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Effect of educational videos on preconception nutrition on knowledge and attitudes among premarital women

Komalasari, Siska Ayunani*, Yetty Dwi Fara, Inggit Primadevi

Midwifery Study Program, Faculty of Health Sciences, University of Aisyah Pringsewu

Corresponding author: *Email: ayunanisiska16@gmail.com

Abstract

Background: Women of reproductive age are a group that requires special attention regarding health and nutritional status during the preconception period, as nutritional conditions prior to pregnancy play a crucial role in determining maternal and infant health outcomes. Data from Pardasuka Health Center in 2024 recorded 487 pregnant women, of whom 79 (16.2%) experienced chronic energy deficiency (CED) and 37 (7.6%) had anemia. Furthermore, of the total 116 pregnant women with CED and anemia in 2024, 14 (12.1%) delivered low birth weight (LBW) infants and 14 (12.1%) delivered stunted infants. Nutritional interventions and preconception education delivered through digital media have been shown to be effective in improving knowledge and attitudes related to reproductive health and nutrition.

Purpose: to determine the effect of educational videos on preconception nutrition on the knowledge and attitudes of premarital women.

Method: The study employed a quasi-experimental design using a one-group pretest–posttest approach. The study population consisted of prospective brides, with a sample of 20 respondents selected through consecutive sampling. The statistical analysis used in this study was the McNemar test.

Results: The results showed that educational videos on preconception nutrition had a significant effect on the knowledge of premarital women in the working area of the UPTD Pardasuka Health Center in 2025 (p -value = 0.031; $p < 0.05$).

Conclusion: The educational videos also had a significant effect on the attitudes of premarital women in the same area (p -value = 0.008; $p < 0.05$).

Suggestion: It is expected that premarital women utilize digital media to obtain continuous health education and adopt healthy behaviors from an early stage.

Keywords: Attitudes; Educational Videos; Knowledge; Preconception Nutrition; Premarital Women.

INTRODUCTION

Women of reproductive age (WRA) are women in the transitional period from late adolescence to early adulthood. As prospective mothers, women of reproductive age constitute a vulnerable group whose health status, particularly nutritional status, requires special attention. The quality of future generations is largely determined by the mother's condition before pregnancy and during pregnancy. The premarital period

can be associated with the preconception period, as after marriage women will soon enter the process of conception (Dieny & Rahadiyanti, 2019).

Pregnancy is the first 1.000 days of life (HPK), during which fetal brain cells begin to develop. Nutrition is a key determinant of fetal brain development and affects maternal health during pregnancy. A woman's nutritional deficiencies can lead to malnutrition, such as

chronic energy deficiency and anemia, as well as reduced reproductive function. According to data from the 2014 Global Nutrition Report from the WHO, the incidence of anemia among women of childbearing age in 2011 across all countries worldwide was 29%. Nutritional intake is closely related to knowledge (Adrianto, 2019).

Preconception health refers to the health status of both women and men during their reproductive years, namely the period in which they are still able to conceive children. The aim of preconception health is to ensure optimal health conditions for both the mother and the child. Bhutta and Lassi have stated that a significant proportion of maternal and infant mortality and morbidity can be prevented through the provision of simple nutritional interventions before pregnancy. The rationale for such nutritional interventions is that adequate micronutrient status during the preconception period is critically important for women, in addition to maintaining body weight (nutritional status) within the normal range (Anggraeny & Ariestiningsih, 2017).

The preconception period refers to the time span ranging from three months to one year before conception and ideally should include the period during which the ovum and sperm mature, which is approximately 100 days prior to conception. This period also requires adequate nutritional intake to ensure optimal fetal growth and development. Nutritional intake significantly affects the nutritional status of both the mother and the baby. The nutritional status of women of reproductive age during the three to six months of the preconception period is a key determinant of the birth of a healthy, normal infant. Therefore, nutritional preparation is essential to ensure that prospective mothers have improved their nutritional status before pregnancy (Awatiszahro, Setyawati, Mareta, Veronica, & Fitriyani, 2024).

