

EXPLANATION THROUGH THE MEDIA OF CULTURAL FIGURE BAYAN (WETUTELU) ON KNOWLEDGE OF MOTHERS TO CHILDREN ABOUT BALANCED NUTRITION MESSAGES

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ABSTRACT

Background: One of the efforts to overcome nutritional problems is to increase knowledge about nutrition through nutrition counseling. Learning can be influenced by education. People with higher education tend to have a broader understanding and an openness to accept new things. Meanwhile, someone with low education tends to have old thinking patterns and is less open to new things, including powerful areas in holding their customs. One way to influence the community's mindset in such conditions is to use a trusted communication facilitator who can be a role model for the community. So that in this study, the role of traditional leaders is used so that the community is more receptive to the material presented.

Objective: To determine the effect of counseling through the media of Wetu Telu Bayan traditional leaders on the knowledge of mothers of children under five about the message of balanced nutrition.

Methods: This research is a pre-experimental study that allows testing the changes after the intervention. The research design used is a one-group pre-test-post-test design.

Result: An increase in knowledge scores in the form of differences in scores from pretest to post-test. Analysis using Wilcoxon regarding the effect of counseling on balanced nutrition messages by traditional leaders on the knowledge of mothers of children under five, the results were $p = 0.00$ or $p < 0.05$, meaning that there was an effect.

Conclusion: There is an effect of counseling through the media of Wetu Telu Bayan traditional leaders on the knowledge of mothers of children under five about the message of balanced nutrition.

PRELIMINARY

The success of a nation's development is determined by the availability of quality human resources (HR) who are physically and mentally strong, physically strong, mentally strong, have excellent health, and have an intelligent minds. Such a situation is primarily determined by the nutritional status of each community (Dikes NTB, 2015).

Based on data from monitoring the nutritional status of children under five in the province of NTB, the BB/U index is known that cases of malnutrition that occurred in North Lombok Regency were 3.8%. In comparison, cases of malnutrition were 21.8%, which is the third-highest number after Dompu Regency and Bima City. Therefore, the incidence of malnutrition in the North Lombok Regency is higher than the overall incidence of malnutrition in the Province of NTB. (PSG NTB, 2017).

Nutritional problems are public health problems that medical approaches and services alone cannot overcome. Besides being a poverty syndrome, dietary problems are closely related to food problems at the household level. Moreover, they involve aspects of knowledge and behavior that do not support a healthy lifestyle (Supariasa et al., 2002).

Lack of nutrition knowledge impacts a lack of knowledge or information about nutrition to apply this information in daily life. Therefore, one of the efforts to overcome nutritional problems is to increase one's knowledge by conducting nutritional counseling.

Community participation in improving nutritional problems can be done by increasing nutrition knowledge. The role of traditional leaders in health development is very much needed through the influence given. Traditional leaders tend to have close emotional bonds with the community, so to accommodate various ideas for the benefit of the community, traditional leaders are expected to be able to increase community participation. However, traditional leaders tend to be still bound by old values, namely traditions and cultural ties. The character's strength is still based on primordial ties, especially family, cultural and ethnic ties.

According to Anne Ahira (2007:1), community leaders are a wealth of knowledge and success in living life. He becomes an example or role model for others because the mindset built through his knowledge so that he is seen as intelligent and wise is also a role model for many people. According to Koentjaraningrat (1983:113), one of the community leaders included in the category is traditional leaders who are informal community leaders.

People with low levels of education are generally more open to people or people who are considered to have an essential role in the community. So to provide counseling about nutrition, the researchers collaborated with local traditional leaders so that the community more easily accepted what was conveyed in terms of material and language that was easier to understand. In addition, local traditional leaders better understand the condition of the community and have more roles in changing the mindset and behavior of the community. In connection with the above matters, it is essential to research the effect of counseling on knowledge about balanced nutrition messages. Therefore, this study was conducted to determine the level of community knowledge after being given counseling by local traditional leaders about the message of balanced nutrition.

RESEARCH METHODS

The population in this study were all mothers of children under five who live in Batu Jompang Hamlet, Bayan Village, Bayan District, North Lombok Regency. The sample in this study was taken using a total sampling technique, namely the technique of determining the sample by taking the entire population, namely all mothers of children under five, as many as 24 people. The research design is pre-experimental, which allows testing of changes that occur after the intervention, the research design used is a one-group pre-test-post-test design.

