



**DESCRIPTION OF USING VIDEO OF IMPLEMENTATION OF POSYANDU AS A HEALTH PROMOTION MEDIA DURING THE COVID-19 PANDEMIC**

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**ABSTRACT**

With the new normal policy, in August 2020 In the yellow and green zones, posyandu activities have started to be implemented again, by implementing strict health protocols, the existence of socialization of the posyandu implementation carried out by cadres through social media and WA groups, the presence of mothers who has under five year children at posyandu is still not maximized at only 44%, there are still 56% of toddlers whose growth and development has not been monitored. there is a relationship between the level of parental knowledge and the visit to the posyandu in the new normal era, the delivery of messages or information requires the right media, one of the right media is video. This study aimed to knowing the Effectiveness of Using Video Implementation of the Posyandu During the Covid 19 Pandemic Against the Presence of Mothers has children under five years To Posyandu. Research subjects are mothers has children under five years in Gondoriyo village. Methods penelitian diskriptif. Measurements were carried out by pre-test and post-test, population 99 samples 53 using an observation instrument in the form of a checklist, data analysis using a frequency distribution. The percentage increase in the number of mothers who have toddlers before watching the video of the implementation of the posyandu during the covid 19 pandemic and after watching it increased by 9.9%. The video of the implementation of the posyandu during the pandemic was able to increase the presence of mothers at the posyandu.

**Keywords:** covid 19; mothers; posyandu; video

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**INTRODUCTION**

Coronavirus Disease 2019 (COVID-19) is a new variant disease that has not previously existed in humans. This outbreak is caused by the Novel Severe Acute Respiratory Syndrome Virus-Coronavirus-2 (Sars-CoV-2). So far, 217 countries have been infected with the corona virus (Susilo et al., 2020). Indonesia has 400,483 positive COVID-19 patients, Healed (Positive for COVID-19) there were 325,793, Died (Positive for COVID-19) was 13,612, The number of suspects is 169,833 The number of specimens is 40,572( Covid-19 Handling Task Force COVID-19, 2021).

After the news of the positive case of the Covid-19 virus by the Indonesian Covid-19 Task Force on March 2, 2020, The government continues to increase efforts and measures to reduce the spread of Covid-19. Consist of *sosial* distancing, physical distancing by urging all state apparatus, BUMN employees and private employees to limit activities in the office by advocating for Work From Home, The latest Government policy by asking the public to "make peace" with Covid-19 by echoing the so-called New Normal. New normal is a change

in behavior to continue to carry out normal activities, but by implementing health protocols to prevent virus transmission (Andi Anas Chaerul M, 2020).

Confirmation of health protocols with restrictions on community activities carried out by the government will certainly have an impact on the community, not denying the public service sector carried out by state managers who provide direct services for the community such as health services at various levels of health facilities. (Kementerian Kesehatan RI, 2020) including Posyandu, which has an important role in improving maternal and child health, which has a direct impact on its implementation (Hafifah & Abidin, 2020) Based on the results of the pre-survey and researcher observations, in the early days of the Covid19 pandemic the Posyandu in Semarang City was stagnant, the implementation of the posyandu was closed, every month cadres only recorded how much weight, body length of toddlers were measured by mothers in their respective homes. So that the role of posyandu cannot be maximized, not to mention that if the mothers are recorded every month there is a tendency to answer that their weight and height are the same as the previous month, they do not have weight and height measuring devices.

With the new normal policy, in August 2020 the posyandu began to be implemented again, Of course, by continuing to implement strict Covid prevention protocols (Wibisono, 2020) The requirements of the puskesmas include: 1) It is done in the open 2) The entrance and exit are different (hand washing and tissue are provided), 3) All who enter the posyandu must be thermogun if more than 37 C are not allowed to attend. 4) Hand sanitizer is available at every posyandu table 5) Maximum 5 cadres and have carried out a PCR examination from the puskesmas with the result (-), must wear a face shield, handscoon and mask 6) Toddlers who attend bring writing utensils, weighing mats (cloth) and a place to sit. Personal Cutlery for supplementary food prograM 7) check chest circumference and head circumference using disposable raffia one child one. Then adjust it with metelin 8) A Vitamin and deworming medicine should not be given at the posyandu, must be taken at home. 9) There is a schedule for the arrival of toddlers so they don't cluster together. 10) Posyandu can be implemented if there are no Covid-19 sufferers in the area. It turned out that by implementing the posyandu with a strict covid protocol, supported by the socialization of the posyandu implementation carried out by cadres through social media and WA groups, the presence of mothers who have toddlers at the posyandu is still not maximized, which is only 44%, there are still 56% of toddlers who have not been monitored. its growth and development.

