



The Influence of Calendar and *Leflet* Media Toward The Toddler Mothers' Increasing of Knowledge and Attitude to *Posyandu*

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Abstract

Posyandu is a health effort organized from, by, for and with the community, in order to empower the community and provide facilities to the community in obtaining basic health services, primarily to accelerate the reduction in maternal and under-five mortality rates. The purpose of this research was to analyze the influence of the calendar media on increasing the knowledge and attitudes of mothers of children under five (toddlers) in participating visits to Posyandu. This research was a quantitative research with two group pretest-posttest experimental methods. The calendar media was given to mothers of intervention group, and leaflet media to the control group. The study population was all mothers of toddlers in the Semarang City while the number of samples were 144 mothers who have toddlers aged 6-59 months in the Karangayu Health Center, Poncol Health Center and Bugangan Health Center. The sampling technique is purposive sampling. Data were analyzed using univariate and bivariate. The results showed that after the intervention increased knowledge of children under five in the calendar group (0.93%) was smaller than in the leaflet group (1.38%). The increase in the attitude of the toddlers in the calendar group (1.40%) was almost the same as the leaflet group (1.38%). Increasing the frequency of attendance of Toddler Children to the Posyandu in the calendar group (0.52%), is greater than in the leaflet group (0.29%). The conclusion of this study was that there was an increase in the frequency of attendance between the intervention groups using calendar media and the control groups using leaflet media. Interventions using calendar media increase the frequency of attendance more than using leaflet media.

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INTRODUCTION

Posyandu is one form of Community-Based Health Efforts organized from, by, for and with the community in the implementation of health development, in order to empower the community and provide facilities to the public in obtaining basic health services, primarily to accelerate the reduction in maternal and under-five mortality rates.

In Central Java the number of toddlers who came and weighed declined from 45.17% (2016) to 43% (2017) and 30% (2018). In the city of Semarang the number of toddlers who came and weighed also decreased from 53.9% (2016) to 23.67% (2017). Poncol Health Center, Bugangan Health Center and Karangayu Health Center are the three Health Center in Semarang city with low number of Balita visits, with the number of visits during the last three years of 29.6% in 2011, 9.41% in 2017 and 10.51% in 2018. Figures this is still below the established national indicator of 75%.

Posyandu is a form of community participation approach in the health sector which is managed by Posyandu cadres who have received education and training from Health Center. Posyandu has an important role because it is a health service provider (health provider) who is near the Posyandu target activities and the frequency of face-to-face cadres more often than other health workers. In its activities the Posyandu's tasks are registering, weighing, recording maternal and child care in the MCH handbook (Mother and Child Health),

Reducing the morbidity and mortality rate for toddlers is by taking care of their health. Health care for children under five years is focused on efforts to prevent and improve health as well as treatment and rehabilitation that can be done at the Health Center, Health Center Pembantu, Polindes (Village maternity huts) and at the Posyandu. Posyandu is the most suitable place to provide health services for toddlers as a whole and integrated (Nein N, 2012)

Integrated Posyandu is a basic family social service activity in the aspect of monitoring the growth and development of children. In the implementation, it is carried out coordinatively and integratively as well as mutually reinforcing between activities and programs for the continuation of services at the Posyandu in accordance with local situations / needs which in their activities continue to pay attention to aspects of community empowerment. (RI, 2017)

Indications for the use of health services are active community visits to health service centers, in this case specifically the use of Posyandu. The presence of mothers in Posyandu by bringing their toddlers is very supportive of the achievement of one of the objectives of Posyandu, which is to improve the health of mothers and toddlers. But in reality, it's not as easy and simple as predicted. Community participation is complex and often difficult to reckon with because of too many factors affecting it.