Based on the results of the Indonesian Health Survey (2023), the prevalence of Chronic Energy Deficiency (CED) among pregnant women reached 16.9%, while among non-pregnant women it was 20.6%. The highest prevalence of CED among pregnant women was found in Highland Papua Province, reaching 44.7%, whereas among non-pregnant women, the highest prevalence was recorded in East Nusa

Tenggara Province at 35.7%. Meanwhile, in Lampung Province, the prevalence of CED among pregnant women reached 17.2%, and among non-pregnant women 19.6%. These findings indicate that the prevalence of CED among pregnant women in Lampung Province is higher than the national average, while the prevalence among non-pregnant women is slightly lower than the national rate. (Kemenkes, 2023). In addition to the problem of chronic energy deficiency (CED) among pregnant women, the incidence of anemia among prospective brides in Lampung Province reached 2,002 cases (5.2%). In comparison, the number of cases recorded was 53 individuals (0.9%), which is considerably lower than the provincial average in Lampung Province. (Lampung Provincial Health Office, 2024).

The impact of Chronic Energy Deficiency (CED) on prospective brides and grooms is that individuals suffering from CED tend to have low or underweight body weight, and their productivity is impaired because they are unable to engage in active physical activities due to nutritional deficiencies. Preventive efforts to reduce CED include the provision of supplementary foods with balanced nutritional value. When CED occurs in women of reproductive age (WRA) and pregnant women, it can adversely affect the pregnancy and childbirth process. CED may lead to miscarriage, neonatal mortality, congenital anomalies, anemia in infants, and the birth of infants with Low Birth Weight (LBW) (Awatiszahro et al., 2024).

Early intervention is crucial for prospective brides and grooms with poor nutritional status so that they can enter their first pregnancy in optimal nutritional condition. Interventions during adolescence may include preconception education such as family planning, delaying pregnancy at a very young age, spacing the first pregnancy from subsequent pregnancies, understanding abortion issues, and receiving psychosocial therapy. In addition, nutritional and health counseling services during the preconception period can reduce the incidence of preterm birth by 5–9.2% and have been shown to significantly decrease the occurrence of congenital abnormalities, including Neural Tube Defects (NTDs) and congenital heart malformations. Furthermore, these

Komalasari, Siska Ayunani, Yetty Dwi Fara, Inggit Primadevi

Midwifery Study Program, Faculty of Health Sciences, Universitas Aisyah Pringsewu
Corresponding author: *Email: ayunanisiskat6@gmail.com

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interventions can encourage active participation in family planning programs (Anggraini, Suyati, Idayati, Manoppo, Yuliani, Rahmiati, & Nasution, 2023).

Preconception nutritional knowledge is an indirect factor that influences the occurrence of chronic energy deficiency (CED) and anemia. Knowledge plays a crucial role in decision-making processes, particularly in determining health-related behaviors and choices. Communication, information, and education regarding adequate nutritional intake are essential to ensure that prospective mothers achieve good nutritional status before entering pregnancy. Nutritional status assessment of women should first be conducted during the nutritional preparation process; subsequently, midwives calculate the Body Mass Index (BMI), which serves as the basis for providing balanced nutrition counseling. Prospective brides are educated on the importance of consuming folic acid to prevent folate deficiency, which may lead to complications during the period of organogenesis (Nurqalbi, Linda, Ariescha, Bangun, Haslan, Haninggar, & Khobibah, 2023).

During the period from January 2025 to March 2025, there were 15 prospective brides who received premarital screening services at Pardasuka Community Health Center. Of these, four women (26.6%) had a mid-upper arm circumference (MUAC) of less than 23.5 cm, and one woman (6.6%) was classified as obese. In addition to screening prospective brides, pregnant women experiencing chronic energy deficiency (CED) were also provided with supplementary feeding programs; however, these efforts have not yet fully reduced the number of pregnant women with CED. Data from 2024 showed that 35 pregnant women with CED

received supplementary feeding, and after the intervention, the number decreased to eight women.

Child marriage in Indonesia, both for girls who first marry before age 19 and those who first marry before age 15, showed a decline between 2008 and 2018, but the decline is still considered slow. Efforts can be made through services provided through adolescent reproductive health services, including promotional and preventive health efforts, with activities focused more on adolescents (Nengsi, Nugraheni, Yaniarti, Destariyani, & Heryati, 2021). Video is an appropriate medium because it's not too long. By adding audio and visuals to learning, retention can increase from 14% to 38%. With today's technological advancements, gadgets are a tool every teenager owns, making it easier to convey material (Nurhidayati, 2013).

