ABSTRAK

Gizi menjadi faktor penting dalam penentuan kualitas hidup manusia dan wanita usia subur (WUS) adalah kelompok yang rentan mengalami kekurangan energi kronis (KEK). Prevalensi WUS dengan KEK di Indonesia termasuk tinggi, terutama di Provinsi Jawa Timur. Beberapa faktor yang memengaruhi status gizi WUS antara lain usia, status gizi, pengetahuan, sikap, dan pola makan. Kurangnya pengetahuan tentang gizi seimbang menjadi faktor utama perilaku pemenuhan gizi yang salah pada WUS. Dampak dari WUS dengan KEK adalah anemia, kematian pada ibu saat melahirkan, kelahiran premature, dan kematian pada bayi. Pemerintah melakukan upaya perbaikan gizi dengan meningkatkan layanan kesehatan dan gizi, memberikan makanan tambahan, dan program GERDARISTI.

Jenis penelitian kuantitatif dengan metode *Quasi Eksperimen* (Eksperimen Semu) yang disajikan dalam *Non-equivalent Control Group Design*. Populasi Wanita Usia Subur (WUS) sejumlah 3.206 responden dengan sampel menggunakan teknik *Purposive Sampling* sebanyak 76 responden. Data dikumpulkan menggunakan kuesioner yang telah di uji validitas dan reabilitas dengan *software statistic* SPSS.

Sebagian besar responden 38 Wanita Usia Subur (WUS) (100%) didapatkan tingkat pengetahuan yang baik dan sikap positif sebagian besar 27 (71,1%) responden diberikan penyuluhan dengan media audio visual sedangankan dengan media *leaflet* hampir dari setengah responden (34,3%) berpengetahuan baik dan sikap positif responden (31,6%). Hasil uji statistik *mannwhitney* diperoleh p=0,000 sehingga Ha diterima. Hasil analisa disimpulkan bahwa ada perbedaan antara media audio visual dan *leaflet* terhadap tingkat pengetahuan dan sikap Wanita Usia Subur (WUS).

Berdasarkan permasalahan dan hasil maka dilakukan penelitian tentang "Uji Beda Efektivitas Penggunaan Media Audio Visual dan Leaflet Terhadap Tingkat Pengetahuan dan Sikap Gizi Seimbang Wanita Usia Subur".

Kata Kunci : Gizi Seimbang, WUS, KEK

ABSTRACT

Nutrition is an important factor in determining the quality of human life and women of childbearing age (WUS) are groups that are vulnerable to chronic energy deficiency (SEZ). The prevalence of WUS with SEZs in Indonesia is high, especially in East Java Province. Some factors that affect the nutritional status of WUS include age, nutritional status, knowledge, attitude, and diet. Lack of knowledge about balanced nutrition is the main factor in wrong nutrition fulfillment behavior in WUS. The impact of WUS with SEZ is anemia, death in mothers during childbirth, premature birth, and death in infants. The government made efforts to improve nutrition by improving health and nutrition services, providing supplementary food, and the GERDARISTI program.

Type of quantitative research with Quasi-Experimental method (Pseudo-Experiment) presented in Non-equivalent Control Group Design. The population of women of childbearing age (WUS) amounted to 3,206 respondents with a sample using the Purposive Sampling technique as many as 76 respondents. Data was collected using questionnaires that have been tested for validity and reliability with SPSS statistical software.

Most of the respondents 38 Women of Childbearing Age (WUS) (100%) obtained a good level of knowledge and a positive attitude, most of the 27 (71.1%) respondents were given counseling with audio-visual media, while with leaflet media, almost half of the respondents (34.3%) had good knowledge and positive attitudes of respondents (31.6%). The results of the mannwhitney statistical test obtained $p = 0.000$ so that Ha is accepted. The results of the analysis concluded that there are differences between audio-visual media and leaflets on the level of knowledge and attitudes of Women of Childbearing Age (WUS).

Based on the problems and results, a study was conducted on "Different Tests of the Effectiveness of Using Audio Visual Media and Leaflets on the Level of Knowledge and Attitudes of Balanced Nutrition of Women of Childbearing Age".

Keywords: Balanced Nutrition, WUS, Chronic Energy Deficiency (KEK)