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EFEKTIVITAS EDUKASI KEHAMILAN BERBASIS *WHATSAPP BROADCAST* TERHADAP PENGETAHUAN IBU HAMIL DALAM MEMPERSIAPKAN PERSALINAN DI KLINIK TAMAN SARI KOTA PEKANBARU

xiii + 44 Halaman+ 6 Tabel+ 3 Bagan + 1 Gambar + 9 Lampiran

ABSTRAK

Edukasi kehamilan sering kali kurang optimal akibat keterbatasan durasi konsultasi tatap muka. Ibu hamil dengan literasi digital yang tinggi memiliki kesiapan persalinan lebih baik. Penelitian ini bertujuan untuk menganalisis efektivitas edukasi kehamilan berbasis *WhatsApp Broadcast* terhadap peningkatan pengetahuan ibu hamil dalam mempersiapkan persalinan di Klinik Taman Sari Kota Pekanbaru. Penelitian kuantitatif dengan desain *pre-experimental (one-group pretest-posttest)* ini dilaksanakan pada bulan April hingga Juli 2026. Sampel diambil menggunakan teknik *purposive sampling* sebanyak 20 ibu hamil trimester III. Intervensi diberikan dalam bentuk materi edukasi visual persiapan persalinan melalui fitur *WhatsApp Broadcast* sebanyak 4 kali selama 5 hari. Tingkat pengetahuan diukur sebelum dan sesudah intervensi menggunakan kuesioner. Analisis data dilakukan menggunakan uji *Wilcoxon Signed Ranks Test*. Hasil penelitian menunjukkan rata-rata skor pengetahuan ibu hamil sebelum intervensi (*pre-test*) sebesar 78 (SD 14,54). Setelah diberikan edukasi (*post-test*), rata-rata skor pengetahuan meningkat secara signifikan menjadi 94,75 (SD 4,43). Hasil uji statistik *Wilcoxon* didapatkan adanya perbedaan nilai pengetahuan sebelum dan sesudah diberikan edukasi berdasarkan edukasi *WhatsApp Broadcast* menghasilkan (*p-value* 0,00). Edukasi kehamilan berbasis *WhatsApp Broadcast* terbukti efektif meningkatkan pengetahuan ibu hamil dalam mempersiapkan persalinan. Media *WhatsApp Broadcast* ini dapat digunakan oleh fasilitas pelayanan kesehatan sebagai inovasi promosi kesehatan prenatal yang fleksibel, efisien, dan berkelanjutan.

Kata Kunci: Edukasi Kehamilan, Pengetahuan, Persiapan Persalinan, *WhatsApp Broadcast*, *m-Health*.

Daftar Bacaan: 71 Referensi (2014-2025)

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**THE EFFECTIVENESS OF WHATSAPP BROADCAST-BASED
PREGNANCY EDUCATION ON THE KNOWLEDGE OF PREGNANT
WOMEN IN PREPARING FOR CHILDBIRTH AT TAMAN SARI CLINIC,
PEKANBARU CITY**

xiii + 44 Pages, 6 Tables, 3 Flowcharts, 1 Figure, 9 Appendices

ABSTRACT

Pregnancy education is often suboptimal due to the limited duration of face-to-face consultations. Pregnant women with high digital literacy tend to demonstrate better childbirth preparedness. This study aimed to analyze the effectiveness of WhatsApp Broadcast-based pregnancy education in improving pregnant women's knowledge of childbirth preparation at Taman Sari Clinic, Pekanbaru City. This quantitative study employed a pre-experimental one-group pretest-posttest design and was conducted from April to July 2026. A sample of 20 third-trimester pregnant women was selected using purposive sampling. The intervention consisted of four sessions of visual educational materials on childbirth preparation delivered via the WhatsApp Broadcast feature over five days. Knowledge levels were measured before and after the intervention using a questionnaire. Data were analyzed using the Wilcoxon Signed-Rank Test. The results showed that the mean knowledge score before the intervention was 78.00 (SD = 14.54), which increased significantly to 94.75 (SD = 4.43) after the intervention. The Wilcoxon Signed-Rank Test yielded a p-value of < 0.001 ($p < 0.05$), indicating a statistically significant difference in knowledge scores before and after the educational intervention. WhatsApp Broadcast-based pregnancy education was proven effective in improving pregnant women's knowledge of childbirth preparation. This medium can be adopted by healthcare facilities as a flexible, efficient, and sustainable prenatal health promotion innovation.

Keywords: *pregnancy education, knowledge, childbirth preparation, WhatsApp Broadcast, m-Health.*

References: *71 References (2014-2025)*