

The Effect of Education Using Leaflet Media on Maternal Attitudes Toward Family Awareness of Malnutrition in Toddlers at Posyandu Nusa 1, Banjarmasin

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ABSTRACT/ ABSTRAK

ABSTRACT. Malnutrition in toddlers remains a common public health issue in Indonesia, including within the working area of Sungai Bilu Public Health Center in Banjarmasin. One contributing factor is the lack of maternal knowledge and attitudes regarding the importance of balanced nutrition within the family. This study aims to examine the effect of education using leaflet media on maternal attitudes toward family awareness of malnutrition. A pre-experimental design with a one-group pretest-posttest approach was employed. The sample consisted of 40 mothers with toddlers aged 1–5 years, selected through accidental sampling. The instrument used was an attitude questionnaire, and the data were analyzed using the Paired t-Test to assess differences before and after the intervention. The results showed a significant change in maternal attitudes after the educational intervention, with a p-value of 0.000. Education through leaflets was proven effective in enhancing understanding and encouraging positive attitude changes by addressing the cognitive, affective, and conative components. It can be concluded that leaflets serve as an effective and efficient educational medium for increasing maternal awareness of malnutrition prevention in toddlers. The use of leaflet media is recommended to be optimized in ongoing health promotion efforts at integrated health posts and public health centers.

ABSTRAK. Gizi buruk pada balita merupakan permasalahan kesehatan masyarakat yang masih sering dijumpai di Indonesia, termasuk di wilayah kerja Puskesmas Sungai Bilu, Banjarmasin. Salah satu faktor penyebabnya adalah rendahnya pengetahuan dan sikap ibu terkait pentingnya gizi seimbang dalam keluarga. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi menggunakan media leaflet terhadap sikap ibu mengenai keluarga sadar gizi buruk. Penelitian ini menggunakan desain pra-eksperimen dengan pendekatan one group pretest-posttest. Sampel terdiri atas 40 ibu yang memiliki balita usia 1–5 tahun dan dipilih menggunakan teknik accidental sampling. Instrumen yang digunakan adalah kuesioner sikap, dan data dianalisis dengan uji *Paired t-Test* untuk mengetahui perbedaan nilai sebelum dan sesudah intervensi. Hasil penelitian menunjukkan adanya perbedaan yang signifikan terhadap sikap ibu setelah diberikan edukasi, dengan nilai $p = 0,000$. Edukasi melalui leaflet terbukti mampu meningkatkan pemahaman serta mendorong perubahan sikap positif karena menyentuh aspek kognitif, afektif, dan konatif. Dapat disimpulkan bahwa leaflet merupakan media edukatif yang efektif dan efisien dalam meningkatkan kesadaran ibu terhadap pencegahan gizi buruk pada balita. Penggunaan media leaflet disarankan untuk dioptimalkan dalam kegiatan promosi kesehatan di posyandu dan puskesmas secara berkelanjutan.

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INTRODUCTION

Toddlers, defined as children aged one to five years, are in a "golden age" phase, a critical period of rapid physical, psychomotor, cognitive, and social development (Azijah & Adawiyah, 2020; Johari et al., 2023). During this stage, optimal nutritional intake is essential, as nutritional deficiencies can lead to delayed growth and development, weakened immunity, and an increased risk of infections (Setiawati et al., 2020; Zilawati, 2019). One of the serious consequences of nutritional deficiency in this period is malnutrition, which can result in poor nutritional status and negatively impact the child's quality of life in the future (Fransiska & Mayes, 2021).

Malnutrition among toddlers continues to be a major public health challenge in Indonesia. According to the 2018 Basic Health Research (Riskesdas), the prevalence of stunting reached 30.8 percent and undernutrition was at 17.7 percent. The 2021 Indonesian Health Profile also reported that 24.4 percent of toddlers experienced malnutrition, and 4.9 percent experienced undernutrition. In South Kalimantan Province, the 2023 Indonesian Health Survey (SKI) revealed stunting prevalence at 24.7 percent, underweight at 21.6 percent, and wasting at 12.4 percent (Yasinta, 2024). These figures indicate that the problem of malnutrition among toddlers remains above the national average and requires serious attention.

