

ABSTRACT

Health education is a component of health promotion which has purpose to increase knowledge, awareness, willingness, and ability of society to live healthily and active in health efforts. Video can be used to clarify lesson of health promotion and has some surplus, such as lesson which is explained can be more realistic and can represent pictures and sounds on monitor.

Tetanus neonatorum is the most frequent and important cause of morbidity and mortality in newborn period. The high newborn mortality is assumed as indicator of quality of health service.

This study was designed experimental with True Experiment design and using Pre-test Post-test with Control Group Design. Population in this study was post natal women which had given birth at least once in Farida Hajrin Private Midwifery Practice. Sampling technique used in this study was probability sampling with simple random sampling. There were 40 post natal women in Farida Hajrin Private Midwifery Practice as samples which were suitable with inclusion criteria and were not included in exclusion criteria. Data was analysed using Wilcoxon and Mann Whitney test.

Result of study in 40 respondents showed that average influence of ability to bathe baby and umbilical cord treatment after given education media in treatment group was $p < 0.0001$ with $\alpha (0,05)$, $p < \alpha$ or $0.0001 < 0.005$ which meant there was significant difference of average increase of ability to bathe baby and umbilical cord treatment in treatment and control group. Based on result of analysis, video and visual aid were more effective to increase ability of mother to treat newborn in house. Conclusion of this study is there are influence of video and visual aid as education media to ability of post natal women in treating newborn in house.

Keyword: newborn treatment, tetanus neonatorum, video and visual aid.