

The Effect of Audiovisual Media Toward Science and Behaviour of Malnutrition of Infant's Mother at Guntarano Village Tanantovea District of Donggala Regency

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ABSTRACT

Audiovisual media are media for information delivery with audio (sound) characteristics and visual (picture). By selecting audiovisual media of health counseling, these media offer interesting counseling in which audiovisual media can facilitate information delivery or message from communicator to communicant. This research aims to determine the effect of audiovisual media on the science and behavior of malnutrition of an infant's mother at Desa Guntarano Tanantovea district of Donggala Regency. This quantitative research population is 35 people when all population members are used as a sample. Sample selection used the Non-Probability Sampling technique. Data analysis used simple linear regression with value $\alpha = 5\%$. Research findings show a significant effect between audiovisual media toward science and behavior of malnutrition of infant's mother with sig score 0,000 and 0,000 ($\text{Sig} < 0,05$). It is suggested for mothers to be more active in seeking information about prevention so that infant's mother's malnutrition does not happen.

Keywords – Media Of Audio Visual, Science, Behavior, Infant's Mother, Malnutrition

INTRODUCTION

The 2013 World Health Organization (WHO) states that maternal mortality is an indicator of malnutrition as a health problem due to a deficiency or imbalance of nutrients needed for growth, thinking activities, and life-related things. According to the World Health Organization (WHO) 2016, around 45% of deaths among children under the age of 5 are malnourished from worldwide data. This mostly occurs in low and middle-income countries. The developmental, economic, social, and medical impacts of the severe and lasting global undernutrition burden, on individuals and their families, on society and the State (1).

Malnutrition cases that are considered serious in some developing countries have declined in recent years. The prevalence of malnutrition sufferers globally reaches 104 million children, and malnutrition is the cause of one-third of all causes of child mortality worldwide (2). South Asia is a region that has the largest prevalence of undernutrition in the world, which is 46%, followed by sub-Saharan Africa 28%, Latin America / Caribbean 7%, and the lowest is in Central, Eastern Europe, and the Commonwealth of Independent States (CEE). / CIS) by 5%. The State of malnutrition in children under five can also be found in developing countries, Indonesia (3).

Nutritional problems in developing countries like Indonesia are chronic, persistent, and challenging. In general, child nutrition problems are the impact of an imbalance between nutrient intake and output (nutritional imbalance), namely intake that exceeds production or vice versa, in addition to errors in choosing foodstuffs to eat (4).

Knowledge has a positive relationship with behavior, where mothers who have less experience will affect family life quality. The mother's attitude is also a factor that determines the mother's behavior towards giving nutritious food to malnourished toddlers. The researcher took this title because, based on observations and interviews with health workers, many toddlers were skinny, so I was interested in taking this title using audiovisual media.

Audiovisual media is an intermediary medium or the use of the material and its absorption through sight and hearing to build conditions that can enable students to acquire knowledge, skills, or attitudes (5).

Audiovisual media is a medium for delivering audio (sound) and visual (image) characteristics. Thus, audiovisual selection as a medium for health education offers interesting counseling where audiovisual media can facilitate the delivery of information or messages from the communicators to the communicants. This audiovisual media can also generate new interests and desires. Thus, audiovisual media as a medium for health education is effectively used to increase mothers' knowledge and change the mother's attitude for the better (6).

Indonesia is a developing country with complex nutritional problems. The problem of child nutrition is considered not only a health problem. Still, it includes complex problems that intersect with other fields, namely economy, education, culture, social, and gender issues that must be resolved. Based on riskesdas data in 2018 in Indonesia, the prevalence of malnutrition in children under five has decreased by 17.7%, almost reaching the national target of 17% (7).

Global malnutrition is still getting significant attention, especially in some developing countries. Based on data from the Central Sulawesi Provincial Health Office, in 2018, the number of children under five in Donggala was 32,425 children under five, with 294 under-five sufferings from malnutrition. (Central Sulawesi Provincial Health Office, 2018).

