

Development of *Augmented Reality* (AR) Media for Stunting Prevention in Pregnant Women

Anisa

Clinical Nutrition Study Program

Departement of Health

ABSTRACT

Stunting remains a public health problem in Indonesia, including in Jember Regency. Prevention can be initiated during pregnancy through improving pregnant women's knowledge. However, the educational media currently used are still limited and less interactive. Therefore, innovative educational media such as *Augmented Reality* (AR) are needed. This study aims to develop *Augmented Reality* (AR)-based educational media as a tool for stunting prevention education among pregnant women in Karangpring Village, Sukorambi District, Jember Regency. The method used was Research and Development (R&D) with the ADDIE model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. This study involved pregnant women, media and material expert validators, as well as midwives and community health cadres. Data were collected through interviews, validation questionnaires, and user acceptance questionnaires using a Likert scale. The results showed that the developed AR media obtained a feasibility score of 89% from media experts and 86% from material experts, both categorized as highly feasible. The *user acceptance test* among pregnant women showed a percentage of 91%, categorized as highly acceptable. The AR media was considered attractive, easy to use, and capable of improving pregnant women's understanding of stunting prevention. In conclusion, *Augmented Reality* (AR)-based educational media is feasible to be used as a tool for stunting prevention education among pregnant women. This media can serve as an innovative alternative to enhance knowledge and engagement of pregnant women in stunting prevention efforts.

Keywords: ADDIE, Augmented Reality, educational media, pregnant women, stunting