

INTISARI

Perilaku Akses Internet Sebagai Media Edukasi Gizi Terhadap Tingkat Pengetahuan Pasutri Muda Mengenai Gizi Bayi (0-24 Bulan)

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Latar belakang: Berdasarkan data APJII 2017, 49,52% pengguna internet di Indonesia adalah masyarakat dengan usia 19-34 tahun yang mana golongan usia tersebut termasuk dalam masa dewasa muda. Pada masa ini pasangan muda akan belajar banyak hal baru demi mempersiapkan kehidupan berkeluarga.

Tujuan penelitian: Penelitian bertujuan melihat perilaku akses informasi kesehatan gizi *online* pada pasutri muda terhadap tingkat pengetahuan gizi bayi dan efektivitas media edukasi gizi berbasis *online* dalam meningkatkan pengetahuan dibanding media *offline*.

Metode penelitian: Pengambilan data dilakukan secara online pada 63 suami dan istri berusia 21-35th yang setelah pengambilan data sosiodemografi, responden dibagi dalam 2 kelompok; kelompok perlakuan yang mendapat materi edukasi dalam bentuk artikel online, dan kelompok kontrol yang mendapat materi edukasi berbentuk *e-book*. Tingkat pengetahuan gizi bayi diukur sebanyak 3 kali; sebelum pemberian materi edukasi, 1 minggu setelah pemberian materi edukasi, dan 3 minggu setelah pemberian materi edukasi.

Hasil penelitian: Menunjukkan bahwa 79.4% responden memilih internet sebagai sumber informasi kesehatan gizi yang pertama digunakan, korelasi antara lama rata-rata mengakses internet terhadap tingkat pengetahuan gizi bayi memiliki nilai $p = 0.731$. uji berpasangan antara skor *pre-test* dengan *post-test* 2 kelompok kontrol memiliki $p = 0.429$ dan kelompok perlakuan $p = 0.021$. Rata-rata skor tingkat pengetahuan antara kedua kelompok setelah perlakuan adalah $p=0.364$

Kesimpulan: Tidak terdapat hubungan antara rata-rata lama akses internet perhari terhadap tingkat pengetahuan gizi pasutri muda dan media edukasi *online* tidak lebih efektif meningkatkan pengetahuan gizi pasutri muda dibanding media *offline*.

Kata kunci: Edukasi Gizi, *Online Platform*, Pasutri muda, Gizi Bayi, Gizi Masyarakat

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ABSTRACT

Internet Access Behavior as Nutritional Education in Young Parents Towards Infants Nutritional Knowledge (Age 0-24 Months)

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Background: Based on the data of APJII from 2017, 49.52% internet users in Indonesia are aged between 19 to 34 years-old which can be categorized as young adults. During this period, young parents are about to learn many things to prepare for their family life.

Objectives: The research is intended to observe the online nutritional health access behavior towards knowledge level of young parents about infants nutrition and the efficacy of online-based nutritional education media in improving the knowledge compared to offline media.

Methods: Data collecting process was performed to 63 husbands and wives aged between 21 to 35 years-old which after sociodemographic data collecting process, divided into 2 groups; a treatment group which received educational material in form of online article, and a control group which received educational material in form of e-book. Infant nutritional knowledge level was measured 3 times; before educational material delivery, a week after, and 3 weeks after educational material delivery.

Results: Indicated that 79.4% of respondents preferred the internet as first choice to access information about nutritional health, correlation between daily internet-accessing duration towards infant nutritional knowledge level had p value = 0.731. paired test between pre-test and post-test 2 scores show that in control groups have p value = 0.429 and treatment group's p value = 0.021. The average score of knowledge level between both groups after the treatment had p value = 0.364

Conclusion: There is no valid relation between average of daily internet-accessing duration towards nutritional knowledge of young parents and online education media doesn't do a better job of increasing the nutritional knowledge of young parents compared to offline media.

Keywords: Nutritional Education, *Online Platform*, Young Parents, Nutrition for Infants, Public Health Nutrition

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