

Development of the Si Cerdas Website as an Educational Media for Stunting Prevention in Pregnant Women in Karangpring Village, Sukorambi District, Jember

Najla Safna Putri Nur Aura
Clinical Nutrition Study Program
Department of Health

ABSTRACT

Stunting is a condition of height or height not in accordance with age determined with a z-score value of less than -2SD and less than -3SD. The prevalence of stunting in Indonesia is 19.8% (Kemenkes, 2025). The prevalence of stunting in Karangpring Village is 14.7%. The factor that causes stunting indirectly is the mother's knowledge which can have an impact on improving nutritional fulfillment for pregnant women. Knowledge about the importance of nutrition is an initial process in making behavior changes with the aim of improving nutritional status. This research aims to develop a website as an educational medium for stunting prevention in pregnant women in Karangburng Village, Sukorambi District, Jember Regency. The research method used is Research and Development (R&D) with the Multimedia Development Life Cycle (MDLC) model. This research involved pregnant women, village midwives, posyandu cadres, nutritionists, media validators and material validators. Data analysis uses a likert scale from the results of validation test scores and acceptability tests. The results of the study showed that the score in the media validation test was 95%, in the material validation test with a score of 85% and the acceptability test obtained an average score of 96.5%, thus the media can be said to be suitable for use by users, namely pregnant women. The suggestion for the next research using the SWOT strategy is to collaborate with the health center or posyandu cadres to provide assistance to pregnant women in utilizing the website as an educational medium.

Keywords: Educational Media, Pregnant Women, Stunting, Website