

INTISARI

Latar Belakang: Masa postpartum merupakan periode penting bagi ibu setelah melahirkan yang ditandai oleh berbagai perubahan fisiologis dan psikologis. Kurangnya pemahaman ibu mengenai proses adaptasi tubuh dan emosi pascapersalinan dapat meningkatkan risiko komplikasi seperti infeksi, perdarahan, maupun gangguan psikologis seperti postpartum blues dan depresi. Media edukasi konvensional seperti Buku Kesehatan Ibu dan Anak (KIA) dinilai kurang efektif dalam meningkatkan pemahaman ibu. Oleh karena itu, diperlukan pengembangan media edukasi audiovisual yang lebih interaktif, menarik, dan sesuai kebutuhan ibu postpartum.

Tujuan: Mengetahui proses pengembangan dan tingkat kelayakan media video edukasi tentang adaptasi perubahan fisik dan psikologis pada ibu postpartum menggunakan model *ADDIE* (Analyze, Design, Development, Implementation, 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: Validasi oleh ahli materi memperoleh nilai rata-rata 0,92 (S-CVI/Ave) dengan kategori sangat layak, sedangkan validasi ahli media memperoleh nilai 0,90 dengan kategori sangat layak. Uji coba kelompok kecil pada 10 responden ibu postpartum menunjukkan nilai rata-rata 0,95 (sangat layak). Revisi dilakukan berdasarkan masukan validator, antara lain penambahan topik adaptasi otot abdomen, fase psikologis postpartum, serta perbaikan visual warna lochia dan istilah medis. Hasil akhir menunjukkan bahwa video edukasi ini layak digunakan sebagai media pembelajaran dan promosi kesehatan bagi ibu postpartum.

Kesimpulan: Media video edukasi mengenai adaptasi perubahan fisik dan psikologis ibu postpartum dinyatakan sangat layak sebagai sarana edukasi yang valid, menarik, dan sesuai dengan kebutuhan sasaran. Produk ini diharapkan dapat menjadi inovasi pendukung dalam meningkatkan pemahaman dan kesiapan ibu menghadapi masa postpartum.

Kata Kunci: media edukasi, postpartum, adaptasi fisiologis, adaptasi psikologis, ADDIE

ABSTRACT

Background: The postpartum period is a crucial stage characterized by physiological and psychological changes that require adequate understanding and self-care. Limited maternal knowledge regarding body and emotional adaptation often leads to complications such as infection, hemorrhage, or mental health disorders including postpartum blues and depression. Conventional educational media, such as the Maternal and Child Health (MCH) Book, have been shown to be less effective in improving mothers' comprehension. Therefore, developing audiovisual educational media is essential to provide more interactive and accessible learning for postpartum women.

Objective: To develop and determine the feasibility of an educational video on the physiological and psychological adaptations of postpartum mothers using the *ADDIE* model (Analyze, Design, Develop, Implement, Evaluate).

Method: This research employed a *Research and Development* (R&D) design following the *ADDIE* model up to the implementation stage. Validation involved material experts, media experts, and a small-group trial among postpartum mothers. Instruments included feasibility questionnaires using a five-point Likert scale converted to the Content Validity Index (CVI). Data were analyzed descriptively based on the results of expert validation and user testing.

Results: Validation by material experts yielded an average S-CVI/Ave of 0.92 (very feasible), while media experts scored 0.90 (very feasible). Small-group testing among ten postpartum mothers resulted in an average score of 0.95 (very feasible). Revisions based on expert feedback included adding topics on abdominal muscle adaptation, postpartum psychological phases, and refining the lochia color visuals and terminology. The final product met the criteria for validity, clarity, and usability as an educational tool.

Conclusion: The educational video on physical and psychological adaptation in postpartum mothers is declared highly feasible as a valid, engaging, and appropriate health education medium. It can serve as an innovative tool to enhance mothers' knowledge and preparedness during the postpartum period.

Keywords: educational media, postpartum, physiological adaptation, psychological adaptation, *ADDIE*.