Window of Health Jurnal Kesehatan
journal homepage : www.jurnal.fkmumi.ac.id

ARTICLE RESEARCH
URL artikel: http://jurnal.fkmumi.ac.id/index.php/woh/article/view/woh83010

Effectiveness of Health Promotion Through Animation Video On Knowledge And Attitudes In Stunting Prevention Among Mothers in the Baduy Tribe

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ABSTRACT

Stunting is a growth and development disorder in children due to prolonged malnutrition. Prolonged malnutrition in children can lead to developmental disorders. Indicators of healthy growth include measurements such as weight, height, and head circumference, whereas development is assessed through motor abilities, social and emotional skills, language proficiency, and cognitive functions. Malnutrition can begin during pregnancy and continue in the early stages of a child's life. Stunting experienced by children can be caused by ineffectiveness in the first 1000 days of life. The aim of the research to determine the influence of Health Promotion through Animation Video on the knowledge and attitude among mothers in efforts to prevent stunting in the Outer Baduy Tribe Area. The study employs a pre-experimental design, utilizing a single group with both pre-test and post-test assessments, with a sample size of 50 participants of purposive sampling as the method for selecting participants. Data was gathered through the use of a structured questionnaire. The p-value obtained was 0.000. Based on the findings, it can be inferred that a significant difference exists in the influence of health awareness promotion with the video animation method on the awareness and attitude of mothers in efforts to prevent stunting in the Baduy Luar Tribe Area. A significant difference exists in the influence of health awareness promotion programs with the animation video technique on the knowledge and attitude of mothers in efforts to prevent stunting in the Outer Baduy Tribe Area.
Keywords : Knowledge and attitude; stunting; health promotion; animation video

PUBLISHED BY :
Faculty of Public Health
Universitas Muslim Indonesia
Address :
Jl. Urip Sumohardjo Km. 5 (Campus II UMI)
Makassar, Sulawesi Selatan.
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Article history
Received 26 April 2025
Received in revised form 13 July 2025
Accepted 23 July 2025
Available online 24 July 2025

INTRODUCTION

Stunting refers to impaired growth and development disorder in children characterized by short stature, of significantly below the average height of other children of the same age. Stunting begins when the fetus is still in the womb, caused by maternal dietary intake during pregnancy. As a developing nation, Indonesia faces a significant rate of stunting. According to the WHO, the threshold for stunting prevalence in a region is 20%.

Breast milk (ASI) is also an excellent food for babies as it contains all the nutrients needed for growth and development.[1] Breast milk production decreases after 6 months while the baby continues to grow. The role of supplementary food to complement or accompany breast milk is useful to cover the deficiencies of nutrients contained in breast milk.[2,3] A mother's attitude in caring for her child is strongly associated with the incidence of stunting among children. Mothers with good nutritional knowledge tend to provide better nutrition for their children, whereas mothers with inadequate nutritional knowledge are likely to provide less nutrition for their children. Good knowledge leads to positive attitudes, and if these attitudes are deemed appropriate, they will result in good practices. Knowledge is acquired from information obtained from both formal education and media (non-formal).[4,5]

Litbangkes carried out the Basic Health Research, also known as Riskesdas. It turned out that the stunting rate in Indonesia in 2022 was still at 21.6%. Although the rate of stunting in Indonesia has declined from 24% in 2021 to 21.6% in 2022. This figure remains relatively high and exceeds the World Health Organization (WHO) standard of less than 20%.[6]

According to data from Survei Kesehatan Indonesia (SKI) in 2023, the stunting rate in Lebak Regency reaches 35.5% or approximately 4,000 cases. Research on the nutritional status of toddlers in Outer Baduy Tribe Area shows that the prevalence of malnutrition among toddlers reaches 26.4%, which is higher than the prevalence of malnutrition among toddlers in Indonesia, which is 18.4%. Additionally, the prevalence of stunted toddlers reaches 60.6%, significantly higher than the prevalence of stunted toddlers in Indonesia, which is only 36.8%. Meanwhile, the prevalence of underweight toddlers reaches 11.1%, which is slightly lower than the prevalence of underweight toddlers in Indonesia, which is 13.6%. [6,7]