The scope of weighing has to do with internal factors for mothers of toddlers such as: level of education of mothers of toddlers, level of knowledge of toddlers, health behaviors, age of toddlers, nutritional status of toddlers in addition, it is also related to the distance of Posyandu and the role of health workers

The low utilization of Posyandu by mothers is influenced by the level of mother's knowledge that is still low about the benefits of Posyandu, therefore mothers are not motivated to bring babies and toddlers to the Posyandu (Ministry of the Republic of Indonesia, 2010)

Mother's visit to bring toddlers to Posyandu is influenced by several factors including factors that influence people's behavior from internal factors, namely knowledge, attitudes, perceptions, beliefs / beliefs, desires, while from external factors namely experience, facilities, socio-culture (Notoatmodjo, 2010) the use of Posyandu by mothers is influenced by the level of maternal knowledge that is still low about the benefits of Posyandu (Cohen & Uphoff, 2010)

Toddler visit in Posyandu is related to mother's role as the person most responsible for the health of her toddler, because toddlers are very dependent on their mothers. Mother's visit by bringing a toddler to Posyandu obtained certain motives for example so that their children get maximum health services. For this reason, mother's motivation in utilizing Posyandu for toddlers has a big role in improving toddler health (Cohen & Uphoff, 2010)

Health services for infants and toddlers carried out at Posyandu every month in every place in Indonesia include: toddler health checks, weight weighing, monitoring nutritional status, provision of vitamin A, immunization consultation on health issues and other health services.

The low coverage of underfive weighing kali 4 times during the last 6 months shows that the higher the age of the toddler the higher the percentage of children under five who have never been weighed in the Posyandu. 5-year-olds should still be taken to Posyandu every month (Ministry of Health Republic of Indonesia, 2013)

Some of the impacts experienced by toddlers, if mothers of toddlers are not active in Posyandu activities, include not getting health education about normal toddler growth. Not getting vitamin A for eye health, toddler mothers do not know the growth of toddler weight every month, toddler mothers are not active in Posyandu activities so toddlers cannot monitor toddlers growth and development (Indonesia Health Profile, 2011)

Community participation in Posyandu must be made aware of the community about the important role and benefits of Posyandu, thereby forming positive perceptions among the community.

(Wahyuni et al., 2017))

With positive perceptions, participation in the implementation of these activities will increase. However, it seems that what needs to be clarified is an overly simplistic understanding of the Posyandu program. In the view of the community, the Posyandu program

is a routine program carried out every month in the fourth week in order to weigh toddlers to determine the level of toddler development (Saepudin Encang et al., 2017).

Inappropriate maternal knowledge is the earliest cause of malnutrition in young children. Growth is an important tool in growth monitoring programs among children. The study (Sinaga et al., 2016) was to investigate the impact of a modified growth chart called the "Bubble Growth Score Wave" on maternal and infant knowledge of the calorie intake of mothers in the intervention group using growth bubble growth charts while mothers in the control group used charts Normal growth Sixteen written questions are designed and tested to measure maternal knowledge (Sinaga et al., 2016)

Lack of knowledge can be caused by very limited guidance, especially from health workers at the Health Center, this increase in knowledge is due to the existence of new information obtained which is a substitute for knowledge that has been obtained previously or is an improvement from previous information (Lubis et al., 2015).

The results of research conducted by (Marlina et al., 2009) on the effectiveness of the Calendar media in delivering agricultural information obtained the results that the media can be an appropriate alternative and can also increase knowledge for the community. Besides the calendar is a print media that can last a long time, and includes an item that is definitely needed for everyone. For some companies Calendar is also often used as a medium for promotion of products or brands that they have.

Based on the results of a Preliminary Study conducted by research at Health Center Ungaran, interviews were conducted by 15 mothers of children under five visiting the Health Center working area by asking questions, obtained from 10 out of 15 people, not conducting Posyandu visits due to knowledge factors, attitude, and behavior

The above phenomenon is the basis of researchers' interest to conduct research in

accordance with the theory put forward by Lawrence Green saying that the health of an individual or society is influenced by two main factors namely behavioral factors and behavioral factors. Therefore the researchers took the title of the influence of health education through the media calendar on Predisposing, Enabling, Reinforcing Toddlers to Posyandu.

Poncol Health Center has 9 working areas, namely Kembang Sari Village, Pindrikan Lor Village, Kauman Village, Purwodinatan Village, Pandansari Village, Bangunharjo Village, Kranggan Village, Pindrikan Kidul Village, and Sekayu Village. There are 3 work areas in Bugangan Health Center, namely Bugangan Urban Village, Kebon Agung Urban Village and Mlatiharjo Urban Village and Karangayu Health Center there are 4 Urban Areas: Karangayu, Cabean, Salaman Mulyo and Bujong Salaman.

