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**The Influence of Audio Visual Media on Knowledge and Attitudes of
Pregnant Women About Blood Supplement Tablets in the Working Area of
Andalas Health Center, Padang City in 2023**

xii + 85 Pages + 7 Tables + 3 Picture + 13 Attachments

ABSTRACT

Indonesia reduced the incidence of anemia with the Giving Blood Supplement Tablet program by 90 tablets (100%) during pregnancy. The coverage of giving iron tablets to pregnant women in Indonesia in 2021 (84.2%) and Padang City is (81.76%). One of the causes of anemia is the lack of knowledge of pregnant women about iron tablets. The purpose of this study was to determine the effect of audio-visual media on the knowledge and attitudes of pregnant women about iron tablets in the Andalas Health Center work area in 2023.

This type of research is a Quasi Experiment using the One Group Pre-Test Post-Test design during the research period from March to August 2023, data collection was from 27 May to 24 June 2023 with a questionnaire in the Working Area of the Andalas Health Center, Padang City in 2023. Data analysis was Univariate and Bivariate using Paired T-Test ($p < 0.05$).

The results of the research mean the knowledge score before (11.76), after (17.24) and the average attitude score before (56.61), after (62.29) is given audio visual media about TTD. There is an influence of audio-visual media on the level of knowledge of pregnant women with a p value = 0.000 ($p < 0.05$). There is an influence of audio-visual media on the attitude of pregnant women with a p value = 0.000 ($p < 0.05$).

The conclusion of the study is the Effect of Audio Visual Media on the Knowledge and Attitudes of Pregnant Women in the Work Area of the Andalas Health Center in 2023. Suggestions for health workers to reduce the incidence of anemia and increase the coverage of iron supplements through health promotion using audio-visual media.

**Keywords : Knowledge, Attitudes, Audio Visual Media, Blood Supplement
Tablets.**

Literature : 48 (2013-2023)