

INFLUENCE OF MEDIA COMMUNICATION ON ATTITUDES AND KNOWLEDGE PREGNANT WOMEN CONSUMING FE TABLET IN THE MATERNITY CLINIC DELTA MUTIARA SIDOARJO

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ABSTRACT

The effectiveness of learning and teaching processes are influenced by the precision of the use of methods and media used. The role of Fe tablet in pregnancy is very important for the health of the mother or her fetus. This research aims to know the influence of the communications media towards the knowledge and attitude to pregnant mothers in consuming Fe tablets in Maternity Clinic Delta Mutiara Sidoarjo. This type of research is a true experimental design with pretest-posttest Design. The treatment using the the extension with lectures and outreach with leaflets. The population of as many as 40 people, the sample as many as 36 people, the sampling technique used simple random sampling of each group is made up of 18 people aged 20-25 years old and high school education. Tested with Chi-Square. In the control group, pregnant women who have good knowledge score of 33,33% and obtained results of 44,44% are being received while on a group of experiments, pregnant women are knowledgeable well as much 77,78% and obtained results 93,03% of pregnant women who received. The research result obtained from X^2 to calculate $> X^2$ table ($7.85 > 5$) on knowledge so H_0 denied and H_1 are accepted. On the attitude of expectant mothers count $X^2 > X^2$ tables ($4.98 > 3.84$), so H_0 denied and H_1 are accepted. From the results of this research it can be concluded that there is an influence of media communication to knowledge and attitude of pregnant women to consume Fe tablets.

Keywords: leaflets, Fe tablet, knowledge, attitude

INTRODUCTION

Iron is a mineral that is needed by all biological systems in the body which is the element of life to the synthesis of hemoglobin. Iron is stored in liver, spleen, and bone marrow. About 70% of the iron in the body is in hemoglobin and myoglobin to be within 3 % (deposits of oxygen intramuscular). Good sources of iron include red meat, eggs, spinach, and cereals or whole grains. Most of the iron in food have a form of ferric (Fe^{3+}). Gastric secretions will dissolve iron from food, so as to ease the process of reduction into ferrous (Fe^{2+}). Iron deficiency anemia which will result in lowering the maximum amount of oxygen carried by the blood. A woman experiencing anemic usually looking very tired, loss of appetite to eat and feel unable to cope with the various problems. Without being treated, the disease anemic can be continued in a state of cardiac arrest (Jordan, 2001). Needs iron in women increasing while pregnant and gave birth. When a pregnant mother is not only required to meet the needs of iron for herself, but should also

meet the needs of iron for the needs of fetus. Besides bleeding during childbirth may also cause a mother to lose more iron (Soebroto, 2009). The recommended dose in 30 mg a day on pregnant women, red blood cells was increased to 30%. Every pregnant woman needs an extra 700-800 mg of iron. Iron needs in first trimester less than the second and third trimester. At the time of the iron needs of unreliability of course daily menu although the daily on the menu already contains many cultivated food with iron (Muliarini, 2010).

The government has made a program to encourage any pregnant woman to drink one of the pills (tablets) plus blood (Fe) until the time of parturition (Depkes, 2006). But in fact, pregnant women who have been given Fe not necessarily consume Fe tablets during a routine at home. On the research of Herlina et al (2005) found the existence of a tendency of expectant mothers who are less obedient to consume Fe tablets. In her report, also revealed some of the studies show the coverage of iron supplementation of pregnant women about 30.8%-78.6%, and prevalence indicate that very few pregnant women (24.4%) consuming iron tablets as recommended. While the preliminary study in the maternity clinic of Delta Mutiara, from 15 pregnant women found 12 who don't drink the recommended appropriate iron tablets. The condition likely caused by internal factors, i.e., conviction, knowledge, experience, and attitude of the mother. Some external factors, i.e. antenatal services, KIE, the distance to the place of home ministry. Based on data retrieved, consume iron tablets are recommended for pregnant women (24.4%).

