INTISARI

EKSPLORASI PENERIMAAN *MULTIPLE MICRONUTRIENT SUPPLEMENT* (MMS) PADA IBU HAMIL: STUDI KASUS DI KABUPATEN KULON PROGO

Kurnia Puspitasari[1], B.J. Istiti Kandarina[2], Prima Dhewi Ratrikaningtyas[2]

Latar Belakang: Anemia pada ibu hamil masih menjadi masalah kesehatan di Indonesia dengan dampak serius bagi ibu dan janin. Survei Kesehatan Indonesia (SKI) 2023 menunjukkan prevalensi anemia pada ibu hamil mencapai 27,7% dan lebih tinggi pada usia 25–34 tahun sebesar 31,4%. Strategi penanggulangan anemia dengan suplementasi zat besi dan asam folat (IFA) terkendala rendahnya kepatuhan akibat efek samping. Sebagai alternatif, Kementerian Kesehatan memperkenalkan Multiple Micronutrient Supplement (MMS) tahun 2024 sesuai rekomendasi WHO. MMS terbukti memperbaiki status anemia dan 13% lebih efektif mencegah bayi lahir dengan berat rendah (BBLR) dibandingkan IFA.
Tujuan: Mendalami penerimaan ibu hamil terhadap MMS di Kabupaten Kulon Progo.
Metode: Penelitian ini menggunakan pendekatan kualitatif dengan desain studi kasus eksploratif. Informan dipilih secara *purposive sampling*. Total 13 informan terdiri dari 8 ibu hamil sebagai informan utama dan 5 informan pendukung yaitu 2 Bidan Puskesmas, 2 Farmasi Puskemas, dan 1 Dinas Kesehatan. Lokasi penelitian di Dinas Kesehatan Kabupaten Kulon Progo, Puskesmas Wates dan Puskesmas Samigaluh 2. Data dikumpulkan melalui wawancara mendalam dan dianalisis menggunakan aplikai Atlas.ti. Penelitian ini dilaksanakan setelah mendapatkan *ethical approval* dari komisi etik FK-KMK, serta ijin penelitian dari Dinas Kesehatan.
Hasil: Penerimaan ibu hamil dipengaruhi oleh pengetahuan tentang MMS, pengalaman konsumsi (rasa, aroma, bentuk, efek samping), dan ketersediaan dan akses terhadap MMS, serta peran petugas kesehatan dalam edukasi dan pendampingan. Sebagian ibu hamil menyatakan bosan dan tidak melanjutkan konsumsi. Namun keterlibatan petugas kesehatan sangat membantu meningkatkan daya terima MMS.
Kesimpulan: Penerimaan MMS dipengaruhi persepsi awal, karakteristik produk, dan dukungan tenaga kesehatan. Edukasi yang konsisten serta peningkatan daya terima produk perlu diperkuat untuk mendorong konsumsi MMS.

Kata kunci: Multiple Micronutrient Supplement, Anemia, Ibu Hamil, Multivitamin

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[1] Magister Kesehatan Masyarakat, Peminatan Gizi Kesehatan, Fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan, Universitas Gadjah Mada
[2] Departemen Biostatistik, Epidemiologi, dan Kesehatan Populasi Fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan, Universitas Gadjah Mada

ABSTRACT

Exploring the Acceptance of Multiple Micronutrient Supplemention (MMS) Among Pregnant Women: A Case Study in Kulon Progo District

Kurnia Puspitasari[1], B.J. Istiti Kandarina[2], Prima Dhewi Ratrikaningtyas[2]

Background: Anemia among pregnant women remains a major health problem in Indonesia with serious consequences for both mothers and infants. The 2023 Indonesian Health Survey (SKI) reported that the prevalence of anemia among pregnant women reached 27.7%, and was even higher among women aged 25–34 years (31.4%). The strategy to overcome anemia through iron and folic acid (IFA) supplementation has been hindered by low adherence due to side effects. As an alternative, the Ministry of Health introduced Multiple Micronutrient Supplement (MMS) in 2024, in line with the World Health Organization (WHO) recommendation. MMS has been proven to improve anemia status and is 13% more effective in preventing low birth weight (LBW) compared to IFA.
Objective: To explore the acceptance of MMS among pregnant women in Kulon Progo District.
Methods: This qualitative study used an exploratory case study design. Informants were selected using purposive sampling. A total of 13 informants were involved, compirising 8 pregnant women as primary informants and 5 supporting informants including 2 midwives, 2 pharmacy staff from community health centers, and 1 staff from the District Health Office. Data were collected through in-depth interviews and analyzed using Atlas.ti software. Ethical approval was obtained from the FK-KMK Ethics Committee, and research permission was granted by the District Health Office.
Results: Acceptance of MMS among pregnant women was influenced by knowledge of MMS, consumption experience (taste, smell, form, side effects), product availability and accessibility, as well as the role of health workers in providing education and support. Some pregnant women reported boredom and discontinued consumption, but the involvement of health workers significantly improved acceptance.
Conclusion: Acceptance of MMS is influenced by initial perceptions, product characteristics, and support from health workers. Consistent education and improved product acceptability are needed to encourage regular MMS consumption.

Keywords: Multiple Micronutrient Supplement, Anemia, Pregnant Women, Multivitamin

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[1]*Master of Public Health, Specialization in Health Nutrition, Faculty of Medicine, Public Health and Nursing, Universitas Gadjah Mada*
[2] Department of Biostatistic, Epidemiology, and Population Health , *Faculty of Medicine, Public Health and Nursing, Universitas Gadjah Mada*