Method of Data Processing and Analysis

The data was obtained from the interviews using a questionnaire and presented in the table. To find out the characteristics, age of the toddler's mother, and the education and occupation of the toddler's mother. Pretest and post-test data were presented in a category table and analyzed using Wilcoxon statistical analysis at a 95% confidence level ($\alpha = 0.05$). This statistical analysis was performed using the SPSS software program. If $p < 0.05$, then there is a significant effect on mothers' knowledge of children under five.

RESULTS AND DISCUSSION

RESULTS

The study results showed women under five characteristics in Batu Jompang Hamlet, Bayan Village, Bayan District, and North Lombok Regency. Can be seen in table 1 below:

Table 1. Characteristics of Mother Toddler

Characteristics of Mother Toddler	Amount	
	n	%
Age :		
< 20 Years	1	4.17
20 – 30 Years	20	83.33
>30 Years	3	12.50
Amount	24	100.00
Education :		
No school	18	75.00
SD	2	8.33
SMP	4	16.67
Amount	24	100.00
Profession :		
Farmer	22	91.67
IRT	2	8.33
Amount	24	100.00

Based on the table above, it can be seen that most of the age of mothers under five are mainly in the range of 20-30 years, namely as many as 20 people (83.33%). Characteristics of mothers seen from education as many as 18 people (75.00%) mothers of children under five did not go to school. Most of the mothers' occupations are farmers, amounting to 22 people (91.67%).

The study results were in the category of knowledge of young women in Batu Jompang Hamlet, Bayan Village, Bayan District, and North Lombok Regency. It can be seen in Table 2 below.

Table 2. Knowledge distribution of mothers under five before and after an intervention.

Knowledge Category	Amount	
	n	%
Pretest :		
Well	0	0.00
Enough	18	75.00
Not enough	6	25.00
Amount	24	100.00
Posttest :		
Well	22	91,67
Enough	2	8.33
Not enough	0	0.00
Amount	24	100.00

Based on the results of the study, it was found that at the pretest stage, as many as six people (25.00%) mothers of toddlers had less knowledge, 18 people (75.00%) mothers of toddlers had sufficient knowledge, and no mothers of toddlers (0.0%) had good knowledge before being given intervention in the form of counseling. Meanwhile, at the post-test stage, the results showed that 22 (91.67%) mothers of children under five had good knowledge, two people (8.33%) had sufficient knowledge, and no mothers of children under five (0.0%) had poor knowledge after being given intervention in the form of counseling.

DISCUSSION

Sample Characteristics

Characteristics Based on Age of Mother Toddler

Most of the ages of mothers under five in Batu Jompang Hamlet are 19-45 years old, which is included in the very productive age, between 15-49 years (Central Bureau of Statistics). Notoatmodjo (2007) states that one of the factors related to knowledge is age. The older a person is, the more knowledge they have. However, nowadays, it is not uncommon for young people to have more knowledge than older people. This is much compared to other factors affecting knowledge apart from age, such as mass media and information.

Characteristics Based on Mother Toddler's Education

The research results obtained that each respondent has a different level of education. So that it affects knowledge about balanced nutrition messages, the lowest value of pretest and post-test knowledge scores is obtained by mothers of children under five who are not in school, while the highest scores obtained both pretest and post-test are from mothers of toddlers whose education in junior high school, it is evident that a person's formal education affects knowledge. This is in line with (Citraningtyas, 2012) that the higher a person's education, the higher his knowledge of nutrition and health. Knowledge is closely related to education, where it is expected that someone with higher education will have more extensive knowledge (Notoatmodjo, 2007).

Characteristics Based on Mother Toddler's Occupation

Work can also affect knowledge about balanced nutrition messages, where work will be affect interactions and sources of information. The results showed that the highest knowledge score of mothers under five was obtained by mothers of children under five who worked as posyandu cadres, so that the work of mothers of children under five affected knowledge about balanced nutrition messages, besides those people who were involved in being posyandu cadres would be able to get much information about nutrition and nutrition. Health through training or counseling is often followed. According to (Rahayu, 2010), the work environment can make a person gain experience and knowledge, either directly or indirectly. In line with (Notoatmodjo, 2010), one's job is very influential in accessing the required information on an object.

Knowledge Before and After Counseling

Knowledge Before Extension (Pretest)

Knowledge before treatment at the time the pretest was given aims to determine whether any of the respondents already know about the material to be delivered. The pretest can also be interpreted as an activity to test the respondent's knowledge of the material delivered before the activity is carried out. Knowledge measurement can be done through interviews or questionnaires that ask about the material's content to be measured (Notoatmodjo, 2007).