Several studies have shown that low maternal knowledge and attitudes regarding balanced nutrition, unvaried dietary patterns, and inappropriate parenting practices are significant contributing factors to malnutrition (Munawaroh et al., 2022; Utami et al., 2022). Mothers play a central role in determining children's dietary intake, from menu planning to daily feeding. Therefore, fostering positive maternal attitudes toward nutrition is crucial in supporting optimal child growth and development (Nuheriana et al., 2022).

Socioeconomic conditions and educational background also influence mothers' understanding of nutrition. In riverbank communities, for example, many families lack knowledge about the importance of nutritious food composition and tend to rely on foods that merely provide satiety (Dwining et al., 2022). Additionally, the lack of dietary variety and limited creativity in planning toddler meals further contribute to insufficient nutritional intake (Utami et al., 2022). Other studies have shown that low maternal education levels are correlated with inadequate nutritional knowledge (Eliska et al., 2021).

Providing health education to mothers is a key strategy to raise family awareness and improve maternal attitudes regarding child nutrition. Well-designed education does not merely serve as an information delivery tool but also helps shape attitudes and behaviors by improving understanding of healthy diets, environmental hygiene, and parenting practices that support optimal child development (Herlianty et al., 2023; Nordianiwati et al., 2024). In community-based interventions, nutrition education through healthcare facilities such as integrated health posts (posyandu) has proven effective due to its ability to reach target groups directly and contribute significantly to stunting prevention, one of which is driven by limited access to adequate nutrition (Andriany et al., 2025).

One educational medium that has been proven effective and easily accessible is the leaflet. Leaflets are advantageous in delivering concise, visual, and practical information that can be reread as needed (Umar, 2021; Fajrin, 2021). Previous studies have demonstrated that using leaflet media can improve mothers' knowledge and attitudes regarding balanced nutrition (Johari et al., 2023; Djaafar et al., 2024).

However, to date, there remains a lack of studies that evaluate the impact of leaflet media on maternal attitudes in the context of family awareness of malnutrition, particularly within the working area of Sungai Bilu Public Health Center in Banjarmasin. A preliminary study conducted in the integrated health posts in this area in December 2024 found that among 652 mothers actively participating in posyandu, 19 toddlers were identified as malnourished. Interviews with 10 mothers at Posyandu Nusa 2 revealed that most had never received education on toddler nutrition and were still unaware of the importance of providing nutritious food and optimal breastfeeding. This indicates the need for structured educational interventions using media that is easy for mothers of toddlers to understand.

Based on the above, this study aims to analyze the effect of education using leaflet media on maternal attitudes toward family awareness of malnutrition in toddlers at Posyandu Nusa 1, under the working area of Sungai Bilu Public Health Center, Banjarmasin. This research is expected to provide empirical evidence supporting the use of leaflets as an effective educational medium for enhancing nutritional awareness among mothers of toddlers.

RESEARCH METHOD

This study employed a quantitative method using a pre-experimental design with a one-group pretest-posttest approach. The aim of this study was to examine changes in maternal attitudes before and after the educational intervention using leaflet media. This approach was chosen because it allows researchers to directly observe the effect of the intervention within a single group without using a control group. The population in this study included all mothers with toddlers aged one to five years who were registered as active participants at Posyandu Nusa 1, located in the working area of Sungai Bilu Public Health Center, Banjarmasin City. A total of 40 mothers were selected as the sample using accidental sampling, a technique in which respondents are selected based on their availability at the time of the study and their fulfillment of the inclusion criteria. The inclusion criteria included mothers with toddlers who were willing to participate and present during the educational session. The exclusion criteria consisted of mothers who did not fully attend the education session or failed to complete the questionnaire.