The reason for Posyandu fluctuations for toddlers aged 24-59 months is due to the lack of knowledge, attitudes, actions and participation of mothers or toddlers 'families about the importance of toddlers' Posyandu. The success in implementing Posyandu is largely determined by the amount of participation of mothers of children under five in weighing activities of children in Posyandu, because it is a contribution that can affect the improvement of the health status of children (Sasmito, 2013)

The connection is due to Posyandu being held on routine evenings according to the specified time and schedule each month, so that mothers of children under five have a great opportunity to visit Posyandu. A person who can have a full amount of time can influence his absence at the Posyandu, where the higher the activity of working mothers for toddlers, the fewer opportunities for Posyandu.

Another assumption is that those who work are husbands so the wife in charge of taking care of work is ksuami. This is then related to the theory which can state that the work of mothers of children under five and a good income and meet daily needs can encourage someone to participate in activities

of mothers of children under five as well as the community around the Posyandu health services. The results of this study are in line with research that there is a significant relationship between the work of mothers of children under five with the participation of mothers of children under five in the utilization of Posyandu services (Yuliansyah et al., 2018)

The city of Semarang, which experienced a decrease in the attendance rate of the mother of the under five health associations and had never done any research related to the media calendar, affects the knowledge and attitudes of mothers of toddlers to come to the Posyandu. Of the 39 Health Center in Semarang, Central Java, there are 3 Health Center in Semarang City, the lowest number of Posyandu visits participating in the Health Center.

The purpose of this research is to analyze the calendar media on knowledge and attitudes in the participation of mothers visiting toddlers to Posyandu in Semarang City.

METHOD

This research is a quantitative research with two group pretest-posttest experimental methods. This method is a study that intervened with mothers of children under five, there is a comparison group (control) but the first observation (pretest) has been done to test changes that occur after the experiment. The intervention was carried out through the distribution of calendars and leaflet media. The population in this study were all toddlers in Semarang City while the number of samples was 134 toddlers aged 6-59 months in the Karangayu Health Center, Poncol Health Center and Bugangan Health Center. The sampling technique is purposive sampling. Data were analyzed using univariate, bivariate and multivariate.

A comparative study of health promotion using calendar and video media leaflets found that health promotion using media was more effectively used to increase participation in *Posyandu* visits, but could

influence in increasing knowledge. Where the leaflet is one of the props that are compiled or captured through the five senses (Fauziah et al., 2017)

RESULTS AND DISCUSSION

Table 1. Frequency Distribution of Response Based on the Source of Knowledge Information of Toddlers Mothers to *Posyandu* in Semarang City, 2019 (n = 67) Group of Calendar Media Intervention

Knowledge	Before		After	
	F	%	F	%
Less	21	31.3	4	6,0
Sufficient	26	38.8	25	37.3
Good	20	29.9	38	56.7
Total	67	100.0	133	100.0

Table 1. Showing the results of the knowledge variable of 67 it can be seen that the knowledge of mothers of children under five about *Posyandu* before being given health education with calendar media, mostly in the sufficient category, amounting to 26 people (38.8%). Then, after being given health education with the calendar media, most of the knowledge of mothers under five about *Posyandu* in the good category, amounting to 38 people (56.7%).

Table 2 Group of Leflet Media Control

Knowledge	Before		After	
	F	%	F	%
Less	25	37.3	10	14.9
Sufficient	34	50.7	29	43.4
Good	8	11,9	28	41.8
Total	67	100.0	67	100.0

Based on table 2, it was found that the knowledge of mothers of children under five about *Posyandu* before being given health education with leaflet media, most were in the sufficient category, namely 34 people (50.7%). Then, after being given health education through the calendar media, most of the knowledge of mothers under five about

Posyandu in the good category, namely a number of 28 people (41.8%).

Table 3. Attitude of Toddler Mothers to *Posyandu* Before and After the Giving of Calender and Leaflet Media Group of Calendar Media Intervention

Attitude	Before		After	
	f	%	f	%
Negative	43	64.2	34	50.7
Positive	24	35.8	33	49.3
Total	67	100,0	67	100.0

Based on table 3 it can be seen that before being given health education by calendar media, most of the under-five mothers had a negative attitude in attending health services at the *Posyandu*, which was 43 people (64.2%). Then, after being given health education by calendar media, most of the mothers of children under five have a positive attitude in attending health services in the *Posyandu*, which is 33 people (49.3%).

