

ABSTRACT

Dastin, Miladiah Ricka. 2024. The Effect of Health Education with the Emo-Demo Method in Providing ATIKA (Chicken, Eggs, Fish) on Knowledge and Behavior of Anemia Prevention in Pregnant Women. Bachelor of Applied Midwifery Study Program Malang.

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The incidence of anemia in pregnant women is the result of inadequate consumption patterns that trigger anemia. This condition occurs due to the lack of knowledge and behavior of pregnant women regarding the prevention of anemia. The purpose of this study was to determine the effect of health education with the Emo-Demo Method in giving ATIKA on knowledge and behavior of anemia prevention in pregnant women. This study used a quantitative design with a one group pretest-posttest design. Sampling technique with total sampling. The number of samples was 15 pregnant women. The results showed that most pregnant women did not know about the importance of iron fulfillment during pregnancy, which was seen from the pretest results of knowledge and behavior. Statistical test using Wilcoxon Signed Rank Test on each variable knowledge obtained p value 0.001 and behavior p value 0.001. It was concluded that there was an influence before and after being given health education with the Emo-Demo ATIKA method on the knowledge and behavior of pregnant women in preventing anemia. Adequate nutritional consumption patterns in pregnant women, especially iron-rich foods during pregnancy, are needed as an effort to prevent anemia in pregnant women.

Keywords: EMO-Demo ATIKA, Education, Anemia Incidence, Knowledge, Behavior.