From the pretest results, the mother's ignorance about the impact of consuming vegetables is influenced by the mother's ignorance about the benefits of vegetables for body health. The inability of mothers of children under five to answer these aspects can be influenced by low education. According to (Notoatmodjo, 2010), knowledge can generally be obtained from information submitted by parents, teachers, and the mass media. People with low education tend to receive less information, affecting knowledge. In addition to education, knowledge can also be obtained through print and electronic media, but education and information sources are closely related. The absorption of information is strongly influenced by education. For example, people with low education who cannot read and write will find it challenging to absorb print and electronic media information.

While the highest aspect of a mother's knowledge at the pretest stage is about what fruit is filling when given as a distraction, according to the mother of a toddler, bananas are an example of fruit that can be filling if given as a distraction because according to the mother, bananas have a dense texture so that they can give a taste. Full. The ability of mothers of toddlers to answer the pretest can be influenced by experience; as stated by (Rahayu, 2010), experience is an event or event that someone is interacting with their environment has experienced. So from the experience of consuming local fruits or fruits that are often found, the consumption of bananas is the most filling according to mothers of toddlers.

The average knowledge of respondents at the pretest stage is sufficient, weaknesses can influence this in the questionnaire, which may be too easy, and the validity of the questionnaire was not tested first. Besides that, it can affect the knowledge of respondents who have been exposed to the material about the message of balanced nutrition to be conveyed, or it can also be knowledge obtained from experience. According to Notoatmodjo (2007), several factors influence a person's knowledge: education, mass media/information, socio-cultural and economic, environment, experience, and age.

Knowledge After Extension (Posttest)

The post-test given is a form of final evaluation when the material that has been done has been completed. At that time, a post-test is given, which aims to determine whether the toddler's mother has understood the material that has been delivered.

From the post-test results, the lowest knowledge aspect of mothers of toddlers is on the amount of water that should be consumed in a day. In contrast, on average, the mothers of toddlers do not know the volume of water that should be consumed a day. Besides, mothers of toddlers also never calculate the volume or amount of water consumed daily. Because the tendency of water consumption is adjusted to the body's condition without calculating the lack or excess of water consumption than recommended.

While the highest aspect of knowledge of mothers under five at the post-test stage is at what age children should be given food other than breast milk, all mothers of toddlers answered since toddlers were six months old, which actually before being given intervention, mothers of toddlers already knew the age of good feeding for children, so the intervention in the form of counseling, it can also be interpreted as a material review so that mothers of toddlers continue to remember it. In the future, it will be able to be applied in everyday life. This is directly proportional to the opinion (Mubarak, 2007) that one level of knowledge and the most basic is knowing, which is defined as remembering a material that has been studied or known previously, recalling something specific from all materials or stimuli that have been studied. Accepted.

The average knowledge of respondents at the post-test stage is in the excellent category, almost the same as at the pretest stage. Weaknesses can influence this in the questionnaire because it is too easy, and the validity of the questionnaire was not tested first. In addition, it can be influenced by experience so that respondents will continue to remember it because it has been done before.

The increase in respondents' knowledge occurred because of the treatment in providing counseling and discussion. In addition, the increase in respondents' knowledge is influenced by the use of regional languages during the extension process so that respondents better understand and understand the material presented.

The influence of counseling by traditional leaders

Based on the results of the pretest and post-test analysis of the research that has been done, it can be concluded that there is an effect of providing balanced nutrition counseling by traditional leaders on the knowledge of mothers of children under five. The increase in knowledge can be in the form of increased knowledge scores or increasing knowledge categories. This is inseparable from the role of traditional leaders who can become extension workers or communication facilitators that can influence the participation and knowledge of mothers of toddlers.

According to Eka Yuliana (2013), in the journal the role of traditional heads in the socialization of family planning programs in Pampang, Sungai Siring Village, Samarinda, stated that the role of traditional heads or traditional leaders/customary leaders as communication facilitators had been carried out, namely the customary head as an opinion leader getting information from extension officers PLKB and then the customary head forward to the community. It takes the right intermediary so that the community can well receive the message. The intermediary is the customary head as a communication facilitator. With the proper communication facilitator selection, it is hoped to produce a good understanding of the material presented. This is directly proportional to the research carried out, where it is hoped that the role of traditional leaders as communication facilitators can be carried out well and affect public knowledge.