To address the causes of stunting, supporting prerequisites are needed, which include political commitment and policies for implementation, involvement of the government and cross-sectors, and the capacity to execute. Various efforts are made to tackle stunting, one of which is through education and health promotion for mothers and children through media assistance.[8] Animation videos are a combination of audio and visuals of moving image objects, creating an image object that appears realistic and seems more lively and attention-grabbing. Some advantages of animation videos include helping to present material on stunting, building mothers' imagination regarding stunting health promotion, and aiding mothers in remembering stunting material that can be conveyed. Based on the background, the aim of the research was to determine the influence of Health Promotion through

Animation Video on the knowledge and attitude of mothers under five in stunting prevention in the Outer Baduy Tribe Area.

METHOD

This research employs a Pre-experiment technique using a single-group pretest-posttest design. The purpose of using One-Group Pretest-Posttest Design is to measure the influence of the intervention (use of animation video), to compare the changes that occur before and after the intervention, and to assist in assessing whether the animation video has the expected impact in increasing the knowledge and attitudes of mothers of toddlers in stunting prevention in the Suku Baduy Luar. The research location is in the Suku Baduy Luar (Outer Baduy Tribe) area. This study began in May 2024. The population in this study is mothers of toddlers in the Outer Baduy Tribe Area. The study employs the purposive sampling technique for participant selection, the sample collected consists of 50 respondents. The inclusion criteria in this study are mothers of toddlers who are willing to be respondents, mothers of toddlers who have children aged 1-5 years in the Outer Baduy Tribe Area, mothers of toddlers who can read and write. Meanwhile, the exclusion criteria are mother of a toddler who is in a sick condition.

Data collection used a pretest-posttest questionnaire on knowledge and attitudes about stunting, which involves conducting one measurement performing an initial assessment prior to the intervention (pre-test) and a follow-up assessment afterward (post-test). Data analysis with univariate and bivariate analysis. Univariate analysis was doing by frequency distribution test. Bivariate analysis was used the paired-sample T-Test to determine the influence of health promotion through animation videos on the knowledge and attitudes of mothers of toddlers in stunting prevention in the Outer Baduy Tribe Area. In the paired-sample T-Test, if the probability value is < 0.05, then the hypothesis or Ho is rejected, but if the distribution of the research variable data is not normal, the Wilcoxon Test will be used. Ethical approval was granted by the Institutional Ethical Committee of WDH Institution with Reference Number 666/K-IKP/WDH/IV/2024.

RESULTS

Univariate Analysis

The findings of the study's univariate analysis of respondents' characteristics are outlined in the following table.

Table 1. Respondent Characteristics Based on Age

Age	n	%
19-22	6	12,0
23-26	25	50,0
27-30	19	38,0
Total	50	100,0

Based on the data presented above, the characteristics of participants by age out of 50 respondents show that the largest group of respondents falls within the 23-26 age range, with 25 respondents (50%).

Nearly half of the respondents are aged 27-30, with 19 respondents (38%), while a smaller portion, 6 respondents (12%), are aged 19-22.

Table 2. Frequency Distribution Based on Before and After Tests Knowledge Levels of Toddlers Using the Animation Video Method in the Outer Baduy Tribe Region

Knowledge of Animation Video Method	Pre-test		Post test	
	n	%	n	%
Good	0	0,0	41	82,0
Fair	8	16,0	9	18,0
Poor	42	84,0	0	0,0
Total	50	100,0	50	100,0

According to the table above, the pre-test knowledge level of respondents who received health promotion using the animation video method shows that almost all respondents fell into the "poor" category, with 42 respondents (84.0%). A small portion of respondents had "fair" knowledge about stunting, with 8 respondents (16.0%), and no respondents fell into the "good" category (0.0%).