RESEARCH METHOD

This study is quantitative research using a quasi-experimental design with a one-group pretest–posttest design. The subjects of this study were prospective brides in the Pardasuka working area. In 2024, there were 110 prospective bride–groom couples, or an average of 9 couples per month who were planning to get married. This study, conducted in 2025, used the estimated population size from 2024; therefore, the sample consisted of 20 respondents who were recruited over a two-month research period.

In this study, samples were obtained using consecutive sampling, in which participants who met the research inclusion criteria were selected consecutively within a specified time frame until the required sample size was achieved. Statistical analysis was performed using the McNemar test.

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Midwifery Study Program, Faculty of Health Sciences, Universitas Aisyah Pringsewu
Corresponding author: *Email: ayunanisiskat6@gmail.com

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RESEARCH RESULTS**Table Premarital Knowledge and Attitude Before and After of Women Prior to Education on Preconception Nutrition (N=20)**

Variable	Results	P-value
Level of knowledge Before (n/%)		0.031
Good	6/30.0	
Poor	14/70.0	
Attitude Before (n/%)		0.008
Negative	0/0	
Positive	20/100	
Level of knowledge After (n/%)		
Good	0/0	
Poor	20/100	
Attitude After (n/%)		
Negative	1/5.0	
Positive	19/95.5	

Table 1 shows that most respondents had sufficient knowledge before being given educational videos about preconception nutrition, namely 14 respondents (70%) and after being given an educational video about preconception nutrition, had a good level of knowledge, namely 20 respondents (100%). Respondents had a positive attitude before being given educational videos about preconception nutrition, namely 11 respondents (55%) and shows that most respondents, after being given an educational video about preconception nutrition, had a positive attitude, namely 19 respondents (95%).

The results of this data using the McNemar Test found a change in the level of knowledge among unmarried women before and after being shown an educational video about preconception nutrition, with a p-value of 0.031 (p-value < 0.05). This shows that the educational video about preconception nutrition had an effect on the knowledge of unmarried women in the working area of the Pardasuka Community Health Center Technical Implementation Unit and in attitude among unmarried women before and after being shown an educational video about preconception nutrition, with a p-value of 0.008 (p-value < 0.05). This shows that the educational video about preconception nutrition had an effect on the attitudes of unmarried women in the working area of the Pardasuka Community Health Center Technical Implementation Unit.

DISCUSSION

Based on the results of the study, it was found that most respondents had sufficient knowledge before being shown the educational video on preconception nutrition, namely 14 respondents (70%). Knowledge is the result of "knowing," and this occurs after a person perceives a particular object. This perception occurs

through the five human senses. Knowledge or cognition is a very important domain for the formation of a person's actions. Behavior based on knowledge will be more lasting than behavior that is not based on knowledge (Rachmawati, 2019).

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Reproductive health serves as the starting point for the development of maternal and child health, which can be prepared early, even before a woman becomes pregnant and assumes the role of a mother. Preconception health is an integral part of overall health for both women and men during their reproductive years. Preconception health care is beneficial in reducing risks and promoting healthy lifestyles in preparation for a healthy pregnancy. Comprehensive preconception health includes reproductive life planning related to delaying pregnancy, obstetric history, nutrition, vaccination, sexual health, chronic medical conditions, current medication use, psychosocial health, and contraception (Fifit, Sofiyanti, Nashita, Permana, & Rahmadhani, 2022).

The findings of this study are consistent with the results of previous studies, which reported that the average knowledge score of participants before the intervention was 8.97 (59.8% of questions answered correctly), while the average knowledge score after the intervention increased to 12.57 (83.8% of questions answered correctly). Based on the 15-item questionnaire related to knowledge, the pretest results showed that 37.1% of participants had a low level of knowledge, 43.8% had a moderate level of knowledge, and only 19.1% showed a good level of knowledge (Hartini, 2022).

