knowledge of mothers under five to reduce the incidence of stunting with a value of ρ -value = (0.000).
3. Media leaflets are more effective in increasing the knowledge of mothers under five to reduce the incidence of stunting in the Tiron Health Center Work Area in 2022 with ρ -value = (0.000).

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