

INTISARI

Latar Belakang: Preeklampsia merupakan salah satu komplikasi kehamilan yang berpotensi mengancam keselamatan ibu dan janin, ditandai dengan peningkatan tekanan darah serta adanya proteinuria setelah usia kehamilan 20 minggu. Kurangnya pengetahuan ibu hamil mengenai faktor risiko, tanda dan gejala, serta pencegahan preeklampsia dapat menyebabkan keterlambatan deteksi dini dan penanganan, yang berdampak pada meningkatnya angka morbiditas dan mortalitas maternal. Media edukasi konvensional seperti buku KIA sering kali kurang menarik dan tidak efektif dalam menyampaikan informasi kompleks secara visual. Oleh karena itu, diperlukan pengembangan media edukasi audiovisual yang lebih interaktif, komunikatif, dan sesuai dengan kebutuhan ibu hamil.

Tujuan Penelitian: Mengetahui proses pengembangan serta tingkat kelayakan media video edukasi tentang preeklampsia bagi ibu hamil menggunakan model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*) dimulai dari tahap *design*.

Metode: Penelitian ini menggunakan desain Research and Development (R&D) dengan model ADDIE hingga tahap pengembangan. Subjek penelitian meliputi ahli materi, ahli media, dan ibu hamil sebagai responden uji coba terbatas. Instrumen yang digunakan berupa kuesioner validasi kelayakan isi dan tampilan menggunakan skala Likert 1-5 yang dikonversi menjadi nilai CVI (Content Validity Index). Analisis data dilakukan secara deskriptif kuantitatif berdasarkan hasil validasi dan uji coba.

Hasil: Hasil validasi oleh ahli materi menunjukkan nilai persentase rata-rata kelayakan sebesar 88,7% (layak), sedangkan validasi oleh ahli media memperoleh nilai 92,2% (sangat layak). Uji coba pada kelompok kecil ibu hamil memperoleh nilai rata-rata 91,6% (sangat layak). Revisi dilakukan berdasarkan masukan ahli, antara lain penambahan animasi yang menampilkan proses terjadinya preeklampsia, penekanan warna pada istilah penting, pembesaran ukuran teks percakapan, serta penambahan informasi hotline dan rumah sakit rujukan. Hasil akhir menunjukkan bahwa video edukasi berdurasi 8 menit 25 detik ini layak digunakan sebagai sarana pembelajaran dan promosi kesehatan bagi ibu hamil.

Kesimpulan: Media video edukasi mengenai preeklampsia dinyatakan sangat layak sebagai sarana edukasi yang valid, menarik, dan sesuai dengan kebutuhan ibu hamil. Produk ini diharapkan dapat menjadi inovasi pendukung dalam meningkatkan pemahaman, kewaspadaan, dan kesiapan ibu dalam mencegah serta mendeteksi dini preeklampsia.

Kata kunci: media edukasi, preeklampsia, ibu hamil, video edukasi, ADDIE

ABSTRACT

Background: Preeclampsia is one of the pregnancy complications that poses a serious threat to the safety of both mother and fetus, characterized by increased blood pressure and the presence of proteinuria after 20 weeks of gestation. Lack of knowledge among pregnant women regarding risk factors, signs and symptoms, and preventive measures for preeclampsia can lead to delayed early detection and management, resulting in increased maternal morbidity and mortality rates. Conventional educational media, such as the Maternal and Child Health (MCH) handbook, are often less engaging and ineffective in conveying complex information visually. Therefore, it is necessary to develop a more interactive, communicative, and needs-based audiovisual educational medium for pregnant women.

Objective: To identify the development process and feasibility level of an educational video on preeclampsia for pregnant women using the ADDIE model (Analyze, Design, Development, Implementation, Evaluation) starting from the design stage.

Method: This study employed a Research and Development (R&D) design using the ADDIE model up to the development stage. The research subjects included material experts, media experts, and pregnant women as participants in a limited trial group. The research instrument used was a feasibility validation questionnaire on content and appearance using a 5-point Likert scale, which was converted into a Content Validity Index (CVI) value. Data were analyzed quantitatively and descriptively based on validation and trial results.

Result: The validation results from the material experts showed an average feasibility percentage of 88.7% (feasible), while the validation from the media experts obtained a score of 92.2% (highly feasible). The small-group trial involving pregnant women achieved an average score of 91.6% (highly feasible). Revisions were made based on expert feedback, including the addition of animations illustrating the process of preeclampsia, the use of contrasting colors to emphasize key terms, enlargement of dialogue text for better readability, and the inclusion of hotline information and referral hospitals. The final result indicates that this 8-minute-and-25-second educational video is feasible and suitable to be used as a learning and health promotion medium for pregnant women.

Conclusion: The educational video on preeclampsia was determined to be highly feasible as a valid, engaging, and target-appropriate educational medium. This product is expected to serve as an innovative tool to enhance pregnant women's understanding, awareness, and preparedness in preventing and detecting preeclampsia early.

Keywords: educational media, preeclampsia, pregnant women, educational video, ADDIE