According to the researcher, the study results indicate that unmarried women already possess a basic understanding of the importance of nutrition before pregnancy. However, although their knowledge falls within the "adequate" category, there are still limitations in their understanding of the types of nutrients, the required amounts, and their impacts on maternal and infant health. This condition suggests that more targeted and comprehensive education is needed so that adequate knowledge can be improved to a good level, thereby supporting the development of appropriate attitudes and behaviors in maintaining optimal preconception nutrition.

Based on the results of the study, it was found that most respondents who were given educational videos about preconception nutrition had a good level of knowledge, namely 20 respondents (100%). Knowledge about nutrition plays an important role in

fulfilling a person's nutritional needs. The level of knowledge will encourage a person to have optimal abilities in the form of knowledge and attitude. Lack of knowledge about nutrition will affect a person's understanding of concepts, principles, and information related to nutrition. Nutrition education is a continuous process of increasing an individual's knowledge about nutrition, with the aim of encouraging changes in attitudes and behaviors related to food and nutrition (Supriasa, Bachyar, & Ibnu, 2012).

The results of this study are in line with the results of Putri's (2020) study, which stated that there was an increase in the number of respondents with good knowledge by 46.7% and sufficient knowledge by 40% after educational intervention using booklets. The success of health education can be influenced by several factors, one of which is the media used. In this study, the media used were booklets and pocket books on reproductive health. In addition to the media as a factor that can increase knowledge, a person's motivation is also another factor that can increase knowledge. Motivation is a driving factor or encouragement that can trigger enthusiasm and can also change a person's behavior (Hartini, 2022).

According to researchers, the results show that after being given educational videos about preconception nutrition, all respondents had a good level of knowledge, with 20 respondents (100%) confirming that video-based educational media is effective as a means of conveying health information. The increase in knowledge to a good level among all respondents shows that this method is able to present material in an interesting and easy-to-understand manner, as well as having a positive impact across the board. These findings also indicate that innovative educational interventions can be an appropriate strategy for improving preconception nutrition literacy among unmarried women, thereby encouraging attitudes and behaviors that support healthy pregnancy preparation.

Based on the results of the study, it was found that most respondents had a positive attitude before being shown the educational video on preconception nutrition, with 11 respondents (55%) expressing a positive attitude. Attitude is an expression of what a person feels about an object, whether they like it or dislike it. In

Komalasari, Siska Ayunani, Yetty Dwi Fara, Inggit Primadevi

Midwifery Study Program, Faculty of Health Sciences, Universitas Aisyah Pringsewu
Corresponding author: *Email: ayunanisiskat6@gmail.com

addition, the attitude that arises from a person is also a reflection of their beliefs about something related to the usefulness of what they receive or feel (Pakpahan, Siregar, Susilawaty, Tasnim, Ramdany, Manurung, & Sitanggang, 2021). Attitude is said to be a response that only arises when an individual is faced with a stimulus. A person's attitude towards an object is a feeling of support or favor (favorable) or a feeling of not supporting or not favoring (unfavorable) a particular object. Attitude is a preparation to react to objects in a particular environment as an appreciation of the object (Rachmawati, 2019).

According to the researcher, the results illustrate an initial awareness among unmarried women regarding the importance of maintaining adequate nutritional intake prior to pregnancy. Nevertheless, this proportion remains relatively low, as nearly half of the respondents have not yet demonstrated attitudes that align with healthy nutritional behaviors. This indicates that, in the absence of additional education, positive attitudes may not necessarily develop into consistent practices. These findings underscore the importance of continuous educational efforts to strengthen positive attitudes and expand their reach among a greater number of premarital women, thereby better preparing them for a healthy pregnancy through the appropriate implementation of preconception nutrition.

Based on the results of the study, it was found that most respondents had a positive attitude after being shown an educational video about preconception nutrition, with 19 respondents (95%) having a positive attitude and 1 respondent (5%) still having a negative attitude. Human attitudes can be influenced by the following factors: personal experience, the influence of others, cultural influences, mass media, educational and religious institutions, and emotional factors. Another health promotion model used in understanding individual behavior is the model based on the Theory of Planned Behavior. This theory is a development of the concept of the theory of reasoned action. Where intention also becomes a predictor of a person's behavior. However, in the Theory of Planned Behavior, it is also seen that control factors have the same influence as attitudes and subjective norms. A person's motivation to realize their behavior when they have

complete control over their interests. Where the strength of control felt by a person will depend on the resources they have and the opportunities available to them (Rachmawati, 2019).

