

ABSTRACT

THE INFLUENCE OF HEALTH EDUCATION SPEECH METHOD WITH AUDIO VISUAL AIDS MEDIA TO MOTHER BEHAVIOUR TO INCREASE THE CHILD STATUS NUTRIENT

Quasy Experiment Study in Sub District Kroman District Gresik

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The child period under five years old is the important age in growth. In that age period the child growth is really fast so it need nutrient which have a balance proportion. One of the lack reason nutrient from child is the of their mother as a parents to care their child. The speech method which use audio visual AIDS is a method which describe verbally and use media tools. So that mother imagination increase and it can optimalize imagination and skill ability.

In this research use Quasy Experiment design. The population is mother with child who has malnutrition between 12-60 month who lives in sub district Kroman district Gresik. All of sample is 30 people who is taken with inclusion criteria. They are divided treatment group and control group so it has is mother in each group. Independent variabel for that is health education speech method which use audio visual AIDS media and the dependent variable is mother behavior.

Data were collected using observation sheet and analyzed using Wilcoxon Signed Rank Test and Mann Whitney U-Test with level of significance of $p \leq 0.05$. The research was tested in 21th June-8th July 2011. Result of Wilcoxon Signed Rank Test in treatment group showed that health education speech method which use audio visual AIDS media has influence to mother knowledge to increase baby nutrient status ($p=0,001$), attitude ($p=0,005$) and practice ($p=0,001$). Mann Whitney U-Test to knowledge (0,000), attitude (0,000) and practice (0,000).

The conclusion from the paragraphs above that health education speech method with audio visual AIDS media can increase mother behavior. Health education speech method with audio visual AIDS media can be recommended for institution and mother. For further research can use mother as a sample with malnutrition then use more variation of video method and matter.

Keywords: *health education, behaviour, knowledge, attitude, practice, malnutrition.*