Communication is the sending of messages from the source to the recipient, also in the form of a particular behaviours that aim to influence others in certain situations (Enjang, 2009). Communication is divided into two, namely : verbal communication where information exchange occurs orally. Non verbal communication while more into expression communicators. Communicant can also be combined with leaflets or posters so that communicant is easier to remember. The impact of less effective communication will make less mother understand the importance of drinking the tablet so that any mother drinking Fe tablet doesn't fit the rules and also doesn't consume the tablet Fe routinely, as a result of pregnant women will be anemic and bleeding while giving birth.

One of the efforts to resolve the above issue, namely pregnancy check regularly with the giving of information about Fe tablet accompanied leaflets. Expected outreach with leaflets can add to knowledge about how the drinking mother, time drinking, as well as the benefits of drinking expectant mothers for Fe tablets.

METHOD

The place of this research is the maternity clinic delta mutiara. Time of research on April-July.

The Population In This Research Is Pregnant Women Who Received Fe tablets in 2010-2011 aged 20-25 years of high school education are examined in the maternity clinic delta mutiara sidoarjo, as many as 40 people the technique used is a probability sample, with simple random sampling that is the taking of a sample of members of the population taken at random without regard to existing strata in that population. This way do when members of the population are considered homogeneous. The sample in this research are pregnant women who had received Fe tablets in 2010-2011 in the maternity clinic delta mutiara sidoarjo as many as 36 people.

Questionnaire in this study using Likert scale for attitudes, then the measured variables are translated into indicators that can be measured. These indicators are used as a point of fail to make the instrument item be questions or statements that need to be answered by the respondent. Every answer is connected with the form of a statement or attitude that support marked with

answer choice signaled that consist of strongly agree (SS), agree (S), disagree (TS), and strongly disagree (STS). form of question are using right-wrong answer.

RESULTS

General data

Based on research on the influence of the communications media towards the knowledge and attitude to pregnant women consume Fe obtained results distribution of pregnant women based on jobs, an average of pregnant women working a private 21 people (58.33%) is shown in the following table:

Table 1. Distribution of pregnant women on the basis of the work of tablet Fe in the maternity clinic delta mutiara sidoarjo

No	Jobs	Frequency	Percentage (%)
1	Housewife	6	16.67
2	Swasta	21	58.33
3	Entrepreneur	9	25
Total		36	100

Source: primary research data

Specific Data

Section will be present results of the data collection from the respondent as form of knowledge from pregnant women without and with leaflets.

1) Utilization of communication media of the Fe tablet at maternity clinic Delta Mutiara Sidoarjo

Based on research data, obtained an overview of the utilization of communication media on average Fe tablets obtained a balanced treatment, i.e, each of the 18 people (50%). For more details about communication media utilization classification Fe tablet in the maternity clinic delta mutiara sidoarjo are presented in table 4.2 below:

Table 2. Distribution of pregnant women based on the utilization of communication media about tablet Fe

Communication Media	Frequency	Percentage (%)
Without leaflet	18	50
With leaflet	18	50
Total	36	100

Source: primary research data

2) Knowledge of pregnant women on Fe tablet in the maternity clinic of Delta Mutiara

a. Knowledge of pregnant women (without the leaflet)

Based on research data, obtained overview knowledge of pregnant women about the most knowledgeable Fe tablet is enough in the control group as many as 9 people (50%). For more details of classification knowledge of pregnant women on the maternity clinic delta mutiara will be presented in table 4.3 below:

Table 3. Distribution of pregnant women based on knowledge about Fe tablet at the maternity clinic delta mutiara sidoarjo

Knowledge (leaflet)	Frequency	Percentage (%)
Good	6	33.33
Enough	9	50
Less	3	16.67
Total	18	100

Source: primary research data

b. Knowledge of pregnant women (with the leaflet)

Based on research data, obtained overview knowledge of pregnant women about the most knowledgeable Fe tablet at both the experimental group of as many as 14 people (77.78%). For more details the classification level of knowledge of respondents about the Fe tablet in the maternity clinic delta mutiara will be presented in table 4.4 below:

