



INTISARI

Latar Belakang: Bayi baru lahir merupakan kelompok paling rentan dengan risiko mortalitas tertinggi pada periode 0–28 hari kehidupan akibat proses adaptasi fisiologis yang masih sangat sensitif terhadap lingkungan. Di Indonesia, angka kematian neonatus masih tergolong tinggi dan dipengaruhi oleh berbagai faktor, salah satunya adalah rendahnya pengetahuan ibu postpartum mengenai perawatan bayi baru lahir yang tepat. Pengetahuan yang kurang dapat berdampak pada perilaku perawatan yang tidak optimal dan meningkatkan risiko komplikasi hingga kematian. Edukasi kesehatan menjadi upaya penting dalam meningkatkan pengetahuan dan keterampilan ibu, khususnya melalui media yang efektif, mudah diakses, dan menarik. Namun, ketersediaan media edukasi yang komprehensif dan terstruktur masih terbatas. Oleh karena itu, diperlukan pengembangan media edukasi video tentang perawatan bayi baru lahir yang sistematis, salah satunya melalui model ADDIE, untuk menghasilkan media yang sesuai dengan kebutuhan ibu postpartum dan layak digunakan sebagai sarana edukasi kesehatan.

Tujuan Penelitian: Mengetahui proses pengembangan serta tingkat kelayakan media edukasi video tentang perawatan bayi baru lahir bagi ibu postpartum menggunakan model ADDIE (*Analyze, Design, Development, Implementation, and Evaluation*).

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 postpartum 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 90% (sangat layak), sedangkan validasi oleh ahli media memperoleh nilai 88,42% (layak). Uji coba pada kelompok kecil ibu postpartum memperoleh nilai rata-rata 88,40% (layak). Revisi dilakukan berdasarkan masukan ahli, antara lain penambahan informasi tentang tanda bahaya bayi baru lahir serta pola eliminasi. Hasil akhir menunjukkan bahwa video edukasi berdurasi 9 menit ini layak digunakan sebagai sarana pembelajaran bagi ibu postpartum.

Kesimpulan: Media edukasi video mengenai perawatan bayi baru lahir dinyatakan sangat layak sebagai sarana edukasi yang valid, menarik, dan sesuai dengan kebutuhan ibu postpartum. Produk ini diharapkan dapat menjadi inovasi pendukung dalam meningkatkan pengetahuan, sikap, dan keterampilan ibu dalam memberikan perawatan bayi baru lahir.

Kata kunci: media edukasi, perawatan bayi baru lahir, video edukasi, ADDIE, ibu postpartum



ABSTRACT

Background: Newborns are the most vulnerable group with the highest risk of mortality in the 0–28 days period of life due to physiological adaptation processes that are still highly sensitive to the environment. In Indonesia, the neonatal mortality rate remains relatively high and is influenced by various factors, one of which is the low knowledge of postpartum mothers regarding proper newborn care. This lack of knowledge can result in suboptimal care behavior and increase the risk of complications and death. Health education is a crucial effort to improve maternal knowledge and skills, particularly through effective, accessible, and engaging media. However, the availability of comprehensive and structured educational media is still limited. Therefore, the systematic development of video educational media on newborn care is necessary, one of which is through the ADDIE model, to produce media that is appropriate to the needs of postpartum mothers and suitable for use as a health education tool.

Objectives: To find out the development process and level of feasibility of educational video media about newborn care for postpartum mothers using the ADDIE model (*Analyze, Design, Development, Implementation, and Evaluation*).

Method: This study uses *Research and Development* (R&D) design with the ADDIE model up to the development stage. The research subjects included material experts, media experts, and postpartum mothers as respondents for the limited trial. The instrument used was a questionnaire validating the feasibility of content and display using a Likert scale of 1-5 which was converted into a CVI value (*Content Validity Index*). Data analysis was carried out descriptively quantitatively based on the results of validation and trials.

Results: Validation results by material experts showed an average feasibility score of 90% (very feasible), while validation by media experts obtained a score of 88.42% (feasible). Trials on a small group of postpartum mothers obtained an average score of 88.40% (feasible). Revisions were made based on expert input, including the addition of information on danger signs in newborns and elimination patterns. The final results indicate that this 9-minute educational video is suitable for use as a learning tool for postpartum mothers.

Conclusion: This educational video on newborn care has been found to be highly effective as a valid, engaging, and appropriate educational tool for postpartum mothers. It is hoped that this product will be a supporting innovation in improving mothers' knowledge, attitudes, and skills in providing newborn care.

Keywords: educational media, newborn care, educational videos, ADDIE, postpartum mothers