Table 4. Group of Attitude Leaflet Media Control

Attitude	Before		After	
	f	%	f	%
Negative	34	50.7	34	50,7
Positive	33	49.3	33	49.3
Jumlah	67	100.0	67	100.0

Based on table 4, the results show that the attitudes of mothers of children under five to the *Posyandu* before leaflets in the Bugangan Health Center, Karangayu Health Center and Poncol Health Center in the Positive Attitude category 33 respondents 49.3%, after the leaflet media education then the positive attitude 33 respondents 49.3%.

Bivariate Analysis

Normality Testing

Table 5. Normality Testing

Variable	Treatment	n	p-value	Conclusion
Knowledge	Pretest	67	0.000	Not
	Posttest	67	0.000	Normal
Attitude	Pretest	67	0.000	Not
	Posttest	67	0.000	Normal
				Not
				Normal
				Not
				Normal

Based on the normality test using the Kolmogorov-Smirnov test as presented in table 5, the p-values for the knowledge, attitude, behavior, commitment, and family support variables, both pretest and posttest are all less than α (0.05). This shows that all data can be declared not normally distributed. Thus, the influence test is carried out with the Non Parameteric test, namely the Wilcoxon test. The results from the Wilcoxon test are presented as follows.

Table 6. The Influence of Calendar Media to Mothers' Knowledge about *Posyandu*

Variable	Treatment	n	Mean	SD	p-value
Knowledge	Before	67	8,58	1.75	0.000
	After	67	9.51	1.69	

Based on table 6, it can be seen that before being given health education using calendar media, the average score of knowledge of mothers under five about *Posyandu* was 8.58. Then it increased to 9.51 after being given health education using calendar media

Table 7. Calendar Media Toward Mothers' Attitude in Participating *Posyandu* Agenda

Variable	Treatment	n	Mean	SD	p-value
Attitude	Before	67	41.1	3.65	0.000
	After	67	42.8	2.96	

Based on table 7 it can be seen that before being given health education using calendar media, the average score of attitudes of mothers of toddlers in participating in *Posyandu* activities was 41.1. Then it increased to 42.8 after being given health education using calendar media.

It can be seen that the p-value is 0,000 $< \alpha$ (0.05), this shows that there are significant differences in the attitudes of mothers of children under five in participating in *Posyandu* activities before and after being given health education using calendar media. This also shows that there is a significant influence of the calendar media on the attitudes of mothers of children under five in participating in *Posyandu* activities in the working area of the Bugangan Health Center, Karangayu Health Center and Poncol Health Center.

Media in health education in the participation of *Posyandu* visits in accordance with research objectives, facilities in the community, the needs of cadres and mothers of children under five are print media, and can work around so that health media is not thrown away or just piled up is to make print media that have other functions and must be needed by communities such as calendars (Pamurti & Fibriana, 2016)

A mother's attitude toward a good *Posyandu* has an important role in increasing participation or the level of a mother's visit to weigh her children at the *Posyandu*.

Effect of Calendar Media on Knowledge, Attitudes, on Toddlers in *Posyandu* Activities

Table 8. The Influence of Calendar Media Toward Knowledge

Variable	n	Mean	SD	p-value
Knowledge difference	67	25.44	3.16	0.000
Attitude difference	67	25.97	1.86	0.000

The results in the table can be seen that before being given health education using calendar media, the average score of behavior

of mothers of children under five in participating in *Posyandu* was 25.44. Then it increased to 25.97 after being given health education using leaflet media.

Showed that the increase in attitudes of mothers of children under five before and after being given health education by the calendar media showed the greatest value compared to an increase in knowledge. Thus, it appears that the calendar media most influential on the attitudes of mothers of children under five in *Posyandu* activities, on the knowledge of mothers of toddlers, attitudes of mothers of toddlers

The Value of Attendance Frequency *Pre-test* dan *Post-test*:

➤ Calender Media

The increase in attendance divided before the Pre-Test Intervention Attendance was 66: 127 = 0.52

➤ Leaflet Media

The increase in attendance numbers divided before the Total Post-Test Control Attendance was 36: 125 = 0.29

RESULTS AND DISCUSSION

Knowledge

The results showed that there were differences in the knowledge of mothers under five before and after the administration of calendar media interventions which showed the effectiveness of the use of calendar media in increasing the knowledge of toddler mothers. This is in line with the research of Martina (2009), (Suzanna, 2011) which results in differences in knowledge before and after the calendar media is given to the treatment group and it is concluded that the calendar media can be used as an appropriate alternative as a calendar media can be used as an appropriate alternative as a media in conveying various information because it has a better resistance in increasing public knowledge and is very suitable if delivered to housewives.