On the other hand, the post-test knowledge level after receiving health promotion using the animation video method shows that almost all respondents fell into the "good" category, with 41 respondents (82.0%). A minority of participants had "fair" knowledge, with 9 respondents (18.0%), and no respondents fell into the "poor" category (0.0%).

Table 3. Distribution of Frequencies According to the Attitudes of Mothers of Toddlers Before and After Tests on the Animated Video Method in the Outer Baduy Tribe Region

Attitude toward Animation Video Method	Pre-test		Post test	
	n	%	n	%
Good	1	2,0	41	82,0
Fair	6	12,0	9	18,0
Poor	43	86,0	0	0,0
Total	50	100,0	50	100,0

According to the findings, the pre-test attitudes of participants toward health promotion using animation videos were as follows: the majority of respondents, 43 (86.0%), fell into the "poor" category, a small portion, 6 respondents (12%), were in the "fair" category, and almost none, 1 respondent (2%), were in the "good" category.

In the post-test, after receiving health promotion through animation videos, the attitudes of mothers of toddlers improved significantly: the majority, 41 respondents (82.0%), were in the "good" category, a small portion, 9 respondents (18%), were in the "fair" category, and none of the respondents (0.0%) were in the "poor" category.

Bivariate Analysis

The bivariate analysis in this study examines the influence of Health Promotion through Animation Videos on mothers' knowledge and attitudes in preventing stunting in toddlers.

Table 4. Results of Normality Test for Animation Video Method Data

		Shapiro-Wilk		
		statistic	Df	Sig
Knowledge	Pre-test	.441	50	.000
	Post-test	.467	50	.000
Attitude	Pre-test	.426	50	.000
	Post-test	.467	50	.000

According to the Shapiro-Wilk test results in the table above, the analysis suggests that the data does not follow a normal distribution. The pre-test and post-test p-values are mostly below 0.05. Therefore, the data analysis was conducted using the non-parametric approach known as the Wilcoxon Signed Rank Test.

Table 5. Results of the Wilcoxon Test for the Animation Video Method

		N	Mean	Asymp.Sig (2-tailed)
Knowledge	Pre-test	50	1,16	0,000
	Post-test	50	2,82	0,000
Attitude	Pre-test	50	1,16	0,000
	Post-test	50	2,82	0,000

According to the study's findings, the outcomes of the analysis with the Wilcoxon test show a p-value = 0.000 < α (0.05). This means that Ha (the alternative hypothesis) is accepted, and Ho (the null hypothesis) is dismissed. The results show a notable impact of health awareness promotion with the animated video on the awareness and perspective of mothers of toddlers regarding stunting prevention in the Outer Baduy Tribe Region.

DISCUSSION

Characteristics of Respondents

Age

The study's findings lead the researcher to conclude that the highest number of mothers of toddlers using the animation video method falls within the age group of 23–26 years, with 25 respondents (50.0%). Nearly half of the respondents, 19 (38%), are aged 27–30 years, while a small portion, 6 respondents (12%), are aged 19–22 years.

This aligns with the theory proposed by Subratha (2020), which states that the first 1000 days of life are essential for preventing Stunting, as they significantly influence a child's growth, cognitive abilities, and overall productivity in later years.[9] Women of childbearing age have well-functioning reproductive organs and are mature between the ages of 20 - 45, including pregnant women, non-

pregnant women, postpartum mothers, brides-to-be, adolescent girls, and working women. Chronic energy deficiency in women of childbearing age indicates that their energy and protein intake is insufficient, which can be classified as malnutrition. This chronic energy deficiency is caused by environmental factors and individual direct factors, supported by inadequate nutritional intake that does not meet their needs. If this condition persists for a long period, it will have adverse effects on the individual's body and their descendants, known as stunting.[10]

Mothers' Knowledge of Toddlers

Based on the research results, almost all respondents fell into the low knowledge category, with 42 respondents (84.0%), while a small portion had a moderate level of knowledge about stunting, totaling 8 respondents (16%). No respondents had a good level of knowledge (0%).