Table 4. Distribution of pregnant women based on knowledge about the Fe tablet with leaflet at the maternity clinic delta mutiara sidoarjo

Knowledge (leaflet)	Frequency	Percentage (%)
Good	14	77.78
Enough	2	11.11
Less	2	11.11
Total	18	100

Source: primary research data

Attitude of expectant mothers about Fe tablet in the maternity clinic Delta Mutiara

a. Attitude of pregnant women (without the leaflet)

Based on research data, obtained an overview of the attitude of expectant mothers about the Fe tablet most behaved in the control group received a total of 10 people (55.56%). For more details about other expectant attitude classification Fe tablet in the maternity clinic delta mutiara sidoarjo will be presented on the table 4.5 below:

Table 5. Distribution of pregnant women based on attitudes about Fe tablet (no leaflets) at the maternity clinic delta mutiara sidoarjo.

Attitude (without leaflets)	Frequency	Percentage (%)
Received	10	55.56
Denied	8	44.44
	18	100

Source: primary research data

b. Attitude of pregnant women (with the leaflet)

Based on the research data, obtained an overview of the attitude of expectant mothers about the most Fe tablets being received on a group of experiments as much as 16 people (93.03%). For more details about expectant mothers attitude classification Fe tablet in maternity clinic delta mutiara are presented in table 4.6 as follows:

Table 6. Distribution of pregnant women based on attitudes about Fe tablet (with leaflets) at the maternity clinic delta mutiara sidoarjo

Attitude (with leaflets)	Frequency	Percentage (%)
Received	16	88.89
Denied	2	11.11
	18	100

Source: primary research data

Tabulate cross between knowledge of pregnant women who were given the treatment of pregnant women who were denied treatment

After the data has been obtained about the knowledge between the control group and the group of experiment will be used cross-tabulations against both of these variables. Presented in table 2.9 below:

Table 7. Tabulate cross between knowledge of pregnant women who were given treatment of pregnant women who were denied treatment.

Media Communication	Knowledge							
	Good		Enough		Less			
	N	%	N	%	N	%	N	%
Without leaflets	6	33.33	9	50	3	16.67	18	100
Leaflets	14	77.78	2	11.11	2	11.11	18	100
Total	20	55.56	11	30.56	5	13.89	36	100
Statistical test	$\alpha = 0.05$							
Chi-Square	X2 calculate (7.85) > X2 table (5.59)							

Source : processing data on field

Based on the results of the cross-tabulations showed that, pregnant women who are given the extension using the leaflets had a good knowledge of as many as 14 people (77.78%), while pregnant women who are given the extension without having enough knowledge leaflets utilize as many as 9 people (50%).

Based on statistical test of Chi-Square between the knowledge of pregnant women who were given the treatment of pregnant women who were denied treatment of Fe tablet are obtained by consuming X^2 calculate > X^2 tables (7.85 > 5), so H_0 denied and H_1 received stating there the influence of the communications media to knowledge of pregnant women consume Fe tablets in the maternbity clinic delta mutiara sidoarjo.

Cross Tabulation Between The Attitude Of Expectant Mothers Who Were Given The Treatment Of Pregnant Women Who Were Denied Treatment

After the data has been obtained about the attitude between the control group and the group of experiment will be used cross-tabulation against both of these variables. Presented in table 4.8 below:

Table 8. Cross tabulation between the attitude of expectant mothers who were given preferential treatment by pregnant women are not given the treatment.

Media Communication	Attitude				Total	
	Received		Denied		N	%
	N	%	N	%		
Without leaflets	10	44.44	8	55.56	18	100
Leaflets	16	88.89	2	11.11	18	100
Total	26	72.22	10	36	36	100
Statistical test	$\alpha = 0.05$					
Chi-Square	X2 calculate (4.98) > X2 table (3.84)					

Source : data processing in field

Based on the results of the cross-tabulations showed that, pregnant women who are given the extension using the leaflets had received as many as 16 people attitude (93.03%), while pregnant women who are given the extension without using the leaflets had received as many as 10 people attitude (44.44%).

