

## ABSTRAK



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**PROGRAM STUDI GIZI**  
**SKRIPSI, FEBRUARI 2021**  
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**PENGARUH PEMBERIAN MEDIA *COOLER BAG* TERHADAP**  
**PERUBAHAN PENGETAHUAN DAN SIKAP IBU HAMIL TRIMESTER**  
**III DI PUSKESMAS TANJUNG SARI**

VI BAB, 84 Halaman, 9 Tabel, 16 Gambar

**Pendahuluan:** Menurut WHO Tahun 2020, persentase bayi usia 0-6 bulan yang mendapatkan ASI Eksklusif hanya 41%. Pemberian ASI Eksklusif sering menemui berbagai kendala, diantaranya adalah karena ibu bekerja sehingga tidak bisa memberikan ASI Eksklusif secara optimal, kurangnya informasi, alasan kesibukan dan ASI yang tidak bisa keluar setelah melahirkan. Bayi yang tidak mendapatkan ASI Eksklusif terancam mengalami gangguan tumbuh kembang. **Tujuan:** Penelitian ini bertujuan untuk mengetahui pengaruh pemberian media *Cooler Bag* terhadap perubahan pengetahuan dan sikap ibu hamil trimester III di Puskesmas Tanjung Sari Kecamatan Natar Kabupaten Lampung Selatan. **Metode:** Jenis penelitian adalah *Quasi Experimental* dengan rancangan penelitian *Pretest-Posttest Control Group Design* dan jumlah responden sebanyak 34 orang ibu hamil. **Hasil:** Berdasarkan uji *Paired Sample T-test* menunjukkan pengaruh media *Cooler Bag* terhadap tingkat pengetahuan dan sikap ( $p \leq 0.05$ ) pada kelompok intervensi. Pada kelompok kontrol terdapat pengaruh media leaflet terhadap tingkat pengetahuan dan sikap ( $p \leq 0.05$ ). Berdasarkan uji *Independent Sample T-test* didapatkan hasil ada perbedaan pengetahuan ( $p \leq 0.05$ ) antara kelompok intervensi dengan kelompok kontrol, sedangkan pada sikap tidak terdapat perbedaan antara kelompok intervensi dan kelompok kontrol ( $p \geq 0.05$ ). **Kesimpulan:** Pemberian edukasi menggunakan *Cooler Bag* dapat meningkatkan pengetahuan dan sikap ibu hamil trimester III di Puskesmas Tanjung Sari.

**Kata Kunci:** *Cooler Bag*, Pengetahuan ASI Eksklusif, Sikap ASI Eksklusif

## ABSTRACT



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### **THE EFFECT OF PROVIDING MEDIA COOLER BAG ON CHANGES IN KNOWLEDGE AND ATTITUDES OF TRIMESTER III PREGNANT WOMEN AT PUSKESMAS TANJUNG SARI**

VI Chapter, 84 Pages, 9 Table, 16 Picture

**Introduction:** According to WHO 2020, the percentage of infants aged 0-6 months who receive exclusive breastfeeding is only 41%. Exclusive breastfeeding often encounters various obstacles, including because the mother works so that she cannot provide exclusive breastfeeding optimally, lack of information, reasons for being busy and breastfeeding that cannot come out after giving birth. Babies who do not get exclusive breastfeeding are threatened with developmental disorders. **Purpose:** This study aims to determine the effect of providing Cooler Bag media on changes in knowledge and attitudes of third trimester pregnant women at Puskesmas Tanjung Sari, Natar District, South Lampung Regency. **Methods:** This type of research is Quasi Experimental with a pretest-posttest control group design and the number of respondents was 34 pregnant women. **Results:** Based on the Paired Sample T-test, it showed the influence of Cooler Bag media on the level of knowledge and attitudes ( $p \leq 0.05$ ) in the intervention group. In the control group there was an effect of leaflet media on the level of knowledge and attitudes ( $p \leq 0.05$ ). Based on the Independent Sample T-test, it was found that there was a difference in knowledge ( $p \leq 0.05$ ) between the intervention group and the control group, while in the attitude there was no difference between the intervention group and the control group ( $p \geq 0.05$ ). **Conclusion:** Providing education using a Cooler Bag can improve the knowledge and attitudes of third trimester pregnant women at Puskesmas Tanjung Sari.

**Keywords:** Cooler Bag, Exclusive Breastfeeding Knowledge, Exclusive Breastfeeding Attitude