The instrument used in this study was an attitude questionnaire developed based on the cognitive, affective, and conative components, in accordance with attitude change theory. The questionnaire was tested for validity and reliability prior to data collection. Data were collected through the completion of the questionnaire before (pretest) and after (posttest) the educational intervention using leaflet media. The education was delivered directly using leaflet media containing information on the importance of balanced nutrition, signs of malnutrition, and prevention strategies for malnutrition in toddlers. The educational activity was conducted in a single session in the form of a small-group counseling session facilitated by the researcher. The data obtained were analyzed using the Paired Sample t-Test to determine differences in the mean attitude scores before and after the intervention. Statistical analysis was performed using SPSS software, with the significance level (p-value) set at < 0.05.

RESULTS

Respondent Characteristics

Table 1. Age Distribution of Respondents

No.	Age Group	Frequency	Percentage (%)
1.	< 25 years old	10	25
2.	25–35 years old	22	55
3.	> 35 years old	8	20
	Total	40	100

Based on Table 1, the majority of respondents were aged 25–35 years, totaling 22 individuals (55 percent), while the smallest proportion were those aged over 35 years, with 8 individuals (20 percent).

Table 2. Respondents' Education Level

No.	Last Education Level	Frequency	Percentage (%)
1.	Junior High School	14	35
2.	Senior High School	20	50
3.	Diploma/Bachelor's	6	15
	Total	40	100

As shown in Table 2, the highest percentage of respondents had completed senior high school (50 percent), while the lowest percentage held a diploma or bachelor's degree (15 percent).

Table 3. Respondents' Occupation

No.	Occupation	Frequency	Percentage (%)
1.	Homemaker	28	70
2.	Formal employment	6	15
3.	Informal employment	6	15
	Total	40	100

According to Table 3, most respondents were homemakers, accounting for 28 individuals (70 percent), while both formal and informal workers made up 6 individuals each (15 percent respectively).

Table 4. Distribution of Respondents by Number of Children

No.	Number of Children	Frequency	Percentage (%)
1.	One child	12	30
2.	Two children	18	45
3.	Three or more children	10	25
	Total	40	100

Based on Table 4, the majority of respondents had two children (45 percent), while the smallest group had three or more children (25 percent).

Univariate Analysis

Table 5. Maternal Attitudes Before Education Using Leaflet Media

No.	Maternal Attitude	Frequency	Percentage (%)
1.	Poor	2	5
2.	Moderate	38	95

3.	Good	0	0
	Total	40	100

Based on Table 5, the results indicate that before receiving education through leaflet media on family awareness of malnutrition in toddlers, 2 mothers (5 percent) exhibited a poor attitude, while 38 mothers (95 percent) showed a moderate attitude. The poor attitudes observed in two respondents were attributed to a lack of prior knowledge about malnutrition, low educational levels, and limited access to health information. In addition, unsupportive social and cultural environments and the absence of prior health counseling or education also contributed to the formation of negative attitudes. Thus, before the educational intervention, some mothers had not yet developed sufficient awareness or concern regarding the issue of malnutrition in toddlers.

Table 6. Maternal Attitudes After Education Using Leaflet Media

No.	Maternal Attitude	Frequency	Percentage (%)
1.	Poor	0	0
2.	Moderate	33	82.5
3.	Good	7	17.5
	Total	40	100

As shown in Table 6, after receiving education through leaflet media on family awareness of malnutrition in toddlers, 33 respondents (82.5 percent) exhibited a moderate attitude, and 7 respondents (17.5 percent) demonstrated a good attitude.

Bivariate Analysis

This analysis was conducted to determine whether there was a change in maternal attitudes before and after receiving health education using leaflet media on family awareness of malnutrition in toddlers at Posyandu Nusa 1, under the working area of Sungai Bilu Public Health Center, Banjarmasin.

