

ABSTRACT

Background: Malnutrition remains a problem in Jambi Province, including Kerinci Regency, despite a decline in stunting prevalence. One of the main contributing factors is the lack of maternal knowledge and attitude regarding proper complementary feeding (MP-ASI). This study aims to assess the effectiveness of using booklets and leaflets about complementary feeding (MP-ASI) in improving the knowledge and attitudes of mothers with children aged 6–24 months in the working area of Lempur Inpatient Health Center, Gunung Raya Subdistrict, Kerinci Regency.

Methods: This study used a quantitative quasi-experimental design (*Pre-test* and *Post-test* without a control group), conducted at the Posyandu in the working area of Puskesmas Rawat Inap Lempur from January to February 2025. A total of 80 mothers participated, divided into two groups: 40 received a booklet intervention and 40 received a leaflet. Data were collected using questionnaires on knowledge and attitude before and after the intervention.

Results: Both the booklet and leaflet were effective in improving maternal knowledge and attitudes $p < 0.05$. However, the booklet group showed higher average improvements in knowledge 52.83 and attitude 48.74 compared to the leaflet group knowledge: 28.18; attitude: 32.26.

Conclusion: The booklet was more effective than the leaflet in enhancing maternal knowledge and attitudes toward MP-ASI. It is recommended printed media such as booklets and leaflets be combined with interactive learning methods such as discussions or video screenings.

Keywords: MP-ASI, booklet, leaflet, maternal knowledge, maternal attitude

ABSTRAK

Latar Belakang: Kekurangan gizi masih menjadi masalah di Provinsi Jambi, termasuk Kabupaten Kerinci, meskipun prevalensi stunting mengalami penurunan. Salah satu faktor utama penyebabnya adalah kurangnya pengetahuan dan sikap ibu dalam pemberian Makanan Pendamping ASI (MP-ASI) yang tepat. Penelitian ini bertujuan untuk melihat efektifitas penggunaan booklet dan leaflet tentang MP-ASI dalam meningkatkan pengetahuan dan sikap ibu anak usia 6-24 bulan di wilayah kerja Puskesmas Rawat Inap Lempur, Kecamatan Gunung Raya, Kabupaten Kerinci.

Metode: Penelitian ini menggunakan desain kuantitatif quasi eksperimen (*Pre-test* dan *Post-test* tanpa kelompok kontrol) yang dilaksanakan di Posyandu wilayah kerja Puskesmas Rawat Inap Lempur pada Januari–Februari 2025. Sampel terdiri dari 80 ibu, dibagi menjadi dua kelompok: 40 mendapatkan media booklet dan 40 mendapatkan media leaflet. Instrumen penelitian berupa kuesioner pengetahuan dan sikap sebelum dan sesudah intervensi.

Hasil: Hasil menunjukkan bahwa baik booklet maupun leaflet efektif meningkatkan pengetahuan dan sikap ibu $p < 0,05$. Rata-rata peningkatan pengetahuan lebih tinggi pada kelompok booklet 52,83 dibanding leaflet 28,18, begitu juga sikap booklet: 48,74; leaflet: 32,26.

Kesimpulan: Media booklet lebih efektif dibandingkan leaflet dalam meningkatkan pengetahuan dan sikap ibu mengenai MP-ASI. Disarankan agar media cetak seperti booklet atau leaflet dikombinasikan dengan metode pembelajaran interaktif seperti diskusi atau pemutaran video.

Kata Kunci: MP-ASI, booklet, leaflet, pengetahuan, sikap ibu