In the intervention group the Wilcoxon Signed Ranks Test statistic test revealed a p

value of 0,000, where a p value of <0.05, which means that H_a was accepted, that is, there was a significant change in knowledge before and after health education was given with the media, whereas in the control group also in the Wilcoxon Signed Ranks Test statistical test it is known that the value of p value is 0,000, where the p value <0.05 which means H_a is accepted, namely there is a significant change in knowledge before and after health education is given with the media. In line with research (Wantini & Indrayani, 2018) which shows there is a difference between knowledge before and after health education is given with a value ($p = 0,000$).

In this study also found respondents with insufficient knowledge, this is due to the inability of respondents to understand the benefits of *Posyandu* as evidenced in filling out the research questionnaire, where respondents were unable to answer correctly about the benefits of *Posyandu*, forgetting about health activities that can be carried out at *Posyandu* for example Vitamin A, the benefits of weighing a baby under five every month, what mothers need to pay attention to if they are measuring their child's weight, and other basic immunization schedules.

Therefore the two group pre-test and post-test group methods that have been given an intervention have an influence but will give different final results. A study at Bugangan Health Center, Karangayu Health Center and Poncol Semarang Health Center showed that health education was effective in increasing the level of knowledge, where respondents had higher knowledge values after being given health education interventions and there were different interests in participating in *Posyandu* visits before and after education. health with p value 0,000 (Wantini & Indrayani, 2018)

From the results of bivariate analysis at the Bugangan Health Center, Poncol Health Center and Karangayu Health Center there were still mothers who were knowledgeable about the benefits, the *Posyandu* activities were good but had never been to the *Posyandu* from the direct interview results, the mother said she

was lazy to bring her toddlers to be weighed because mothers felt they did not get the benefits from weighing under five for reasons only just never measured the height of the child, in addition to these reasons there is also a mother stated rarely bring toddlers to the *Posyandu* because there are no adult scales because toddlers aged 4 years more do not want to be weighed with scales gloves / dacin proven children cry when be weighed.

In addition, the child sleeps at the time the *Posyandu* is carried out and mothers are reluctant to wake the child, another reason is because mothers feel that their child is in good health, normal child's body weight and active children, so mothers rarely bring toddlers to the community.

However, if it is announced at the *Posyandu* it will be given a gift or porridge or additional food for the mothers to be sure to be present on the opening day of the *Posyandu* and there are still many mothers who think that the *Posyandu* is only carried out immunization and weighing without any other activities.

The *Posyandu* program is a social change that will bring its own consequences for rural communities. The form of change is both positive and negative. Positive changes such as the benefits obtained by the ease of obtaining health services. But so far the people in the Village have been less aware of the convenience they get.

To gain community participation in *Posyandu*, awareness should be carried out on the community about the important role and benefits of *Posyandu*, thereby forming positive perceptions among the community. (Wahyuni et al., 2017) With positive perceptions, participation in the implementation of these activities will increase. However, it seems that what needs to be clarified is an overly simplistic understanding of the *Posyandu* program. In the view of the community, the *Posyandu* program is a routine program carried out every month in the fourth week in order to weigh toddlers to determine the level of toddler development (Saepudin et al., 2017)

Attitude

The level of community participation in an area in *Posyandu* activities can be seen and measured by a comparison between the target number of children under five (S) and the number of toddlers who come weighed (D). D / S coverage can be used as a benchmark for community participation or participation in utilizing *Posyandu* (Kemenkes RI, 2014)

The results showed that there were differences in attitudes of mothers of toddlers before and after the administration of calendar media interventions which showed the effectiveness of the use of calendar media in improving the attitudes of mothers of toddlers. This study is in line with research conducted by (Suzanna, 2011), which also shows the results that there was an increase in attitude in the research group that was given a calendar media. This research is also supported by research conducted by (Siagian & Tampubolon, 2009) that there are differences in attitudes before and after the print media in the form of posters and leaflets, which means displaying posters and distributing leaflets can improve attitudes.