The IEC/communication, information, and education strategy is applied in delivering balanced nutrition messages to the community based on the goals and objectives intended for each target, namely empowering the community to participate actively in nutrition counseling activities through information dissemination, orientation, or training and collaboration with local figures such as religious leaders, traditional leaders, PKK, teachers, agricultural extension workers, journalists, cadres, etc. to improve their abilities and skills in counseling balanced nutrition messages. (PGS, 2010).

Changing the mindset of rural people about health is not easy because the homogeneous nature of rural communities is also seen in their belief systems. Public trust, especially regarding medical health and the role of health workers, is still lacking. As stated by Lukman Hakim (2013) in his journal entitled "Socio-cultural factors and community orientation in treatment," states that the influence of culture on society is one of the main reasons people in rural areas choose another alternative why people are more likely to go to everyday people than to doctors or other health workers in health problems.

The pattern of thinking that is still common about nutrition and health is still developing in remote communities such as in Dusun Batu, Japan. According to one mother of toddlers that the habits or traditions of the community, especially in the health sector, will continue to develop and can hardly be abandoned when posyandu is always given health information, but mothers of toddlers will only know and do not apply it in daily life if it is something new. and not by their tradition so far (Anonymous, 2019). As an example of a balanced nutrition message, namely the age of feeding babies, the average community already knows the age of good feeding for babies is after the baby is six months old. However, people are still unfamiliar with the term Exclusive Breastfeeding. In practice, the average community does not apply exclusive breastfeeding because when babies are less than six months old, they are fine even though they have been given food other than breast milk. As a result, even babies become fat and healthy.

In the future, the best way to change people's mindsets to create a healthy society is to conduct advocacy both across programs and across sectors to improve the health status of the community. Local traditional leaders, as stated by Green quoted (Notoatmodjo, 2003) concept of behavior that is influenced by reinforcing factors, including the attitudes and behavior of religious leaders, traditional leaders as well as health workers who can be used as role models for the community.

The conclusion drawn from this research is that the counseling provided by traditional leaders affects increasing the knowledge of mothers of children under five, especially in rural community groups that still adhere to the principles of kinship and ethnicity. In general, rural communities are also more likely to trust people who are considered to have a role in society, especially people who have led these community groups. Social sciences and no health science background at all, but these obstacles can be overcome by providing balanced nutrition message materials and monitoring daily understanding of the material by the traditional leaders.

The success of the research can be seen based on the category of increasing knowledge of mothers of children under five before and after being given intervention in the form of counseling on balanced nutrition messages. The percentage of research success is obtained by comparing the number of samples with less sufficient and good knowledge. Then from each of these categories, grouped and calculated the percentage increase in knowledge of mothers under five, the results obtained that the percentage increase in knowledge of mothers under five is in the category of good knowledge. Before the intervention was given, the 24 mothers of children under five had insufficient and insufficient knowledge. Then after the intervention, 22 (91.67%) mothers of children under five were in the excellent knowledge category. So from the percentage increase in knowledge, it can be concluded that this research on counseling on balanced nutrition messages by traditional leaders has succeeded in increasing the knowledge of mothers of toddlers about balanced nutrition messages.

In addition to referring to the knowledge category, it will be more detailed if the study's success is described according to the difference in the knowledge value of mothers of children under five before and after the intervention. The difference obtained from the results of the pretest and post-test is very varied and significant when viewed from the number of mothers of children under five whose knowledge increased because all mothers of children under five who were given the intervention had an increased knowledge score. Therefore, it can also be said that it is seen from the increase in the knowledge score of mothers of children under five that this research on counseling on balanced nutrition messages by traditional leaders has succeeded in increasing the knowledge of mothers of children under five about balanced nutrition messages.

CONCLUSIONS AND SUGGESTIONS

conclusions

From the results of these studies, it can be concluded that:

There was an increase in the knowledge of mothers of children under five before and after being given balanced nutrition counseling by traditional leaders.

The role of traditional leaders who can adjust the discussion of the material and the community's needs can increase the knowledge of mothers of children under five about the message of balanced nutrition.

suggestion

Based on the research results, suggestions that can be submitted include:

For health workers:

It is better to use the role of traditional leaders, especially the role of health and nutrition educators.

For mothers of toddlers:

Mothers of toddlers can maintain and remember the knowledge of balanced nutrition messages that have been given.

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