Based on statistical test of Chi-Square between the attitude of expectant women who were given the treatment of pregnant women who were denied treatment about to consume Fe tablets obtained count $X^2 > X^2$ tables (4.98 > 3.84) so H_0 denied and H_1 received stating there the influence of the media communications attitudes towards pregnant women consume Fe tablets in the maternity clinic delta mutiara sidoarjo.

DISCUSSION

An overview of the utilization of communication media of the fe tablet at maternity clinic Delta Mutiara.

Extension of material tablet Fe guidance the understanding, the benefits, how to drink, when to drink, many food sources that contain Fe, Fe deficiency induced, and how the absorption of Fe. Pregnant women taken the sample numbered 36 people, each group consisting of 18 people who received different treatment. It means there is a 50% of pregnant women who are given the extension without leaflets and 50% of pregnant women who are given the extension with leaflet.

Knowledge of pregnant women who are given the extension without media leaflets

Based on the processing of data in table 4.3 indicates that after a given number of Fe tablet, pregnant women elucidation with either knowledge category of 50%. This affected because many mothers working as private employees (shift) 58,33%. Pregnant women who were too solid turns can also affect the awareness of health let alone the irregular work schedules can be unable to concentrate/stress while at home and at work.

Stress is typically more often hinders decision making wisdom. So will hinder the acceptance process is also the message (Indradaya, 2009).

While pregnant women are knowledgeable good as much as 33.33% and working as a entrepreneur as much as 25%. This can be caused if mother work in accordance with the desired

time without pressure from other people (ruler). Because work with relaxed fitting time management mum can receive counseling as well.

This is accordance with the opinion of Enjang (2009) explaining that psychological atmosphere of pregnant women is not it will also affect the atmosphere of communication as well as obstruction in the channels (rowdy atmosphere). And expectant mothers have the introvert. Therefore required special initiatives to approach expectant mothers, so the message can be delivered as appropriate and better yet if it applies.

Without counselling media are less effective in counseling because of less help to stimulate sense of sight visual aspects of pregnant women, at the pictures more communication media facilitate the receipt of information or educational materials (Notoadmodjo, 2003).

Knowledge Of Pregnant Women Who Were Given Leaflets With Media Outreach

Based on results of the analysis of the data in table 4.4 expectant mothers given elucidation tablets Fe using leaflets, the number of pregnant women with either knowledge category as much as 77.78% and 50% utilization of leaflets. From the data retrieved can be known that media leaflets that accompanied many pictures and a short message can be more optimally in affect between pregnant mother of a busy but still depends on the ability of extension officers cultivate sentence messages in leaflets and the ability to visualize the images/content of the leaflets. In addition the media leaflets can also be stored, brought it home, and read at any time to review the contents of the leaflets.

While according to Maulana (2009) factors that greatly affect the health extension is in the selection of methods, tools/media, and the number of target groups, that is to get the results from extension with up to a third of these factors greatly affect. the medium used is determined by the intensity of the media in providing articles about tablet Fe to pregnant women.

In addition, pregnant women who have enough knowledge as much as 24% and another who got counseling with leaflets as much as 50%. Although it has been given a leaflet with the extension, the success of education is not only seen in terms of the use media but also seen from the extension officers and environmental conditions factor when counseling takes place, for example rowdy.

It is also submitted by LIPI (2005) explaining that shaped the environment affects the transmission of communicators in interpreting the contents of the message. For example, geographic conditions, climate, and architecture as the perception of communicators on environment. But there also a lack of knowledge of pregnant women by as much as 11% with pregnant women who have a profession as private workers as much as 58.33%. this can be interpreted that the profession one can effect conferring to the system of acceptance of information as a whole, the physical conditions of faigue, as well as one's concentration of power could also lead to the process of acceptance of the message has not been run in accordance with the objectives. Each indivisual has a primary focused minds to do but if the current position of the mind that plagued other then the mind will be ignored.

