

# Effectiveness of Animation Media Education on The Importance of The First 1000 Days of Life on Pregnant Women's Knowledge

**Putri Nelly Syofiah<sup>1</sup>, Afrizal<sup>2</sup>, Eka Putri Primasari<sup>3</sup>, Putri Hadisti Khairani<sup>4</sup>,**  
*<sup>1,2,3,4</sup> Midwifery Study Program Undergraduate Program and Midwifery Professional  
Education Professional Program Faculty of Health and Science Mercubaktijaya University*

\* Corresponding Author: Putri Nelly Syofiah, Midwifery Study Program Undergraduate  
Program and Midwifery Professional Education Professional Program Faculty of Health and  
Science Mercubaktijaya University; Address; [putrinelly8@gmail.com](mailto:putrinelly8@gmail.com)

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## Abstract

*Stunting* is condition fail growing in children under 5 years old (toddlers) due to lack nutrition chronic marked with Length or tall his body be under standard. Data on stunting incidents shows that 21.6% of Indonesian children experience *stunting* in Indonesia. One of the method prevention *Stunt* is with increase knowledge Mother about attitudes and behavior Mother pregnant in prevent stunting incidents can done with giving animated video education. Purpose study This is know influence animated video education to knowledge Mother pregnant about prevention stunting. Pre-experimental research use one- group design pretest posttest Study This using purposive sampling technique. Population as many as 72 people and samples totaling 30 respondents. Research This has been implemented at the Ophir Health Center in the month of February until August 2024. Data collection was carried out on June 5 and 7, 2024. Data processing was carried out with the normality test, the data obtained is not normal, then Wilcoxon test was performed to obtain results Asymp.Sig = 0.000. Result study obtained on average before intervention 71.17 and average after intervention 88.17 with p value = 0.000 meaning <0.05 then influence effective video education to knowledge Mother pregnant at Ophir Health Center, West Pasaman. Conclusion of the study This is influence animated video education effective to improvement knowledge Mother pregnant at Ophir Health Center , West Pasaman It is recommended to midwife / health center For using video media in class Mother pregnant so that Mother pregnant can follow with happy and change Susana when giving education which mother is very enthusiastic about to video content and watch the video until finished , through educational videos prevention of stunting can exposed with clear because of there is picture and sound.

Keywords: **Stunting, Animated Video, Pregnant Women.**

## Introduction

Stunting is condition fail growth caused by deficiency nutrition chronic in children under 5 years old (toddlers). Conditions This marked with long or height below standard or below minus two from standard deviation (-2SD) from long or tall child his/her age (Kemenkes, 2021)..

Incident rate *stunting* in the world in 2022 is 22.3 % or 148.1 million children aged under five years old . Where is Indonesia located in order second in Southeast Asia after Timor Leste with prevalence *stunting* 21.6% (WHO, 2023).

In 2022 , 21.6% of Indonesian children will experience *stunting* , according to Nutritional Status Survey Indonesian Toddlers (SSGI), percentage the experience decline from 24.4 % in 2021. A number of province Still own number prevalence high *stunting* in 2022 , one of province the is West Sumatra Province which has number incident *stunting* by 25.2%. In West Sumatra the percentage case The highest *stunting* in the Regency City is in the Regency West Pasaman with prevalence 35.5% (SSGI, 2022)

Based on data from the District Health Office West Pasaman Ophir Health Center has the most data Mother pregnant in recap month December 2023 recorded 778 people, prevalence Mother pregnant reached 73.9% compared to with Health Center Regency West Pasaman , besides The *stunting* data in 2023 at the Ophir Health Center reached 280 children with prevalence 13.3% after health center village new that is by 12.5% (DinKes Kabupaten Pasaman Barat,2023).

The occurrence *stunting* starts fetus Still in content and new looks at the age of two year. During pregnancy, is reason directly affecting growth and development fetus. Pregnant women who are deficient nutrition can experience anemia and fetus can experiencing intrauterine growth retardation (IUGR), which means baby born with lack nutrition will experience disturbance growth and development. One of impact term short If Mother give birth to child *stunting* is the disturbance disturbance brain, growth physical and metabolic body, impact term long that is easy Sick risk emergence disease No infectious like heart, cancer and hypertension which ultimately will impact on the

decline quality source Power man (Sari, 2023)

Prevention *stunting* must be done since the early days pregnancy a Mother up to 1000 days First life (HPK). One of the method prevention *Stunt* is with increase knowledge Mother about attitudes and behavior Mother pregnant in prevent incident *stunting* , besides That prevention *Stuting* can also be done with undergo ANC check-up routine at the Health Center or facilitated health others , consumption of Fe tablets, needs adequate nutrition , and stay away from exposure to cigarette smoke during pregnancy (Nurfatimah, 2021)

Effort For increase change behavior client towards the more Good use change quality life and well-being community.activities education very needed in aspect life social. (Prafitri, 2023) Animated video is combination between audio and visual of object picture move, so that creation a object picture like real and impressive more alive and interesting attention (Soleh , 2019).

