

## The Influence Of Health Promotion Media On Mother's Behavior In Handling Malnutrition In Children In Bima City

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### ABSTRACT

Malnutrition is a significant health issue in Indonesia, particularly among children. Health promotion media can play an important role in increasing awareness and influencing maternal behavior in addressing malnutrition. This study aims to analyze the influence of health promotion media on maternal behavior in handling malnutrition in children in Bima City. The research uses a quantitative method with a cross-sectional design. The sample consists of 86 mothers with children aged 0-5 years. The independent variables are health promotion media (television, radio, and social media), while the dependent variable is maternal behavior in handling malnutrition. Data were collected using questionnaires and analyzed using descriptive and inferential statistics. The results indicate that: Health promotion media significantly influence mothers' knowledge of malnutrition ( $p=0.001$ ). Health promotion media affect maternal behavior in providing balanced meals ( $p=0.01$ ). Social media is the most effective health promotion media in raising mothers' awareness of malnutrition ( $p=0.05$ ). The conclusion of this study is that health promotion media have a significant influence on maternal behavior in handling malnutrition in children. Therefore, efforts should be made to improve the quality and quantity of health promotion media in Bima City. Based on the study, it is recommended that the government increase the budget for health promotion media, involve the community in developing health promotion media, and conduct further research to develop more effective health promotion media strategies.

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### INTRODUCTION

Malnutrition is a significant health issue in Indonesia, especially among children. It is also a crucial issue in international relations due to its connections to global problems such as health poverty, economic development, and human rights (Lestari, 2024). Malnutrition refers to a deficiency, excess, or imbalance in the intake of energy or nutrients for a child (Anastasya, 2023). According to the World Health Organization (WHO), stunting and wasting are two interrelated and continuous conditions contributing to malnutrition in children.

In 2020, approximately 22% or around 149.2 million children worldwide experienced stunting (Kemenkes, 2017). Stunting remains one of the most pressing nutritional problems faced globally, particularly in poor and developing countries. About 87 million children in Asia, 59 million in Africa, and 6 million in Latin America and the Caribbean suffer from stunting. Five sub-regions with stunting rates above 30% include West Africa (31.4%), Central Africa (32.5%), East Africa (36.7%), South Asia (34.1%), and Oceania (38.7%). Asia and Oceania have shown slow or no progress in reducing child stunting (WHO, 2021). Indonesia is one of the countries contributing significantly to the burden of malnutrition and stunting (Mulyaningsih, 2021). According to the Indonesian Toddler Nutritional Status Survey (SSGBI) in 2019, the stunting rate in Indonesia was 27.7%, which decreased to 24.4% in 2021. However, this figure is still higher than the average stunting prevalence in Asia, which is 22%.

According to data from the Bima City Health Office in 2023, around 15% of children under five years old experience malnutrition, with 7% of them suffering from severe malnutrition. The main contributing factors include insufficient maternal knowledge of balanced nutrition (45%), improper parenting practices (30%), and limited access to child health information (25%). Malnutrition can have a negative impact on a child's physical and cognitive growth and development if not properly addressed by mothers. Addressing malnutrition relies not only on healthcare services but also on the active role of the community, especially mothers as the primary caregivers. One strategy to enhance mothers' understanding and behavior in handling malnutrition is through health promotion media. Health promotion media plays a vital role in disseminating relevant and easily understandable information about the importance of balanced nutrition and ways to prevent and manage malnutrition. Various health promotion media such as brochures, leaflets, electronic media, and digital media have been used in Bima City. However, the effectiveness of these media in changing maternal behavior regarding malnutrition management needs further research. For instance, an initial report from a digital health promotion program conducted in 2022 showed a 30% increase in awareness, but its impact on behavior change has not been significantly measured.

Based on this background, this study aims to analyze the influence of health promotion media on maternal behavior in handling malnutrition in children in Bima City. It is hoped that the results of this study can serve as a foundation for the development of more effective and impactful health promotion strategies in preventing and addressing child malnutrition.

## METHODS

This study uses a quantitative method with a cross-sectional design. The population in this study consists of mothers with children aged 0-5 years within the working areas of the Rasanae Timur Health Center and the Kumbe Health Center in Bima City. The sample was taken using the stratified random sampling method to ensure that the sample size is equal in both the working areas of the Rasanae Timur Health Center and the Kumbe Health Center in Bima City. The sample size was determined based on Lemeshow's calculation with a 5% standard error, resulting in 86 respondents. Data analysis was performed using the chi-square statistical test to examine the relationship between variables, namely the independent

variables (health promotion media and maternal knowledge) and the dependent variable (maternal behavior). In addition, logistic regression tests were conducted to assess the impact of social media and maternal knowledge on maternal behavior in managing malnutrition in Bima City.