For groups of mothers whose attitude towards the implementation of *Posyandu* is good, the level of participation or the level of visits to *Posyandu* will be far better than that for mothers whose attitude towards the implementation of *Posyandu* is still low. The attitude of the mother towards the implementation of the *Posyandu* will be better if the mother often participates in counseling during the implementation of the *Posyandu* delivered by health workers (Kapti et al., 2013)

One example of a person's attitude in applying good knowledge also has a positive attitude in one's own health examination (Zumaro & Laksono, 2019)

Comparison of the results of scoring knowledge and attitudes on the first measurement at the pretest one week before the intervention and on the third measurement at the second posttest one month after the intervention to get the results of this significant difference occurs because the ability of

respondents to remember and process messages that have been obtained previously. as expressed (Megawati, Syria, Ngatimin, & Yani, 2018), that the results of one's knowledge are obtained from hearing experience 11%, from visual observation 83%, while the ability of memory is in the form of experience gained from what was heard 20%, from what experiences have seen 50%

The factors influencing attitude are personal experience. According to Middlebrook in (Azwar, 2010) said that the lack of experience possessed by someone with a psychological object, tends to form a negative attitude towards the object. Attitudes will be more easily formed if a person experiences in a situation that involves emotional factors. Situations that involve emotions will produce deeper and longer lasting experiences.

This research is where mothers who have toddlers who already have experience with children before so that in the formation of attitudes will get better which in turn will behave well which in this case is the behavior of carrying a MCH book when it comes to *Posyandu* toddlers.

Increased knowledge influences the attitude of respondents for the better. Changes in attitude that occur after the provision of health promotion with motivation by community leaders signifies the important role of community leaders in encouraging people to live healthy. Attitudes are also influenced by personal experience, the influence of others, the use of culture, the mass media, educational institutions and religion and emotional factors. Community leaders are certainly a representation and the existence of leadership traits that become a reference for the community in realizing the hopes and desires of the community so that community leaders can not be separated from the nature of leadership that is reflected from within themselves (Fridayanti & Laksono, 2018)

By bringing children under five to the *Posyandu*, they will get benefits, namely children getting health towards a better direction, getting benefits that are getting health

towards a better direction, getting ease of service at one opportunity in one place at once, can avoid wasting time, the level of community participation reaching the target it is expected and the scope of services can be expanded so that it can accelerate the realization of improving the health status of children under five

In addition to personal experience, attitudes are also influenced by others who are captured as important, because others around us are among the social components that are followed to influence our attitudes. In general, individuals tend to have a confirmation attitude or in line with the attitude of people who are considered important (Mulyawati et al., 2017)

CONCLUSION

The increase in the mean score of knowledge after the intervention giving the calendar in the intervention / calendar group was $9.51 - 8.58 = 0.93$ and the increase in the mean score of knowledge after giving the leaflet to the group was $9.32 - 7.94 = 1.38$. The increase in knowledge scores in the leaflet group was higher than in the calendar group.

The increase in the mean attitude score after the calendar-giving intervention in the calendar intervention group was $42.8 - 41.4 = 1.4$ and the increase in the mean attitude score after giving the leaflet in the leaflet group was $9.32 - 7.94 = 1.38$. The increase in attitude scores in the leaflet group was almost the same as in the calendar group.

The calendar is very closely related to human civilization, because all aspects of human life depend on time. Humans are social creatures who cannot live without interacting with others. For example, if there are two people who will meet for a purpose, it will be very difficult to do without a calendar that can be used as a medium for health promotion will have several advantages that will often be seen and stored for a long time. In addition, according to (Wawan & M, 2010), knowledge is also the result of not knowing because someone senses a certain object that most of

the knowledge obtained through the eyes such as seeing and reading the health promotion media provided, such as respondents' sensing in the calendar media in this study that can influence and provide increased knowledge to respondents by 60%.

From the differences in the increase in the frequency of attendance before and after the intervention between the intervention group (calendar media) and control (media leaflet), it was found that the calendar group became more often present, so giving the calendar group was more reliable than increasing attendance.

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