



UNIVERSITAS ANDALAS

**PENGARUH EMO-DEMO TERHADAP PENGETAHUAN, SIKAP,
DAN *BREASTFEEDING SELF-EFFICACY* IBU HAMIL UNTUK
PENCEGAHAN STUNTING DI WILAYAH KERJA PUSKESMAS
BELIMBING KOTA PADANG TAHUN 2025**



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FAKULTAS KESEHATAN MASYARAKAT

UNIVERSITAS ANDALAS

PADANG, 2026

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Skripsi, Januari 2026

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xiii + 121 halaman, 32 tabel, 4 gambar, 8 lampiran

ABSTRAK

Tujuan Penelitian

Pencegahan stunting dapat dilakukan sejak masa kehamilan melalui edukasi gizi yang meningkatkan pengetahuan dan kepercayaan diri ibu dalam pemberian ASI eksklusif. Oleh karena itu, penelitian ini bertujuan untuk mengetahui pengaruh Emo-Demo terhadap pengetahuan, sikap dan *Breastfeeding Self-Efficacy* ibu hamil untuk pencegahan stunting di wilayah kerja Puskesmas Belimbing Kota Padang tahun 2025.

Metode

Penelitian ini merupakan penelitian kuantitatif dengan metode *quasi experiment* dan rancangan *pre-post test with control group design*. Sampel penelitian berjumlah 44 orang ibu hamil yang dipilih menggunakan teknik *convenience sampling*. Intervensi dilakukan selama empat hari dengan metode Emo-Demo. Sedangkan kelompok kontrol tidak diberikan intervensi apapun, namun diminta mengisi *pre-test* dan *post-test*. Analisis data terdiri dari *Paired sample t-test*, *Wilcoxon test*, *Independent t-test*, *Mann-Whitney U test*, serta perhitungan *normalized gain*.

Hasil

Hasil penelitian menunjukkan adanya peningkatan signifikan pada pengetahuan, sikap, dan *Breastfeeding Self-Efficacy* ibu hamil setelah edukasi gizi metode Emo-Demo ($p < 0,05$), sedangkan kelompok kontrol tidak mengalami perubahan berarti ($p > 0,05$). Perbandingan antar kelompok menunjukkan perbedaan bermakna pada pengetahuan ($p = 0,0013$), namun tidak pada sikap dan *Breastfeeding Self-Efficacy*. Nilai *n-gain* pada kelompok intervensi tergolong rendah.

Kesimpulan

Edukasi gizi dengan metode Emo-Demo terbukti efektif meningkatkan pengetahuan ibu hamil. Oleh karena itu, ibu hamil disarankan untuk aktif mengikuti edukasi gizi serta mempersiapkan diri dalam pemberian ASI eksklusif sejak masa kehamilan agar lebih siap menerapkannya setelah melahirkan.

Daftar Pustaka : 90 (2000-2025)

Kata Kunci : edukasi gizi, kesiapan menyusui, perubahan perilaku

**FACULTY OF PUBLIC HEALTH
ANDALAS UNIVERSITY**

**Undergraduated Thesis, January 2026
Nadiyahatul Murtaja, Student ID: 2111222033**

**THE EFFECT OF EMO-DEMO ON KNOWLEDGE, ATTITUDE, AND
BREASTFEEDING SELF-EFFICACY AMONG PREGNANT WOMEN FOR
STUNTING PREVENTION IN THE WORKING AREA OF BELIMBING
PUBLIC HEALTH CENTER, PADANG CITY, 2025**

xiii + 121 pages, 32 tables, 4 figures, 8 appendices

ABSTRACT

Objective

Stunting prevention can be initiated during pregnancy through nutrition education that enhances mother's knowledge and confidence in exclusive breastfeeding. Therefore, this study aimed to determine the effect of the Emo-Demo method on the knowledge, attitude, and breastfeeding self-efficacy of pregnant women for stunting prevention in the working area of Belimbing Public Health Center, Padang City, in 2025.

Methods

This study employed a quantitative approach using a quasi-experimental method with a *pre-test* and *post-test* control group design. The sample consisted of 44 pregnant women selected through convenience sampling. The intervention was conducted over four days using the Emo-Demo method. The control group did not receive any intervention and was only asked to complete the *pre-test* and *post-test*. Data were analyzed using the paired sample t-test, Wilcoxon test, independent t-test, Mann-Whitney U test, and normalized gain calculation.

Result

The findings indicated a significant increase in the knowledge, attitude, and breastfeeding self-efficacy of pregnant women after receiving nutrition education through the Emo-Demo method ($p < 0.05$), while the control group showed no significant changes ($p > 0.05$). Intergroup comparisons revealed a significant difference in knowledge ($p = 0.0013$), but not in attitude or breastfeeding self-efficacy. The normalized gain values in the intervention group were relatively low.

Conclusion

Nutrition education using the Emo-Demo method was shown to be effective in improving pregnant women's knowledge. Therefore, pregnant women are encouraged to actively participate in nutrition education and to prepare for exclusive breastfeeding during pregnancy to support its optimal implementation after childbirth.

References : 90 (2000-2025)

Keyword : breastfeeding readiness; behaviour change; nutrition education