

ABSTRACT

Maternal Mortality Rate (MMR) is one of the important indicator to see the health status of women in Indonesia (Kemenkes RI, 2014). WHO reports that as many as 40% of maternal mortality in developing countries are related to anemia in pregnancy caused by iron deficiency and acute bleeding (Proverawati, 2011). Knowledge of anemia is in pregnant women and the compliance level with Fe tablets consumption are factor that can prevent anemia in pregnant women. Meanwhile, one of the factors that influence the knowledge and compliance of Fe tablet consumption is the information obtained. Lack of information about health through information media may have impact on the knowledge of pregnant women on the prevention of health problems, one of which is anemia in pregnant women and adherence to Fe consumption.

The purpose of the study: to know the relationship of information media to knowledge of anemia in pregnant women and adherence to Fe tablet consumption in the Lamongan Health Center.

Research method: using quantitative analytical research is with a cross sectional approach. This research was conducted in September 2021.

The result of samples in this study were 68 pregnant women respondents who were in the working area of the Lamongan Health Center. Data analysis used *Chi Square* test.

The results showed that there was relationship between information media and knowledge of anemia ($p=0,040$) and there was no relationship between information media to compliance with Fe tablet consumption in pregnant women ($p=0,100$).

The conclusion of the study: there is relationship between information media on knowledge and there is no relationship between information media to compliance with Fe tablet consumption in pregnant women.

Keyword :

Information Media, knowledge of anemia, compliance Fe tablet consumption