

**PENGARUH KOMUNIKASI INFORMASI EDUKASI (KIE) DENGAN
MEDIA TERPADU TERHADAP PERILAKU IBU MERAWAT
BALITA DIARE DI POSYANDU MERPATI WILAYAH
KERJA PUSKESMAS TANJUNG PINANG
KOTA JAMBI
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REPOSITORY



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**PROGRAM STUDI S2 KEPERAWATAN
KEKHUSUSAN KEPERAWATAN ANAK
FAKULTAS KEPERAWATAN - UNIVERSITAS ANDALAS
PADANG 2019**

**PROGRAM STUDI S2 KEPERAWATAN
KEKHUSUSAN KEPERAWATAN ANAK
FAKULTAS KEPERAWATAN UNIVERSITAS ANDALAS**

Tesis, April 2019
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Pengaruh komunikasi informasi edukasi (KIE) dengan media terpadu terhadap perilaku ibu merawat balita diare di Posyandu Merpati Wilayah Kerja Puskesmas Tanjung Pinang Kota Jambi tahun 2019

xiv + 118 hal + 10 tabel + 16 lampiran + 3 skema



ABSTRAK

Perilaku ibu yang kurang baik dalam merawat balita diare akan mempengaruhi pertumbuhan dan perkembangan balita serta dapat mengakibatkan kematian pada balita. Penelitian ini bertujuan untuk mengetahui pengaruh komunikasi informasi edukasi (KIE) dengan media terpadu terhadap perilaku ibu merawat diare di Posyandu Merpati Wilayah Kerja Puskesmas Tanjung Pinang Kota Jambi. Desain penelitian yang digunakan adalah *Quasy Experimental Pre-Post Test With Control Group*. Sampel berjumlah 80 orang, diambil dengan menggunakan *systematic random sampling*. Instrumen yang digunakan kuesioner survei KAP (*knowledge, attitudes, and practices*) yang dimodifikasi peneliti sesuai kebutuhan. Hasil uji t dependent didapatkan ada pengaruh komunikasi informasi edukasi (KIE) dengan media terpadu terhadap pengetahuan ibu merawat diare ($p= 0,000$) serta sikap ibu merawat diare ($p= 0,002$) dan tindakan ibu merawat diare ($p= 0,004$). Diharapkan pihak Puskesmas hendaknya menerapkan suatu strategi pendidikan kesehatan yang diberikan dalam perawatan balita diare tentang pemberian cairan tambahan dan makanan lebih mendalam dan teratur dengan menggunakan leaflet, alat peraga dan audiovisual sehingga dapat lebih efektif dan efisien.

Kata Kunci: Komunikasi Informasi Edukasi (KIE), media terpadu, perilaku, balita, diare.

Daftar Pustaka: 80 (2012-2018)

**NURSING FACULTY MASTER PROGRAM
SPECIALIZED NURSING OF CHILDREN
THE FACULTY OF NURSING UNIVERSITAS ANDALAS**

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The effect of educational information communication (IEC) with integrated media on the behavior of mothers caring for toddlers with diarrhea at Merpati Posyandu in the Working Area of Tanjung Pinang Health Center, Jambi 2019

xiv + 118 pages + 10 tables + 16 appendices + 3 schemes



ABSTRACT

Poor behavior of mothers caring for toddlers with diarrhea will affect the growth and development of toddlers and also can lead to death in infants. This study aimed to determine the effect of educational information communication (IEC) with integrated media toward the behavior of mothers caring for toddlers with diarrhea at Merpati Posyandu in the Working Area of Tanjung Pinang Health Center, Jambi. This research was conducted by applying Quasy Experimental Pre-Post Test With Control Group. 80 people were chosen as the samples of this research. The samples were chosen by using systematic random sampling. KAP survey questionnaire (knowledge, attitudes, and practices) was utilized as the instrument of this research. This questionnaire was modified by the researcher as needed. The results of the dependent t-test showed that there was an effect of educational information communication (IEC) with integrated media on the knowledge of mothers treating diarrhea ($p = 0,000$) and the attitude of mothers treating diarrhea ($p = 0.002$) and the actions of mothers treating diarrhea ($p = 0.004$). It is expected that the policy holders in the Puskesmas, especially the children's polyclinic room, should make a policy to provide health education to care for children with diarrhea more intensively and structurally and consider leaflet, teaching aids and audiovisual media so that they can be more effective and efficient.

Keywords: Educational Information Communication (IEC), integrated media, behavior, toddlers, diarrhea.

Bibliography: 80 (2012-2018)