According to Anthony (2004) explained that there were certain things in order to measure the success of a communication among them is the focus group. All communications should be repeated using the existing media. As one leaflet from the media form for the submission of information or health messages through a folded sheet. The contents of the information can be in the form of a sentence or a picture or a combination (Notoadmodjo, 2003). Leaflets have advantages can be stored for long, when you forget be opened again, can be used as reference material and its scope considerably and can help reach other media (Effendy, 2009).

The Attitude Of Expectant Mothers Who Were Given Without Media Outreach Leaflet

Based on the analysis in table 4.5 expectant mothers who are not given a leaflet when extension, obtained results of 44.44% (10 people) are being received and there were 33.33% people who are knowledgeable enough. With enough knowledge and capital is the tranquil soul success acceptance message that has been delivered by communicators so that the process of acceptance of messages has been started from the factors of pregnant women.

According Notoadmodjo (2003) everymedia outreach has different intensity when received by the target extension, so that also affect the level of acceptance of pregnant women against the contents of the guidance material is delivered. Otherwise on reach done would be greatly impacted on the extension officers using methods extension in accordance with the target group, the media tools serve only clarify the guidance material in order to increase the intensity of the acceptance of pregnant women. Factors of pregnant women also greatly affect target sensing aspects, in an effort to maximize acceptance of guidance material will affect the understanding and increased knowledge about the contents of target guidance.

While pregnant women who are being refused as much as 55.56% and seen from the work has found 58.33% of working mothers are private (shift). Sometimes the mind and forgotten because of the stacking makes pregnant women did not try to find more information. In connection with that, the pregnant women in this study the average work with shift will impact the lack of attention to his health, the profession of pregnant women who are outside the health sector, and the mind-set of pregnant women can also affect the mother's attitude in response to some of data has been obtained may be less known that method can represent a whole lecture contents of message delivered.

This is in accordance with the opinion of Enjang (2009) explaining that psychological atmosphere of pregnant women is not it will also affect the atmosphere of along communication obstacle in a channel, usually in the form of noise inside or outside the meeting room. Barriers such as these are often referred to as a distraction from outside (external noise).

The Attitude Of Expectant Mothers Who Were Given Leaflets With Media Outreach

Based on the results of the research result obtained on table 4.6 expecting mothers given extension with media leaflets, which behave receive as many 93.03%. Leaflet shape is more minimalist and simple from other communication media (posters, billboard, etc) can be used as an escort when the extension takes place. The use of media in education leaflet quite effective in conveying the message of extension, although factors greatly influence the effectiveness of extension officers communicant the delivery of the message, along with level of education and age are also pregnant women that also affect the level of understanding of pregnant women in receiving content extension and can be read at anytime if extension while listening to less concentration.

As well as the attitude of the recipients as well as well determine the effectiveness of communication. Positive attitudes such as open, happy, interested, and sympathetic, will provide a positive influence in the process of communication. Conversely a negative attitude as closed, irritated, unsympathetic to the communicators, will bring negative influence (Hendrikus, 2009).

While pregnant women who are being refused by as much as 13% and viewed from beside of the work obtained 58.33% of working mothers are private (shift). The jaded mother despite counseling has been given not to listen to what the content of the message that has been delivered by extension officers. This grip is require for expectant mothers in the form of copy (leaflets) that can be stored and read again if the current leisure mothers want to read messages that are delivered via a leaflets so that the purpose of the message can be realized.

The use of leaflets as media outreach has its own advantages in terms of completeness of material presented in addition to the presentation of an interesting picture despite the limitations of the presentation leaflet is in the aspect of the size of the leaflet are small and not of the poster, therefore the use of media leaflets can be used personally identifiable in great numbers in accordance with the number of the target extension (Notoadmodjo, 2003).