Data from Puskesmas Wani in 2019, the number of children under five in Tanantovea District was 1,275 children, of which there were 326 children under five who suffer from

malnutrition. As for the data, there are 151 toddlers in the Wani Puskesmas working area, Guntarano Village, who suffer from malnutrition as many as 35 toddlers.

With the fact that audiovisual media can influence malnourished mothers of children under five, researchers are interested in taking the title of "The Effect of Audiovisual Media on Knowledge and Attitudes of Undernourished Mothers in Guntarano Village, Tanantovea District, Donggala Regency."

METHODOLOGY

This research is a type of quantitative analysis, with the research design used is Quasi-Experimental Design with the One-Group Pretest-Posttest Design model (8). This design is used because there is a pretest before being treated. The treatment results can be more accurate because they can be compared with the situation before being treated.

RESULTS AND DISCUSSION

The Influence of Audiovisual Media on Knowledge of Undernourished Mothers

Improving the State of nutrition is essential for improving health, reducing infant and under-five mortality, increasing children's developmental, physical, mental, social skills, work productivity, and academic achievement. Through audiovisual media education, the health sector's efforts prioritize preventive measures as the spearhead of a healthy paradigm to achieve a healthy Indonesia. One often-used approach is to convey audiovisual messages and information to stimulate the community, especially families (namely housewives), to become innovators in their household environment (9).

The knowledge that is in a person is received through the senses. According to expert research, the essential thing to transmit understanding into the brain is the sense of sight. Approximately 75% to 87% of human knowledge is obtained through scenery, 13% through the sense of hearing, and another 12% through other senses. Audiovisual is the most appropriate tool today. Along with the rapid development of technology, the manufacture and use of audiovisual media are no longer expensive. Some people, both in villages and urban areas, already have audiovisual facilities in their homes. Therefore, audiovisual media education needs to be developed in response to the need to systematically provide counseling to the public, focusing on increasing their knowledge (10).

Extension using audiovisual media and given a post-test, the number of respondents who have good knowledge increased to 23 respondents. This shows the respondent's question that there are 35 respondents (100%) who stated that the respondents were happy with the audiovisual media counseling, there were 35 respondents (100%) who were more comfortable to remember information with sound and images, and 35 respondents (100%) stated that he understood the extension material using audiovisual media.

The study results show that 35 respondents have been given a pretest, 21 respondents have inadequate knowledge after counseling using audiovisual media, and

shared a post-test. The number of respondents who have insufficient knowledge is reduced to 12 respondents. This is because respondents are happy with audiovisual media counseling. It is more comfortable to remember information with sounds and images and understands extension materials using audiovisual media.

Based on the results of the analysis using the Simple Linear Regression test, the results obtained were $p = 0.000$ so that $p < 0.05$, the alternative hypothesis in this study was accepted, meaning that there was an effect of audiovisual media on the knowledge of malnourished mothers in the village of Guntaranano, Tanantovea District, Donggala Regency. From these results, it is explained that right audiovisual media affects increasing respondents' knowledge about malnutrition.

This study's results are in line with Ira's (2017) research, which shows the value of $p = 0.009$ so that $p < 0.05$, which states that counseling provides the respondent with teaching and learning by utilizing all sensory tools. Audiovisual stimulation produces better learning outcomes for remembering, recognizing, recalling, and linking facts and concepts (11).

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This study's results are in line with Ira's (2017) research, which shows the value of $p = 0.009$ so that $p < 0.05$, which states that counseling provides the respondent with teaching and learning by utilizing all sensory tools. Stimulation with audiovisual media produces better learning outcomes for remembering, recognizing, recalling, and connecting facts and concepts (11). The results of this study are not in line with Susilo's research (2016), which shows the value of $p = 0.847$ so that $p > 0.05$, which states that the treatment group using AV media with the counseling group there was no difference in the results of the pretest and post-test. Using conventional teaching aids, officers should show some critical parts and varied speech styles to be not dull. Also, officers must include targets to participate in expressing opinions and interspersing with fresh humor (12).

