

INTISARI

Latar Belakang: Angka kematian bayi, tingginya kasus malnutrisi pada bayi, balita dan ibu hamil ditunjukkan dengan adanya desa KLB gizi pada tahun 2002. Angka kejadian kasus gizi sampai akhir tahun 2002 tercatat sebanyak 5.822 orang. Salah satu penyebab masih banyaknya masalah gizi dimasyarakat adalah karena penyuluhan gizi yang dilakukan belum didasarkan pada kebutuhan dan permasalahan gizi yang ada dimasyarakat. Hal tersebut terjadi karena data mengenai paket penyuluhan gizi yang dibutuhkan dan menjadi permasalahan gizi yang ada dimasyarakat di Kota Bengkulu.

Tujuan penelitian: Tujuan penelitian ini untuk mengetahui paket penyuluhan gizi yang sesuai keinginan masyarakat dalam peningkatan gizi masyarakat.

Metode: Jenis penelitian adalah kuantitatif deskriptif dengan rancangan *crosssectional study*. Jumlah sample penelitian 132 orang dari total populasi sebanyak 5832 orang. Tiap subyek diobservasi satu kali saja. Pengambilan sample penelitian dengan cara *purposive sampling*, kemudian data diolah secara kuantitatif deskriptif menggunakan Spss versi 10.0.

Hasil: Melalui penelitian ini diketahui beberapa hal yang merupakan paket penyuluhan gizi yang sesuai keinginan masyarakat Kota Bengkulu. Pertama penyuluh/komunikator adalah petugas gizi dengan metode penyuluhan langsung berupa ceramah demonstrasi dan diskusi, alat peraga berupa contoh makanan (*food model*), berupa bahan makanan asli dan poster, selain itu masyarakat menginginkan agar penyuluhan dilakukan di Posyandu, pada pagi hari selama 30 menit.

Kesimpulan: Metode penyuluhan gizi yang tepat bagi masyarakat adalah kombinasi ceramah, demonstrasi dan diskusi yang disampaikan langsung oleh petugas gizi dengan menggunakan alat peraga contoh makanan (*food model*), bahan makanan asli, poster, bertempat di Posyandu pada pagi hari selama 30 menit.

ABSTRACT

Background: Infant mortality rate and undernutrition among infant and pregnant woman was high in *Bengkulu* as indicated by villages with high prevalence of malnutrition. This reality was shown by the outbreak (*KLB*) of malnutrition villages in *Bengkulu* last year (2002), which reach the number of 5.822 people. One of the causes that affected many nutrition problems in the community was due to the implemented nutrition information was not really based on the need and nutrition problem in community. This condition occurred due to lack of data regarding nutrition information package that was not available in *Bengkulu*. This research was aimed to find out nutrition information package based on community's need in the improvement of community's nutrition program/effort.

Method: This research was using quantitative, descriptive, cross-sectional study design. The sample of this research was 132 people out of total population of 5.822 people. Every subject was being observed once. The research sample was chosen with purposive sampling method and data was analysed with quantitative descriptive approach by using SPSS version 10.0

Result: The most wanted educator was nutrition counsellor with direct information method such as speech and demonstration using media like food model, original food ingredient and poster in *Posyandu* in the morning. Hence, this is the nutrition information package that suitable in the community in *Bengkulu*.

Conclusion: Nutrition information method that suitable for community is combination of speech, demonstration and discussion that is directly conveyed by educator, that was by nutrition counsellor by using demonstration media of food model, original food ingredient, and poster in *Posyandu*.