

INTISARI

Latar Belakang : Masa prasekolah merupakan periode *golden age* yang krusial bagi pertumbuhan otak anak. Keberhasilan stimulasi sangat bergantung pada sikap proaktif ibu dalam pengasuhan. Buku Kesehatan Ibu dan Anak (KIA) menyediakan panduan stimulasi yang komprehensif, namun pemanfaatannya masih rendah dan kerap terabaikan seiring bertambahnya usia anak.

Tujuan : Mengetahui pengaruh pendidikan kesehatan menggunakan Buku KIA dengan metode ceramah dan metode gabungan ceramah disertai *role play* terhadap sikap ibu dalam pemberian stimulasi perkembangan anak usia prasekolah di wilayah Puskesmas Samigaluh 1.

Metode : Penelitian menggunakan desain *Quasy Experimental Non Randomized Control Group Pre-Post Test* dengan dua kelompok (kontrol dan intervensi), masing-masing berjumlah 31 responden. Pengambilan sampel dilakukan secara *consecutive sampling*. Instrumen berupa kuesioner sikap ibu yang diadaptasi dari penelitian sebelumnya. Analisis data menggunakan uji Wilcoxon dan Mann-Whitney.

Hasil : Mayoritas responden pada kedua kelompok telah berada pada kategori sikap positif sejak pre-test. Uji Wilcoxon menunjukkan tidak terdapat pengaruh signifikan pada kelompok kontrol ($p=0,831$) maupun kelompok intervensi ($p=0,497$). Uji Mann-Whitney juga tidak menunjukkan perbedaan signifikan antara kedua kelompok ($z=-0,357$; $p=0,721$).

Kesimpulan : Pendidikan kesehatan menggunakan Buku KIA tidak memberikan pengaruh signifikan terhadap sikap ibu dalam pemberian stimulasi perkembangan anak usia prasekolah di Samigaluh, yang disebabkan oleh *ceiling effect* karena sikap ibu telah berada pada kategori positif sebelum intervensi. Metode ini tetap direkomendasikan untuk mengoptimalkan fungsi Buku KIA dalam program stimulasi perkembangan anak.

Kata kunci : buku KIA, pendidikan kesehatan, sikap ibu, *role play*, stimulasi perkembangan, anak prasekolah

ABSTRACT

Background : The preschool period is a crucial *golden age* for children's brain development. Stimulation success highly depends on mothers' proactive attitudes in parenting. The Maternal and Child Health (MCH) Handbook provides comprehensive stimulation guidelines; however, its utilization remains low and is often neglected as children grow older.

Objective : To determine the effect of health education using the MCH Handbook through the lecture method and a combined lecture with *role-play* method on mothers' attitudes toward providing developmental stimulation for preschool children in the working area of Samigaluh 1 Community Health Center.

Method : This study used a *Quasi-Experimental Non-Randomized Control Group Pre-Post Test* design with two groups (control and intervention), each consisting of 31 respondents. Samples were selected using consecutive sampling. The instrument was a mothers' attitude questionnaire adapted from previous studies. Data were analyzed using Wilcoxon and Mann-Whitney tests.

Result : The majority of respondents in both groups were already categorized as having positive attitudes at pre-test. The Wilcoxon test showed no significant effect in either the control group ($p=0.831$) or the intervention group ($p=0.497$). The Mann-Whitney test also showed no significant difference between both groups ($z=-0.357$; $p=0.721$).

Conclusion : Health education using the MCH Handbook did not significantly affect mothers' attitudes toward developmental stimulation for preschool children in Samigaluh, attributed to a *ceiling effect* as mothers' attitudes were already in the positive category prior to intervention. This method is still recommended to optimize the MCH Handbook's function in child development stimulation programs.

Keywords : MCH handbook, health education, mother's attitude, role play, developmental stimulation, preschool children