Table 7. Distribution of Changes in Maternal Attitudes Before and After Education Using Leaflet Media

No.	Variable	Mean Rank	P-Value
1.	Pre-intervention	0.00	0.000
2.	Post-intervention	20.50	0.000

As shown in Table 7, among the 40 respondents who participated in this study, there was an overall improvement from pretest to posttest. This indicates that maternal attitudes improved after the educational intervention using leaflet media.

Table 8. Results of Paired t-Test Analysis

Test Type	Asymp. Sig. (2-tailed)
Pre-Post Test	0.000

Table 8 shows that the hypothesis testing using the Paired t-Test yielded a p-value of 0.000, which is less than 0.005. Therefore, it can be concluded that the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected, indicating a significant effect of education using leaflet media on maternal attitudes toward family awareness of malnutrition in toddlers at Posyandu Nusa 1, under the working area of Sungai Bilu Public Health Center, Banjarmasin.

DISCUSSION

Maternal Attitudes Before Education Using Leaflet Media

Before the educational intervention was provided, the study results showed that the majority of mothers exhibited a moderate attitude (95 percent), while a small portion displayed a poor attitude (5 percent) regarding the issue of family awareness of malnutrition. These findings indicate that although there was a basic understanding of the importance of nutrition, a positive attitude reflecting readiness to take action had not yet been optimally formed.

This condition aligns with the theory of Azwar (2022), which states that attitude consists of three components: cognitive, affective, and conative. In this context, the cognitive component in mothers may have been shaped through personal experience or informal sources of information. However, the affective and conative components, referring to emotional awareness and readiness to act, had not been adequately stimulated. This is supported by the findings of Yuliana et al. (2021), who emphasized the importance of educational media in shaping health-related attitudes.

According to Notoatmodjo (2018), attitudes are formed through experiences, education, and information that are internally processed to develop a particular tendency toward an object or issue. Therefore, the lack of sustained educational exposure and limited use of visual educational media such as leaflets were contributing factors to the low levels of positive maternal attitudes regarding malnutrition. Research by Pratiwi and Lestari (2021) showed that knowledge without emotional involvement does not result in significant changes in attitude or behavior. This explains why mothers with basic nutritional understanding had not yet shown readiness to take preventive action.

In addition, limited access to information, low levels of education, and sociocultural factors influenced maternal attitudes. The lack of communicative visual educational media such as leaflets hindered the effective internalization of nutritional values (Alamsyah et al., 2023; Nurjanah et al., 2022). Moreover, social norms and local beliefs about food patterns shaped maternal perceptions, as described in the theory of Fishbein and Ajzen (2021). Personal experiences and social norms may either strengthen or weaken maternal responses to child health issues.

According to Green (1980) in the PRECEDE-PROCEED model, attitude is considered a predisposing factor that influences behavior. When attitudes are not well developed, promotive and preventive behaviors concerning child nutrition are also difficult to achieve. Therefore, a contextual and visual educational approach such as leaflets is necessary to foster the development of positive maternal attitudes toward the prevention of malnutrition in toddlers.

Maternal Attitudes After Education Using Leaflet Media

After receiving education through leaflet media, there was a significant improvement in maternal attitudes toward the issue of malnutrition in toddlers. A total of 17.5 percent of mothers demonstrated a good attitude and 82.5 percent were in the moderate category, while none remained in the poor category. This change indicates the success of the leaflet in facilitating the formation of more positive attitudes.

Leaflets function effectively by stimulating the three components of attitude simultaneously. They deliver systematic information to address the cognitive aspect, use illustrative visuals to evoke empathy as part of the affective aspect, and provide practical recommendations that encourage action, reflecting the conative component. This approach aligns with Dale's Cone of Experience theory (Utaminingsyas and Lestari, 2020), as well as the findings of Arifannisa et al. (2019) and Berliana Dewi et al. (2023), which show that visual media enhance information retention and acceptance among the community.