However, after the post-test, following health promotion using an animation video method, almost all respondents were categorized as having good knowledge, with 41 respondents (82.0%). A small portion had a moderate level of knowledge, totaling 9 respondents (18%), and none were categorized as having low knowledge (0%).

This study aligns with research by Devianto (2022), titled *"The Relationship Between Mothers' Knowledge of Stunting and Stunting Incidence Rates in Sanggrahan Village, Prambanan, Klaten"*. The study found that most mothers with good knowledge had children who were not stunted, with a total of 65 individuals (76.5%). A mother's knowledge is one of the factors that has a significant influence on the incidence of stunting, such as maternal nutrition provided to toddlers. The role of parents, especially a mother, is very important in fulfilling a child's nutrition because children need the attention and support of parents in facing rapid growth and development. To obtain good nutrition for children, it is necessary to have good nutritional knowledge from parents in order to provide a balanced food menu.[11]

Mothers' Attitude Towards Toddlers

Based on the analysis, the pre-test results before the health promotion using an animation video showed that most of the respondents exhibited a negative perspective, with 43 respondents (86.0%). A small portion had a moderate attitude, totaling 6 respondents (12%), and almost none had a good attitude, with only 1 respondent (2%).

After the post-test following the health promotion using an animation video, almost all respondents demonstrated a good attitude, with 41 respondents (82.0%). A small portion had a moderate attitude, totaling 9 respondents (18%), and none fell into the poor attitude category (0%).

This study aligns with research by Budianto (2023), titled *"The Relationship Between Mothers' Knowledge and Attitude About Stunting and the Nutritional Feeding Patterns for Toddlers."* The results of the statistical analysis revealed a p-value of 0.000, suggesting a significant correlation between attitudes toward stunting and feeding patterns. The study found that 94.1% of respondents with a good attitude followed proper feeding patterns, whereas 46.7% of those with a poor attitude did not.[12] Attitude is the readiness to respond positively or negatively to an object or situation consistently. Attitude is an individual's tendency to act in a closed response to certain stimuli or objects. Attitude

indicates the alignment of reactions to stimuli that already involve a person's opinions and emotions. Therefore, attitude is not an action or activity but rather a tendency to take action or play a role.[13,14] The knowledge and attitude of mothers towards fulfilling nutrition are very important to prevent the occurrence of malnutrition rates in toddlers, especially regarding stunting in toddlers. Attitudes related to the prevention of stunting include efforts by mothers to improve their nutrition during pregnancy by consuming good food, taking iron supplement tablets, and making efforts to maintain their health during pregnancy to protect against illness.[15]

The Impact of Health Promotion with Animation Videos on the Awareness of Mothers of Toddlers in Preventing Stunting in the Outer Baduy Tribe Region

Based on the research findings, it was found that there is an outcome of health awareness promotion activities through animation videos on the knowledge of mothers before and after being given the animation video, with a statistical test showing a sig value of 0.000.

This study aligns with Kinasih (2023), titled *"Eduting (Stunting Education) Using Video Media to Improve the Knowledge and Attitudes of Mothers of Toddlers in Ngepung Village, Nganjuk Regency"* The mean rank in the experimental group was 48.71, while in the control group, it was only 26.79. The p-value obtained from the test was 0.000 (p-value < 0.05). This indicates that there was a significant change in awareness after the intervention, considering the same initial level of knowledge.[16]

Providing good education will have a positive impact on mothers of toddlers by increasing their knowledge, enabling them to implement good nutritional intake for their children. Audio-visual animation media can clarify the presentation of material so that it is not too verbose and reduces boredom. This media utilizes the senses of hearing and sight. The more senses used to capture information, the greater the likelihood of understanding the intended message. Other studies have also shown that animated video education is effective in enhancing pregnant women’s knowledge. The engaging and attractive visual and audio format of the video helps focus the viewer’s attention, making it easier to understand and remember the information.[17]

