ABSTRACT

This study aimed to identify the knowledge level of Posyandu cadres regarding stunting management before the intervention, which was provided in the form of educational videos. It aimed to assess the knowledge level of Posyandu cadres about stunting management after the educational video was presented. The study analyzed the difference in knowledge among Posyandu cadres before and after the educational video was provided and determined the effectiveness of the educational video in improving the knowledge of Posyandu cadres related to stunting management. This research was a pre-experimental study with a one-group pre-test and post-test design. The study was conducted at Bintauna Health Center in Bintauna Village, Bintauna District, Bolaang Mongondow Utara Regency. The sample in this study consisted of 25 Posyandu cadres. The research used an observation instrument filled out directly by the researcher to assess the knowledge level of Posyandu cadres about stunting. The study results indicated that the average knowledge score of Posyandu cadres regarding stunting increased from the pre-test score of 4.60 to the post-test score of 8.20. Thus, the educational video about stunting improved the knowledge of stunting management among Posyandu cadres. The educational video on stunting proved to be effective in enhancing the knowledge of Posyandu cadres regarding stunting management. The material presented through this audiovisual medium clarified information visually and practically, making it easier for the cadres to understand and remember.

Keywords: *Educational Video; Stunting; Posyandu Cadres*