Survey results the initial work carried out on March 2, 2024 in the work area Ophir Health Center with do interview in section nutrition is obtained Giving education at the health center in prevention *stunting* occurs in class Mother pregnant or counseling use sheet back , power point and leaflet. Done interview to 2 mothers pregnant in the third trimester, at the time pregnancy Mother No know in a way specific What That *stunting* and mother No know what is meant by exclusive breastfeeding and prevention *stunting*

Based on problem on so writer interested For do study regarding “The Influence of Educational Animation Videos To Knowledge of Pregnant Women About Prevention *Stunting* at Ophir Public Health Center, West Pasaman in 2024.

## Method

Type research used in study This is study quantitative with pre- experimental design use one- group design pretest posttest. Research implemented in the month January-August 2024 Ophir District Health Center area West Pasaman with population 72 mothers pregnant. How to take sample in research This with using *purposive sampling* technique. In the case of namely 30 mothers pregnant . Data obtained through questionnaire knowledge and analyzed using the T-Test.

Instruments used in study questionnaire knowledge Mother pregnant prevention of stunting 1000 HPK. Data processing is carried out with editing, coding, eating, tabulating and cleaning methods . Data is analyzed using the T-test.

## Results

Average Knowledge of Pregnant Women on Stunting Prevention Before Receiving Animated Video Education

**Table 4.2 The Average Knowledge Of Pregnant Women About Stunting Prevention Before Receiving Animated Video Education**

<i>Knowledge</i>	<i>N</i>	<i>Min-Max</i>	<i>Mean</i>	<i>SD</i>
<i>Pre-test</i>	30	35–100	71.17	17.155

Table 4.2 shows that, out of 30 respondents, the average knowledge score before receiving health education through animated video was 71.17, with a minimum score of 35 and a maximum score of 100, and a standard deviation of 17.155.

Average Knowledge of Pregnant Women on Stunting Prevention After Animated Video Education

**Table 4.3 – Average Knowledge of Pregnant Women on Stunting Prevention After Animated Video Education**

<i>Knowledge</i>	<i>N</i>	<i>Min-Max</i>	<i>Mean</i>	<i>SD</i>
<i>Post-test</i>	30	50–100	88.17	9.692

Table 4.3 From 30 respondents, the average knowledge score after receiving health education through animated video was 88.17, with a minimum score of 50 and a maximum score of 100, and a standard deviation of 9.692.

The Effect of Animated Video Education on Pregnant Women’s Knowledge of Stunting Prevention

**Table 4.4 – Effect of Animated Video Education on Pregnant Women’s Knowledge on Stunting Prevention**

<i>Knowledge</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>Mean Difference</i>	<i>P-value</i>
<i>Pre-test</i>	30	71.17	17.155	17.00	0.000
<i>Post-test</i>	30	88.17	9.692		

Based on Table 4.4, there was an increase in the knowledge of pregnant women about stunting prevention, with a mean difference of 17.00 after the animated video intervention. The statistical test yielded a p-value of 0.000, which is  $< 0.05$ , indicating a significant effect of animated video health education on the knowledge of pregnant women before and after the intervention.

#### Average Knowledge of Pregnant Women About Stunting Prevention Before Health Education Using Video Media

The results of this study are in line with research conducted by Carin (2024), titled *The Effect of Stunting Prevention Education Using Digital Pocket Books and Animated Videos on the Knowledge and Attitudes of Mothers of Toddlers at Posyandu Merah Delima, Tangerang City*, which showed that the average knowledge score before video education was 5.46. Carin's study also reported an increase in the average knowledge score after education was provided.

According to the researcher's analysis, the average score before receiving animated health video education was 71.17, indicating that most of the 20 questions were answered correctly. However, every respondent still answered at least one question incorrectly. The questions most frequently answered incorrectly were: Short-term impacts of stunting (answered incorrectly by 11 respondents), Long-term impacts of stunting (14 respondents) and Introduction of complementary feeding (MP-ASI) (12 respondents).