According to Notoatmodjo (2005), knowledge results from knowing and occurs after people sense particular objects. Sensing occurs through the five human senses: smell, sight, hearing, and touch. Own knowledge is usually obtained from information obtained from formal education or other information such as radio, TV, internet, newspapers, magazines, counseling, etc. (13).

Extension Media is a crucial component. Audiovisual media are considered capable of providing a more transparent and more attractive picture as a medium for conveying health education messages (14). It is deemed capable of getting the message in the media well to the audience.

The Influence of Audiovisual Media on the Attitudes of Undernourished Mothers

Attitude is a closed reaction, not an open response or open behavior from a person to a stimulus or object. According to researchers, increasing positive attitudes can be done by creating feelings of pleasure about the things that will be studied. Thus, the extension material can easily be understood by malnourished mothers of children under five. Also, improving the quality of attitudes positively is due to the instructor's success in communicating and conveying information to malnourished mothers by using tools such as making an animation in a video and making words that are easier to understand infants.

Attitude is the result of the learning process in extension activities whose success is determined by the extension media's effectiveness. Using the extension media is primarily determined by the many senses used. Respondents who had been given a pretest were 20 respondents who had good attitudes after conducting counseling using audiovisual media

and were given a post-test. The number of respondents who had good attitudes increased to 29 respondents. This indicates the respondent's question that there are 35 respondents (100%) who stated that the respondents were enthusiastic about the extension model using audiovisual media, there were 32 respondents (91.4%) who said that the respondents did not feel bored with the extension model using audiovisual media, and 32 respondents (91.4%) who did not have difficulty working on the questions after receiving counseling using audiovisual media.

The study results show that 35 respondents who have been given a pretest, 15 respondents have bad attitudes after counseling using audiovisual media, and given a post-test, the number of respondents who have bad attitudes is reduced to 6 respondents. This is because respondents are excited about the extension model using audiovisual media, do not feel bored, and are not challenging to work on questions after receiving counseling using audiovisual media.

Based on the results of the analysis using the Simple Linear Regression test, the results obtained $p = 0.000$ so that $p < 0.05$, the alternative hypothesis in this study was accepted, meaning that there was an effect of audiovisual media on the attitudes of malnourished mothers in the village of Guntaranano, Tanantovea District, Donggala Regency From these results, it is explained that right audiovisual media affects increasing respondents' attitudes about malnutrition.

The results of this study are in line with Ainun's research (2020), which shows the value of $p = 0.006$ so that $p < 0.05$, which states that increasing attitudes of malnourished mothers in a positive direction can be done by causing feelings of pleasure to the things that are learned. To support a change in attitude towards a positive direction, the implementation of extension is made as attractive as possible by carrying out activities that are not monotonous during outreach (15).

The results of this study are in line with Indriani's research (2017), which shows the value of $p = 0.004$ so that $p < 0.05$, which states that this type of media has better capabilities because it includes both types of auditive (listening) and visual (seeing) media, which means materials or tools used in learning situations to assist written and spoken words in transmitting knowledge, attitudes, and ideas (16).

This study's results are not in line with research by Rosyda (2018), which shows a value of $p = 0.391$ so that $p > 0.05$, which states that attitude is a mental or emotional readiness in some types of action on the right thing. Also, it can be interpreted as something that is learned and how individuals react to situations and determine what they are looking for in life (17).

Attitude is a reaction or response that is still closed from someone to a stimulus or object. The manifestation of mentality cannot be immediately seen but can only be interpreted first from closed behavior. Attitude is the readiness to react to things in a particular environment as an appreciation of the object (18).

CONCLUSIONS AND SUGGESTIONS

This study concluded that there was a significant effect of audiovisual media on malnourished mothers' knowledge in Guntarano village, Tanantovea sub-district, Donggala district with a sig = 0.000 value. And there is a significant effect of audiovisual media on the attitudes of malnourished mothers in Guntarano village, Tanantovea sub-district, Donggala district with a sig = 0.000 value.

Recommendations for mothers are to be more active in seeking information about malnutrition prevention to prevent malnutrition in children under five.

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