

ABSTRAK

Nabila Zendhia Ulhaq : Pengembangan Media *Booklet* Pemberian ASI Eksklusif pada Ibu Hamil di Wilayah Kerja Puskesmas Sidodadi Kecamatan Kota Kisaran Barat. Skripsi. Program Studi Gizi. Pendidikan Kesejahteraan Keluarga. Fakultas Teknik. Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengetahui : (1) Pengembangan media pendidikan gizi berupa *booklet* pemberian ASI eksklusif; (2) Kelayakan media pendidikan gizi *booklet* pemberian ASI eksklusif untuk ibu hamil menurut ahli materi dan ahli media; (3) Akseptansi media *booklet* pemberian ASI eksklusif menurut ibu hamil. Lokasi penelitian dilaksanakan di Puskesmas Sidodadi Kecamatan Kisaran Barat pada bulan Januari-Maret 2023. Teknik pengambilan sampel dilakukan dengan cara *total sampling*, dengan jumlah sampel sebanyak 35 orang ibu hamil di wilayah kerja Puskesmas Sidodadi. Desain penelitian menggunakan jenis *Research and Development* (R&D) dengan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Teknik pengumpulan data menggunakan kuesioner analisis kebutuhan, ahli materi, ahli media, dan kuesioner akseptansi media menurut ibu hamil.

Berdasarkan hasil penelitian ini, hasil analisis kebutuhan ibu hamil menunjukkan bahwa seluruh sampel ibu hamil membutuhkan pengembangan media *booklet* pemberian ASI eksklusif dengan jumlah 35 orang ibu hamil. Produk yang dihasilkan ialah *booklet* pemberian ASI eksklusif yang telah diuji kelayakannya menurut validator materi dan validator media. Berdasarkan hasil penelitian, persentase kelayakan dari ahli materi tahap pertama yaitu 67% dikategorikan cukup layak, hasil persentase kelayakan dari ahli materi tahap ke dua yaitu 99% dikategorikan sangat layak. Nilai persentase kelayakan media dari ahli media tahap pertama yaitu 72% dan dikategorikan layak dan nilai persentase kelayakan media tahap ke dua yaitu 84% dan dikategorikan sangat layak. Hasil kelayakan ahli materi dan ahli media dengan persentase nilai rerata sebesar 91% dan dikategorikan sangat layak. Hasil akseptansi media oleh ibu hamil memperoleh skor *mean* 4.82 persentase sebesar 96.4% dan dikategorikan akseptansi sangat tinggi. Sehingga mendapat kesimpulan bahwa media *booklet* pemberian ASI eksklusif yang dikembangkan dapat digunakan oleh ibu hamil dalam mendapatkan manfaat informasi mengenai ASI eksklusif.

ABSTRACT

Nabila Zendhia Ulhaq: Development of a Media Booklet for Exclusive Breastfeeding to Pregnant Women in the Work Area of the Sidodadi Health Center, Kota Kisaran Barat District. Thesis. Nutrition Major. Family Welfare Education. Faculty of Engineering. Medan State University.

This study aims to determine: (1) Development of nutrition education media in the form of exclusive breastfeeding booklets; (2) The feasibility of nutrition education media booklets on exclusive breastfeeding for pregnant women according to material experts and media experts; (3) Acceptance of exclusive breastfeeding booklet media according to pregnant women. The research location was carried out at the Sidodadi Health Center, Kisaran Barat District, from January-March 2023. The sampling technique was carried out by total sampling, with a total sample of 35 pregnant women in the working area of the Sidodadi Health Center. The research design uses Research and Development (R&D) with the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). Data collection techniques used a needs analysis questionnaire, material expert, media expert, and media acceptance questionnaire according to pregnant women.

Based on the results of this study, the results of the analysis of the needs of pregnant women showed that all samples of pregnant women needed the development of exclusive breastfeeding media booklets with a score of $\geq 50\%$. The resulting product is a booklet on exclusive breastfeeding which has been tested for its feasibility according to the material validator and media validator. Based on the results of the study, the feasibility percentage of the first stage material experts, namely 67%, was categorized as quite feasible, the results of the eligibility percentage of the second stage material experts, namely 99%, were categorized as very feasible. The percentage value of media feasibility for the first stage of media experts is 72% which is categorized as feasible and the percentage value for the eligibility of the second stage media is 84% which is categorized as very feasible. The feasibility results of material experts and media experts with a mean percentage of 91% are categorized as very feasible. The results of media acceptance by pregnant women obtained a mean score of 4.82 which was categorized as very high acceptance. So that it can be concluded that the booklet media for exclusive breastfeeding that was developed can be used by pregnant women in getting the benefits of information about exclusive breastfeeding.