

Pengaruh Edukasi Gizi Menggunakan Instagram *Reels* Terhadap Pengetahuan, Sikap, dan Praktik Terkait Anemia Gizi Remaja Putri

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ABSTRAK

Latar Belakang : Instagram *reels* dapat dijadikan sebagai salah satu alternatif kebaruan media edukasi untuk meningkatkan pengetahuan, sikap, dan praktik terkait anemia gizi remaja putri.

Tujuan : Menganalisis pengaruh edukasi gizi menggunakan Instagram *reels* terhadap pengetahuan, sikap, dan praktik terkait anemia gizi remaja putri.

Metode : *Nonequivalent Control Group Design* yang melibatkan 24 subjek sebagai kelompok Instagram *reels* dan 24 subjek sebagai kelompok metode ceramah kombinasi leaflet. Intervensi yang diberikan berupa edukasi terkait anemia gizi sebanyak 8 kali selama 2 minggu pada kelompok Instagram *reels* dan sebanyak 1 kali pada kelompok metode ceramah kombinasi leaflet. Pengetahuan, sikap, dan praktik dinilai memakai kuesioner. Analisis statistik yang digunakan uji *Shapiro-Wilk*, *Wilcoxon Sign Rank Test*, *Paired T-Test*, *Mann Whitney U Test*, *Independent T-Test*, *Spearman*, *Pearson*, dan *Ancova*.

Hasil : Edukasi gizi menggunakan Instagram *reels* berpengaruh terhadap pengetahuan ($p = <0,001$), sikap ($p = <0,001$), dan praktik ($p = <0,001$) terkait anemia gizi. Terdapat perbedaan perubahan pengetahuan ($p = 0,041$) antara kelompok Instagram *reels* dengan kelompok metode ceramah kombinasi leaflet. Namun, tidak terdapat perbedaan perubahan sikap ($p = 0,72$) dan praktik ($p = 0,395$) antara kelompok Instagram *reels* dengan kelompok metode ceramah kombinasi leaflet.

Simpulan : Edukasi gizi dengan Instagram *reels* berpengaruh terhadap pengetahuan, sikap, dan praktik terkait anemia gizi pada remaja putri.

Kata Kunci : Anemia gizi, Instagram *reels*, pengetahuan terkait anemia gizi, sikap terkait anemia gizi, praktik terkait anemia gizi

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The Influence of Nutrition Education Using Instagram Reels on Knowledge, Attitudes, and Practices Related to Nutritional Anemia in Adolescent Girls

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ABSTRACT

Background : Instagram reels can be used as a new alternative educational media to increase knowledge, attitudes, and practices related to nutritional anemia in adolescent girls.

Objective : The study aimed to analyze the influence of nutrition education using Instagram reels on knowledge, attitudes, and practices related to nutritional anemia in adolescent girls.

Methods : Nonequivalent Control Group Design involving 24 subjects as the Instagram reels group and 24 subjects as the leaflet combination lecture method group. The intervention provided was in the form of education regarding nutritional anemia 8 times for 2 weeks in the Instagram reels group and 1 time in the leaflet combination lecture method group. Knowledge, attitudes, and practices were assessed using questionnaires. Statistical analysis used the Shapiro-Wilk, Wilcoxon Sign Rank Test, Paired T-Test, Mann Whitney U Test, Independent T-Test, Spearman, Pearson, and Ancova.

Result : Nutrition education using Instagram reels has an influence on knowledge ($p = <0,001$), attitudes ($p = <0,001$), and practices ($p = <0,001$) related to nutritional anemia. There was a difference in changes in knowledge ($p = 0,041$) between the Instagram reels group and the leaflet combination lecture method group. However, there was no difference in changes in attitudes ($p = 0,72$) and practice ($p = 0,395$) between the Instagram reels group and the leaflet combination lecture method group.

Conclusion : Nutrition education with Instagram reels influenced knowledge, attitudes, and practices related to nutritional anemia in adolescent girls.

Keywords : Nutritional anemia, Instagram reels, knowledge related to nutritional anemia, attitudes related to nutritional anemia, practices related to nutritional anemia

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