

THE EFFECTIVENESS OF AUDIOVISUAL EDUCATION ON “ISI PIRINGKU” IN IMPROVING MOTHERS’ KNOWLEDGE REGARDING STUNTING PREVENTION AMONG CHILDREN UNDER FIVE.

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BACKGROUND: Stunting remains one of the major public health problems in Indonesia, particularly in rural areas where maternal knowledge and child feeding practices are limited. Audiovisual health education is considered an effective strategy to improve maternal understanding of balanced nutrition and prevent stunting. This study aimed to evaluate the effectiveness of audiovisual education on “Isi Piringku” in improving mothers’ knowledge regarding stunting prevention among children under five.

METHOD: This quasi-experimental study with a control group was conducted at Bontomarannu Primary Health Center, Gowa Regency, South Sulawesi, from March to September 2025. A total of 106 mothers with children under five were recruited using purposive sampling and assigned to intervention and control groups. Data were collected using a structured questionnaire measuring sociodemographic characteristics, maternal knowledge of balanced nutrition, and stunting prevention practices. Data analysis included paired t-tests, independent t-tests, and Spearman’s rank correlation.

RESULTS & DISCUSSION: The results showed that prior to the intervention, most mothers (72.6%) demonstrated a moderate level of knowledge. After receiving audiovisual education, 70.8% of mothers in the intervention group improved to a high knowledge level, with a statistically significant difference compared to the control group ($p < 0.05$). Spearman’s correlation analysis revealed a significant positive association between maternal knowledge and child feeding practices ($\rho = 0.471$; $p < 0.001$).

CONCLUSION: In conclusion, audiovisual education on “Isi Piringku” was effective in improving maternal knowledge of balanced nutrition and positively associated with better feeding practices. This method can serve as a relevant nutritional intervention strategy in primary health care services.

KEYWORDS: audiovisual education, stunting, Isi Piringku, balanced nutrition