

**PERANCANGAN MEDIA VIDEO ANIMASI SEBAGAI EDUKASI
UPAYA PENCEGAHAN STUNTING PADA IBU HAMIL
DI PUSKESMAS RAMBIPUJI**

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ABSTRACT

Stunting remains a child health issue, including within the service area of the Rambipuji Community Health Center (Puskesmas). The high prevalence of stunting is driven by pregnant women's limited knowledge regarding nutrition and prevention, as well as a lack of educational materials that are both engaging and easy to understand. At the Rambipuji Community Health Center, there is currently a lack of specific educational materials on stunting prevention for pregnant women. This study aimed to design an animated video as an educational tool for stunting prevention among pregnant women at the Rambipuji Community Health Center. The study employed a Research and Development method using the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). Participants included 12 pregnant women and 3 health workers during the needs analysis phase, 10 pregnant women during the limited trial phase, and 55 pregnant women during the implementation phase. Validation results demonstrated a feasibility rating of 90% from subject matter experts and 95% from media experts, placing the material in the "highly feasible" category. Acceptability test results showed a score of 90.5% during the limited trial phase and 89.38% during the implementation phase; both figures fall within the "highly feasible" category. These results indicate that the developed animated video is suitable for use as a health education tool for pregnant women to help prevent stunting. The medium can be utilized during antenatal care, prenatal classes, and integrated health post (Posyandu) activities.

Keywords: *animated video, health education, stunting, pregnant women, ADDIE*