The use of video methods is very helpful in conveying information about balanced nutrition for toddlers to mothers. Video media also explains an object that can be presented, for instance, the types of foods consumed that contain carbohydrates, proteins, minerals, and others. The level of maternal nutrition knowledge is one of the factors that influence the occurrence of stunting in toddlers. Increased knowledge comes from the mothers' willingness to participate and be vigilant in efforts to prevent and address stunting. The level of maternal knowledge is an indirect cause of stunting in children because it affects what food is given to the child.[18]

According to Lailiyah's (2021), a mother who has inadequate knowledge and attitude towards nutrition will greatly influence the nutritional status of her toddler and will struggle to choose nutritious food ingredients and meal menus for her child and family. Good nutrition that is balanced means that nutrient intake must be in accordance with the body's needs. Malnutrition in children of toddler age

affects brain growth and intelligence levels, due to a lack of protein production and insufficient energy obtained from food.[19]

The Impact of Health Promotion with Animation Videos on the Perspective of Mothers of Toddlers in Preventing Stunting in the Outer Baduy Tribe Region

According to the research findings, it was found that there is a significant impact of health awareness promotion through animation videos on the perspective of mothers before and after being given the animation video, with a significance value of 0.000.

This study is also supported by Yunita (2022), titled *"Health Promotion Program on Knowledge and Attitudes in Stunting Prevention."*According to the study's findings on 20 mothers, it was found that the significance level for the variable knowledge was p-value 0.000 < 0.05. This answers the hypothesis that if the threshold for statistical significance is < 0.05, Ho is dismissed. Therefore, this indicates that there is an impact of health education on stunting prevention on the awareness and attitudes of mothers who received stunting prevention education, with a p-value of 0.000 < 0.05 in Harapan Rejo Village, Central Lampung.[20]

The level of nutritional knowledge of parents greatly influences attitudes and behaviors in food selection. Sufficient knowledge of mothers regarding stunting during pregnancy is expected to improve positive attitudes and behaviors in efforts to prevent stunting, including efforts to fulfill nutrition starting from pregnancy. Parents play an important role in meeting the nutrition of toddlers because toddlers still need special attention in their development, particularly a mother's role as the person who is most often with the toddler. If a mother has good knowledge, it will certainly have a positive impact on her attitudes in meeting the nutrition of toddlers.[21]

The positive attitude that the mother possesses is inseparable from the knowledge or information she has obtained, and her knowledge is quite good or in the sufficient category, which shapes her positive attitude or good assessment towards the occurrence of stunting. Many factors influence people's attitudes depending on the affecting factors, not only from knowledge but also from other factors such as personal experiences, the influence of others, or the culture in the environment. A person's good knowledge does not guarantee their attitudes or behaviors, as knowledge also cannot determine what lifestyle patterns that person follows. Economic conditions that are not supportive, even though the mother's knowledge is good, will affect her ability to apply a healthy lifestyle.[22]

Education and health promotion can increase knowledge about preventing disease problems in the community. Health education has an impact on the awareness attitude of mothers with stunted children. Awareness is a mental attitude that is always ready to face any kind of challenges, threats, obstacles, and disturbances that may arise at any time.[10,23] Increased knowledge and attitudes are forms of knowing results caused by the respondent's learning process after sensing certain objects and awareness of evaluation. The sensing in question can be through a single sense or a combination of the senses of sight, hearing, touch and even smell. Video media is a media that combines the use of the senses of sight and hearing so that it can further increase one's interest in learning. [24,25]

CONCLUSIONS AND RECOMMENDATIONS

A study was conducted on 50 respondents who served as research samples, the analysis of the impact of health education programs with animation videos on the awareness and perspective of mothers with toddlers before and after the intervention was conducted using the Wilcoxon test. The analysis revealed a p-value (Asymptotic Significance, 2-tailed) that was less than 0.05, leading to the conclusion that the alternative hypothesis (Ha) was accepted. This indicates that health promotion through animation videos had a significant impact on improving the awareness and perspective of mothers with toddlers in preventing stunting in the Outer Baduy Tribe region. The findings from this research are anticipated to provide more information about the knowledge and attitudes of mothers under five in stunting prevention.

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