Influence of Fe tablet between extension that does not use the media of communication and the use of communication media (leaflets) to knowledge of pregnant women

From the results of cross-tabulations and Chi-Square test results obtained the value X^2 calculate $> X^2$ table ($7,85 > 5$) on knowledge, which means there is the influence of media communication to knowledge of pregnant women to consume Fe tablets. From the results of cross-tabulations can also note that the leaflets have a composition in terms of picture messages and short sentences, so that maximum level delivery of the messages was strongly influenced by the capacity and quality of presentation material/content in the form of images and writings the influence of illumination without the medium of communication and outreach with media communication (leaflet) in the execution of counseling Fe tablets can be influenced by various factors.

According to Notoadmodjo (2003), every media outreach has different intensity when received by the target extension, so that also affect the level of acceptance of pregnant women against the contents of the guidance material is delivered. Outreach done would be greatly impacted on the extension officers using methods extension in accordance with the target group, the media tools serve only clarify the guidance material in order to increase the intensity of the acceptance of pregnant women. Leaflet has the ability in sensing can provide a stimulus of pregnant women. But leaflets emphasized cognitive aspects for improvement target and does not take precedence to improve aspects of the affective and psychomotor targets. Leaflets as well as attractive a target from the presentation of the image also provides an explanation of the picture briefly so that can provide a stimulus curiosity target for further reading the contents of the leaflets and maximize improved knowledge of the respondent, despite the smaller size of the leaflet but the use of leaflets are usually individuals so that it can effectively accepted the whole target (DepKes RI, 2008).

The influence of extension with leaflets can be seen from the results of the increased knowledge of pregnant women that is based upon the ability of sensing pregnant women in receiving guidance material, based on the theory of health education experts that sense the most widely distributes knowledge into the brain is eyes, approximately 75% to 87% of human knowledge gained/channeled through the eyes, while 13% to 25% more flow through other sense (Notoadmodjo, 2003). Based on the theory of media leaflets have nearly the same intensity in the visual aspect, the leaflets are more likely able to “approaches” personal interest so that the interest of the respondent to seek more knowledge can be gained through the medium of leaflets. It means in context of this research leaflets can be more effective in increasing knowledge of pregnant women about Fe tablet.

The Influence Of Extension Between Fe Tablets That Do Not Use The Medium Of Communication And The Use Media (Leaflets) Attitude Towards Pregnant Women

Test results of Chi-Square obtained results X^2 calculate $> X^2$ tables ($4.98 > 3.84$) on the attitude of expectant mothers. This means that there is the influence of media communication attitudes towards pregnant women consume Fe tablets.

With increasing economic level in this country, individual routines is also increasingly solid to meet the necessities of life and need time to work on personal tasks. As with pregnant women did not cover the possibility of taking part make a living to meet the needs of his household until the time for his health often taken. Therefore it took the initiative of health workers to draw attention to pregnant women about the health concern primarily about the Fe tablet.

It also delivered by Vini (2004) mentions that working while pregnant is easy if the expectant mothers understand the body needs and feel able to spur herself. Every woman has a different tolerance at different stages of pregnancy. If her work is full of demands, it's hard for pregnant women to perform task as usual that will size the time, effort, and thought.

A leaflet is a sheet of paper that contains the print writing about an issue specific to the target which can be read. Leaflets given out after a target finished a lecture or lectures in order to be used as a reminder message or may be given during a lecture to reinforce the message that is being delivered (Ali, 2009).

CONCLUSION

Based on research conducted on the influence of Media Communications Attitudes towards and knowledge of pregnant women to consume Fe Tablets, the following conclusions can be taken:

1. knowledge of pregnant women who are without the use of leaflets, have sufficient knowledge with the result by 50%. as for knowledge of pregnant women using leaflets, have a good knowledge of 77,78%. This proves that the existence of influence among the communication media to knowledge of pregnant women.
2. the attitude of pregnant women without the use of leaflets, which are being received of 55,56%. as for the attitude of pregnant women using leaflets that are being received of 88,89%. This proves that the existence of communication between the media influence attitudes towards pregnant women in consuming Fe.

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