

Motion Graphic Video Design as an Educational Media for the Prevention of Low Birth Weight Babies in Sidomulyo Village

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ABSTRACT

Low birth weight (LBW) is a condition where a baby born weighs less than 2500 grams. Babies with LBW will face delays in growth and development during childhood compared to babies born with normal weight. One effort to minimize the occurrence of LBW babies is by increasing the knowledge of pregnant women through *motion graphic video media*. The purpose of this study is to design *motion graphic video media* as an educational medium for preventing LBW babies in Sidomulyo Village. This study uses the *Research and Development (R&D)* method with the ADDIE model (*Analysis, Design, Development, Implementation, Evaluation*). The data analysis technique for this study uses quantitative descriptive. The subjects of this study were 44 pregnant women in Sidomulyo Village. The selection of research subjects was carried out using *Probability Sampling*, with a *Simple Random Sampling approach*. The results of the validation stage by the material validator obtained a percentage score of 97.3% and a media expert of 88%. In the acceptance test stage on a limited scale, a percentage score of 95.6% was obtained, while on a large scale, a percentage score of 87,01%. Based on these data, it can be concluded that the *motion graphic video media* that has been developed is considered to be well received by pregnant women in Sidomulyo Village as an educational medium for preventing LBW babies.

Keywords: LBW, Educational Media, *motion graphic video*, Pregnant women, ADDIE