This may be due to a lack of knowledge and limited information sources on stunting prevention among pregnant women. Furthermore, interviews revealed that none of the mothers had previously received stunting education through animated video media. They mentioned that the only sources of information they had encountered were leaflets and flipcharts.

#### Average Knowledge of Pregnant Women About Stunting Prevention After Receiving Health Education Using Video Media

The results of this study are consistent with Carin's (2024) research, which reported a post-education average of 5.92. Based on the researcher's analysis, after the animated video education was provided, the average knowledge score increased to 88.17. During the study, pregnant women were given 20 questions related to stunting prevention. The

questions that had the highest number of correct answers after the intervention were those related to Characteristics of stunted children, Impacts of stunting, Child nutrition and Disease prevention in children.

This indicates that animated video education was effective in improving pregnant women's knowledge. This effectiveness is attributed to the mothers' active participation and focus while watching the video presented in the room. Supporting this is the characteristic data showing that 73.3% of the respondents were aged 20–29 years and 26.7% were aged 30–37 years. Younger mothers (20–29 years) tend to have faster comprehension and better concentration while watching animated videos, which contributes to better knowledge acquisition.

#### Effect of Animated Video Education on Pregnant Women's Knowledge About Stunting Prevention

Based on the study with 30 respondents, the p-value was 0.000, which is less than 0.05, indicating a statistically significant effect of the animated video education on pregnant women's knowledge about stunting prevention.

This finding is supported by a study conducted by Amraini (2024), titled *The Effect of Stunting Education Using Audiovisual Methods on Mothers' Knowledge in Sanglepongan Village, Curio Subdistrict, Enrekang Regency*. In her study, the pre-test score was 88.9%, and after audiovisual education, it increased to 100.0%, confirming the effectiveness of animated video education in increasing knowledge.

Likewise, Kinasih (2023) reported that knowledge improved from a pre-test score of 47.16 to a post-test score of 48.71 after receiving video education, indicating the positive impact of animated video education on pregnant women's knowledge about stunting prevention.

According to the researcher, before receiving the video education, many pregnant women answered questions incorrectly, particularly on topics such as the symptoms and effects of stunting and the first 1,000 days of life (HPK). However, after watching the animated video, significant improvements were seen in answers related to Long-term impacts of stunting, Complementary feeding (MP-ASI), Iron tablet (Fe) consumption, Pregnancy checkups and Prevention during the first 1,000 days of life (HPK).

This shows that animated video education is effective in enhancing pregnant women's knowledge. The engaging and attractive visual and audio format of the video helps focus the viewer's attention, making it easier to understand and remember the information.

The researcher also recommends that health centers use video media in prenatal classes, as it helps mothers better understand the material being delivered. It also makes the sessions more enjoyable and refreshing, as mothers were observed to be enthusiastic and watched the entire video attentively. Through video education, stunting prevention messages can be clearly conveyed due to the combination of visuals and sound.

## **Conclusion**

Based on the results and discussion of the study on the effect of animated video education on pregnant women's knowledge about stunting prevention, it can be concluded that: The average knowledge score of pregnant women before receiving animated video education was 71.17, and the average score after receiving the education increased to 88.17. There is a significant effect of animated video education on pregnant women's knowledge about stunting prevention, as shown by the p-value of 0.000 ( $<0.05$ ).

## **Author Contributions**

**Development of Educational Media:** The researcher developed and utilized animation media as an educational tool to enhance pregnant women's understanding of the importance of the first 1000 days of life (HPK). By using engaging visual media, the researcher aimed to simplify pregnant women's comprehension of this topic.

**Application of Audiovisual Methods:** The researcher applied an audiovisual method, combining moving images and sound in the form of animation, to improve pregnant women's information retention. This approach is particularly effective as pregnant women are generally more influenced by visually appealing media.

**Effectiveness Research:** The researcher measured and analyzed the effectiveness of using animation media to increase pregnant women's knowledge about the importance of the first 1000 days of life. This study provides empirical evidence on the impact of animation media use in health education.



**More Engaging Counseling:** The researcher contributed to improving counseling methods by making them more interactive and engaging, so pregnant women are more motivated to follow and retain the information.

**Improving Pregnant Women's Knowledge:** The main contribution of the researcher is enhancing pregnant women's knowledge regarding the significance of the first 1000 days of life, which can positively impact the health of both the mother and the child.

Overall, the researcher's contribution lies in applying and evaluating the use of animation media as an educational method to improve pregnant women's knowledge, particularly on a topic that is crucial for the long-term health of both mother and child.

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