According to Fajrin (2021), leaflets designed with attractive layouts and simple language can increase maternal motivation and understanding regarding health issues. The use of contextual images, everyday language, and concise clear messages enables mothers to comprehend the information quickly and thoroughly. The effectiveness of leaflets is further supported by an empowerment approach that encourages active maternal involvement in the educational process. Leaflets developed within a local context and delivered in a communicative manner allow mothers to relate the content to their own conditions and experiences (Darmajati, 2024). This enhances their sense of responsibility and readiness to act.

A study by Nordianiwati et al. (2024) also demonstrated that visual media adapted to local culture and language can accelerate attitude and behavior change, particularly in communities with low health literacy. Therefore, leaflets are proven to be effective not only as tools for information delivery but also as instruments for transforming attitudes in the context of family awareness of malnutrition.

The Effect of Leaflet-Based Education on Maternal Attitudes

The results of the Paired t-Test showed a p-value of 0.000 ($p < 0.05$), indicating a significant effect of education using leaflet media on changes in maternal attitudes toward family awareness of malnutrition. In addition to improved attitude scores, the active involvement of mothers during the educational process suggests that this method promotes greater participation and deeper reflection on the material. The effectiveness of this intervention is also supported by the theory of Azwar (2022), which explains that visual education such as leaflets can enhance knowledge, evoke empathy, and motivate real action. This is further supported by the findings of Sari and Dewi (2023) and Nurjanah et al. (2022), which state that leaflets are more effective in shaping attitudes when delivered through a participatory approach.

From a community nursing perspective, leaflets serve as inexpensive, flexible, and easily distributed educational tools. Nurses can use leaflets during health counseling, home visits, and integrated health post activities as part of broader health promotion strategies (Rahmawati et al., 2023). With attractive design and contextual content, leaflets can also strengthen family engagement in toddler health practices.

However, the effectiveness of leaflets also has limitations. Factors such as literacy levels, visual interest, and lack of active engagement from the recipients may reduce the educational impact. Therefore, the use of leaflets should be combined with interactive methods such as group discussions, simulations, or direct counseling to ensure sustained attitude change.

This study highlights the important role of nurses in health promotion through educational media. Leaflets have been proven to be effective tools in enhancing understanding and fostering positive maternal attitudes toward toddler nutrition. In practice, nurses need to develop skills in designing and utilizing educational media that are both contextual and communicative.

The use of leaflets allows educational activities to be carried out flexibly and repeatedly, while also accommodating diverse learning styles. Therefore, educational interventions using leaflets should be integrated into community nursing programs, especially in areas with low to moderate health literacy. Leaflets can serve as a means of empowering mothers and families to actively engage in efforts to prevent malnutrition in toddlers.

CONCLUSION

This study demonstrated that education using leaflet media had a significant effect on improving maternal attitudes regarding family awareness of malnutrition in toddlers. Before the intervention, most respondents exhibited a moderate attitude and a small proportion fell into the poor category. After the intervention, a significant improvement was observed, with some respondents shifting to the good attitude category and none remaining in the poor category. These findings indicate that leaflet media can effectively address the three main components of attitude formation: cognitive, affective, and conative. Leaflet media has proven to be effective due to its simple, concise, and visually engaging presentation of information, which facilitates understanding and motivates mothers to take action. These findings reinforce the theory that attitude change can be achieved through an educational approach that is communicative, contextual, and empowering. Therefore, the use of leaflets can be considered an educational strategy for public health promotion, particularly in efforts to prevent malnutrition in toddlers.

It is recommended that nutritional education using leaflet media be integrated into routine programs such as health counseling sessions, maternal classes, and posyandu activities. Leaflets should be combined with interactive approaches such as group discussions or counseling to enhance the educational impact. Further studies are encouraged to evaluate the sustainability of attitude changes over a longer period and to expand the research settings and subjects to improve generalizability. Additionally, the development of alternative educational media such as videos, digital infographics, or mobile-based applications could serve as innovative ways to reach target audiences more effectively.

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