## RESULTS AND DISCUSSION

### The Influence of Knowledge on Maternal Behavior in Managing Malnutrition in Children in Bima City

**Table 1.** The Influence of Knowledge on Maternal Behavior in Managing Malnutrition in Children in Bima City

Maternal Behavior	p-value	OR
	Never	Rarely
Knowledge	No	25
	Yes	8
Total	33	34

Based on Table 1, it shows that maternal knowledge significantly influences maternal behavior in managing malnutrition in children. Among the 17 respondents who had knowledge about malnutrition, most frequently engaged in appropriate actions to prevent malnutrition in their children. The chi-square analysis resulted in a p-value of 0.000, indicating a significant relationship between maternal knowledge and behavior in managing malnutrition. The odds ratio (OR) of 21.097 implies that mothers with knowledge about malnutrition are 21.097 times more likely to change their behavior compared to those without knowledge about malnutrition.

This study's results are consistent with research conducted by Julaeha (2024), which found a significant relationship between maternal knowledge and behavior in preventing malnutrition in children. The analysis produced an Odds Ratio (OR) of 0.157 (0.076-0.329), meaning mothers with better knowledge were 0.157 times more likely to demonstrate good behavior in preventing malnutrition compared to mothers with insufficient knowledge. Similarly, Kusumaningrum et al. (2022) found a significant correlation between knowledge and maternal behavior, with a p-value of 0.001. This aligns with the study by Erfiana, Rahayuningsih, and Fajri (2021), which stated that mothers with extensive knowledge are more likely to update and complete their information, making it easier for them to accept new factual information from trustworthy sources. Knowledge is a key tool for understanding various symptoms and acquiring information through reasoning. It arises when individuals use their intellect to recognize objects or events they haven't previously encountered (Julaeha, 2024). Therefore, knowledge is crucial for mothers to enhance their understanding and experiences in addressing health issues, such as malnutrition in children.

## The Influence of Promotional Media on Maternal Behavior in Managing Malnutrition in Children in Bima City

**Table 2.** The Influence of Promotional Media on Maternal Behavior in Managing Malnutrition in Children in Bima City

Maternal Behavior	p-value	OR
	Never	Rarely
Promotional Media	No	26
	Yes	7
Total	33	34

Based on Table 2, it is evident that the use of promotional media has a significant influence on maternal behavior in managing malnutrition in children. Among the 14 respondents who frequently used promotional media to seek information on proper nutrition management for children, most were able to prevent malnutrition, compared to those who did not use promotional media. The chi-square analysis resulted in a p-value of 0.001, indicating a significant relationship between promotional media and maternal behavior in managing malnutrition. The odds ratio (OR) of 14.232 implies that mothers who use promotional media to seek information about malnutrition management are 14.232 times more likely to change their behavior than mothers who do not use promotional media for the same purpose.

This finding aligns with the community service initiative conducted by Nhestricia (2024), which demonstrated that maternal knowledge in overcoming child malnutrition issues was enhanced through educational activities using promotional media such as posters, achieving a knowledge increase from 56% to 99%. Choosing the right promotional media to raise maternal awareness about malnutrition is crucial. In Bima City, access to digital media has been increasing, making digital health promotion a priority in efforts to prevent and manage malnutrition in children. However, it is essential to consider direct guidance for mothers who still face limitations in accessing digital promotional media. Health promotional media plays a vital role in enhancing public awareness and knowledge about health and diseases. Media such as television, radio, social media, and brochures help disseminate accurate and effective health information, enabling the public to make informed health decisions. Moreover, health promotion media can also help transform public behavior, encouraging healthier lifestyles and disease prevention.

## CONCLUSION

Based on the results and discussion, the conclusion of this study is that both maternal knowledge and health promotional media have a significant influence on maternal behavior in managing child malnutrition. The analysis of knowledge, using the chi-square test, shows a p-value of 0.000, indicating a significant relationship between maternal knowledge and behavior in managing child malnutrition. The odds ratio (OR) of 21.097 suggests that mothers with knowledge about malnutrition are 21.097 times more likely to modify their behavior compared to those without knowledge on the subject. On the other hand, the analysis of

health promotional media, also using the chi-square test, shows a p-value of 0.001, indicating a significant relationship between promotional media use and maternal behavior in managing child malnutrition. The odds ratio (OR) of 14.232 implies that mothers who utilize promotional media to search for information about malnutrition management have a 14.232 times greater chance of changing their behavior compared to those who do not use or make use of promotional media for this purpose.

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