

***Effectiveness of Augmented Reality-Based Educational Media on Mothers' Knowledge and Attitudes in Preventing Stunting Through Complementary Feeding (MPASI) in Kepatihan Village***

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**ABSTRACT**

*This study aims to determine the effectiveness of Augmented Reality (AR)-based educational media in improving mothers' knowledge and attitudes toward stunting prevention through complementary feeding (MPASI) in Kepatihan Village. This study used a quasi-experimental design with a pretest-posttest control group approach. The population consisted of 83 mothers, with a sample of 69 respondents selected using simple random sampling, divided into intervention and control groups. Data were collected using knowledge and attitude questionnaires as well as observation sheets for media usage. Data analysis included univariate analysis, bivariate analysis using Paired Sample T-Test and Independent Sample T-Test, and multivariate analysis using MANOVA. The results showed an increase in the mean scores of knowledge and attitudes in the intervention group after receiving AR-based education. The Paired Sample T-Test results indicated a significance value of  $p = 0.000$  ( $p < 0.05$ ), meaning there were significant differences between pretest and posttest. The Independent Sample T-Test also showed significant differences between the intervention and control groups in posttest knowledge ( $p = 0.018$ ) and attitudes ( $p = 0.047$ ). Furthermore, the MANOVA test showed a significance value of  $p = 0.001$  ( $p < 0.05$ ), indicating that AR media had a simultaneous effect on both knowledge and attitudes. In conclusion, Augmented Reality-based educational media is effective in improving mothers' knowledge and attitudes in preventing stunting through complementary feeding.*

**Keywords:** *Augmented Reality, stunting, complementary feeding, knowledge, attitude*