According to Antika 2021, there is no relationship between the age of the child and the new normal era posyandu visits and there is a relationship between the knowledge level of parents and the new normal era posyandu visits. (Artanti et al., 2019) Then the delivery of messages or information requires the right media, one of the right media is video. Video can depict objects moving in tandem with sound. So it is hoped that the message conveyed can be received optimally (Rachmawati & Putr, 2016). The statement of the research problem entitled "How Effective is the Use of Video for the Implementation of the Posyandu during the Covid 19 Pandemic on the Presence of Mothers Who Have Toddlers To Posyandu" This study aimed to: To find out the effectiveness of the use of videos on the implementation of the Posyandu during the Covid 19 Pandemic on the Presence of Mothers Who has under five year children To Posyandu.

## **METHODS**

This research is a quantitative descriptive study. Measurements were carried out by pre-test and post-test. Quantitative methods are used to determine the presence of mothers who have

toddlers going to the posyandu during the Covid 19 pandemic before and after watching videos of the posyandu implementation during the Covid 19 pandemic. Population are mothers who had toddlers 99 people, teknik accident sampling are sebanyak 53 mother consist of 8 area. instrument observasi with checklist, data analysis using frequency distribution. The location of the training is in Gondoriyo Village, Ngaliyan District, Semarang City. Ethical Approval Permission for the study was obtained by making a prior to collecting data. This study was approved by ethics committee of Widya Husada University of “Widya Husada Semarang University” 26/EC-LPPM/UWHS/VII.

## RESULTS

The presence of mothers who have toddlers to the posyandu during the covid 19 pandemic before and after watching videos as promotional media can be seen in table 1.

Table 1.  
Presence Data of Mothers Who Has children Under Five Year To Posyandu

| Area   | Presence to Posyandu |      | Total Attendance | Tren   | Increase |       |
|--------|----------------------|------|------------------|--------|----------|-------|
|        | Pre                  | Post |                  |        | f        | %     |
| A      | 2                    | 4    | 6                | Up     | 2        | 33,3  |
| B      | 1                    | 1    | 2                | Steady | 0        | 0,0   |
| C      | 1                    | 4    | 5                | Up     | 3        | 60,0  |
| D      | 3                    | 8    | 11               | Up     | 5        | 45,5  |
| E      | 0                    | 1    | 1                | Up     | 1        | 100,0 |
| F      | 5                    | 4    | 9                | Down   | 0        | 0,0   |
| G      | 10                   | 11   | 21               | Up     | 1        | 4,8   |
| H      | 10                   | 6    | 16               | Down   | 0        | 0,0   |
| Amount | 32                   | 39   | 71               | Up     | 7        | 9,9   |

Based on table 1 D area experienced the highest increase in the number of mothers with toddlers attending the posyandu, followed by areas C and A during the COVID-19 pandemic. Overall the percentage increase in attendance increased by 9.9%.

## DISCUSSION

The development of health promotion media for the New Habit Adaptation Posyandu services during the COVID-19 Pandemic can provide knowledge to health workers and health cadres and the community to reopen Posyandu services safely(Siti Nurjanah, 2021).The Covid-19 pandemic has caused the public to be afraid to take advantage of health services at posyandu, especially mothers who have children under five are reluctant to bring their babies in the era of new norms and adaptations, so it is necessary to educate the public about the use of health services in this new normal period by paying attention to health protocols according to the provisions government.(Meilyana et al., 2020). Video has multiple effects, both cognitive, affective, and psychomotor. Messages in online videos are much better digested than audio, text, or images (Rinayati, Ambar Dwi Erawati, 2017).

Health promotion media can also be used as teaching aids to channel information if educators meet directly with participants in the health promotion process. One form of health promotion media that can be used is electronic media in the form of videos (Hikmawati, 2011) that health education through video influences knowledge, attitudes, iodine consumption practices and student nutritional competencies(Afifa, Faqihatin; Widajanti, Laksmi; Nugraheni, 2020).

There are differences in video media and leaflets on IVA examination visits in Baamang I. Health Center Work Areas (Herlinadiyaningsih & Syaripahnoor, 2020).

A nutrition education model concerning the development of toddlers' food preferences of balanced meals in the form of DVD and videos that can be effectively applied. (Mutiara Dahlia, Rusilanti Rusilanti, Sachriani Sachriani, 2016) The increase in the number of mothers who have toddlers makes it possible for an increase in mother's knowledge. This is in accordance with the relationship between the level of knowledge of parents and visits to posyandu in the new normal era, so the delivery of messages or information requires the right media, one of the right media is video. (Artanti et al., 2019).

## CONCLUSIONS

Based on the results of the study, it was found that the video of the implementation of the posyandu during the COVID-19 pandemic increased the number of mothers with toddlers by 9.9%.

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