

PENGARUH EDUKASI GIZI MELALUI EMO DEMO ATIKA TERHADAP PERUBAHAN PENGETAHUAN DAN PERILAKU IBU HAMIL DALAM MENCEGAH ANEMIA DI KELURAHAN BANGKINGAN SURABAYA

ABSTRAK

Pendahuluan: Anemia merupakan kondisi yang menyerang ibu hamil ketika tidak mendapatkan cukup zat besi. Berdasarkan studi pendahuluan di Puskesmas Bangkingan Surabaya pada Maret 2023, didapati 5 dari 35 ibu hamil berstatus anemia. **Tujuan:** Menganalisis pengaruh edukasi gizi emo demo ATIKA terhadap perubahan pengetahuan dan perilaku ibu hamil dalam mencegah anemia di Kelurahan Bangkingan Surabaya. **Bahan dan Metode:** Penelitian ini ialah *Quasi-Experimental* dengan *Pre Test* dan *Post Test One Group Design*. Metode pengumpulan data melalui survei dan wawancara. Ada 35 responden. Pengambilan menggunakan *Teknik Simple Random Sampling*. Waktu penelitian 1 minggu pada bulan Maret 2023. **Hasil:** *Paired Sample T-Test* ialah uji statistik yang digunakan. Sebelum memperoleh edukasi gizi, mayoritas responden (51,4%) memiliki tingkat pemahaman cukup; sesudah memperoleh edukasi gizi, mayoritas responden (91,4%) memiliki tingkat pengetahuan baik. Namun, mayoritas responden menunjukkan perilaku yang cukup sebelum menerima edukasi gizi (62,9%) dan berperilaku baik (100%) sesudah menerima edukasi gizi. Hasil *Paired Sample T-Test* menunjukkan adanya hubungan perubahan pengetahuan ibu hamil sebelum serta sesudah mendapat edukasi gizi, dengan nilai $p = 0,000$. Terdapat pengaruh edukasi gizi melalui emo demo ATIKA terhadap perubahan pengetahuan serta perilaku ibu hamil cegah anemia dan diharapkan responden aktif mengikuti kegiatan pendidikan gizi guna menambah wawasan sehingga dapat meningkatkan pengetahuan.

Kata Kunci : Edukasi Gizi Emo Demo ATIKA, Anemia, Ibu Hamil, Pengetahuan, Perilaku

**THE INFLUENCE OF NUTRITION EDUCATION THROUGH EMO
DEMO ATIKA ON CHANGES IN THE KNOWLEDGE AND
BEHAVIOR OF PREGNANT WOMEN IN PREVENTING ANEMIA IN
BANGKINGAN SUB-DISTRICT SURABAYA**

ABSTRACT

Introduction: Lack of iron during pregnancy increases the risk of anemia. Study carried out in March 2023 at the Bangkingan Health Center in Surabaya revealed that 5 out of 35 pregnant women were anemic. **Objective:** To analyze how ATIKA's demonstration nutrition education has affected pregnant women's knowledge and behavior about the prevention anemia in Bangkingan Village, Surabaya. **Materials and Methods:** This study used One-Group Quasi-Experimental Design With Pre and Post Tests. Survey and interview data collecting techniques. 35 people answered the survey. Simple Random Sampling Technique-based retrieval. One week in March 2023 for research. **Results:** Paired Sample T-Test is the statistical test used. Prior to receiving nutrition education, most the respondents (51.4%) had sufficient level understanding, the majority respondents (91.4%) did so after receiving nutrition education. Most the respondents behaved well (62.9%) before receiving nutrition education, well behaved (100%) afterwards. With a p value of 0.000, the findings of the Paired Sample T-Test revealed a link between the knowledge changes in pregnant women before and after receiving nutrition education. **Conclusion:** Respondents are expected to actively engage in nutrition education activities in order to contribute information and insight. Due to ATIKA's presentations on nutrition education, pregnant women's perceptions and behavior have altered.

Keyword : Emo Demo ATIKA Nutrition Education, Anemia, Pregnant Women, Knowledge, Behavior