According to the researcher, the results of this study indicate that the majority of respondents demonstrated a positive attitude after being provided with an educational video on preconception nutrition. A total of 19 respondents (95%) stated that video-based educational media not only increased their knowledge but also influenced their mindset and motivation to better appreciate the importance of nutrition before pregnancy. This high percentage indicates a significant shift toward attitudes that are more supportive of healthy behaviors. Therefore, educational videos can be considered an effective intervention strategy in promoting reproductive health.

These findings also suggest that the formation of positive attitudes through educational media has the potential to strengthen the readiness of women who are planning to marry to consistently apply appropriate preconception nutritional behaviors in order to achieve a healthy pregnancy. Regarding the presence of one respondent (5%) who continued to exhibit a negative attitude after receiving education on preconception nutrition, the researcher believes that this may be influenced by several factors, such as a lack of trust in the source or presenter of the educational content. This was observed during the educational session, where the respondent appeared distracted and focused on personal gadget use. Other possible contributing factors include personal issues such as work-related stress, family problems, or psychological stress, which may cause preconception nutrition to be perceived as a lower priority, leading the respondent to display a negative or indifferent attitude.

Improving the knowledge of prospective brides and grooms during the preconception period can be done through health consultations in the form of communication, information, and education (KIE). KIE is provided by health workers and non-health workers. Non-health workers include trained cadres, peer counselors, and other trained personnel (Khasanah & Yunitasari, 2021). The preconception period is the time span from three months to one year before conception

Komalasari, Siska Ayunani, Yetty Dwi Fara, Inggit Primadevi

Midwifery Study Program, Faculty of Health Sciences, Universitas Aisyah Pringsewu
Corresponding author: *Email: ayunanisiskat6@gmail.com

and should ideally include the time when the egg and sperm mature, which is about 100 days before conception. This period also requires adequate nutritional intake to ensure optimal growth and development of the baby. Nutritional intake affects the nutritional status of both the mother and the baby. The nutritional status of women of childbearing age during the three to six months of the preconception period is key to the birth of a normal and healthy baby (Awatiszahro et al., 2024).

Preconception nutritional knowledge is an indirect factor that influences the incidence of KEK and anemia. Knowledge is a factor that greatly influences decision making. Communication, information, and education regarding nutritional fulfillment are very important in ensuring that prospective mothers have achieved good nutritional status before undergoing pregnancy. First, the nutritional status of women is measured during the nutritional preparation process, then midwives will calculate their BMI, which will be used as a basis for providing balanced nutritional counseling. Prospective brides will be educated on the importance of consuming folic acid in order to prevent folic acid deficiency, which can cause disorders during organogenesis (Nurqalbi et al., 2023).

Increasing knowledge about preconception nutrition is crucial as a strategic effort in preparing maternal health before pregnancy, preventing the risk of complications, and ensuring optimal fetal growth and development. Good knowledge will encourage the implementation of balanced nutritional behavior, reduce the risk of anemia and congenital defects, and support the birth of a healthy and high-quality generation (Lukiana & Sugiatini, 2022).

From the researcher's perspective, based on the results of the study, it appears that educational videos are effective in improving unmarried women's understanding of nutrition before pregnancy. This level of improvement shows that information conveyed through images and sound is easier to digest and able to strengthen the participants' understanding. Therefore, the use of educational videos can be one of the appropriate methods to improve reproductive health knowledge among unmarried women. Thus, according to researchers, there is a need for more intensive health

education programs on preconception nutrition through counseling services at community health centers, clinics, or other health facilities. Educational materials can also be expanded by using digital media such as videos, health applications, and social media to make them more accessible to young women.

Attitude consists of three mutually supportive components, namely belief (conviction), ideas, and concepts about an object, emotional life or evaluation of an object, and tendency to behave. These three components together form a complete attitude (total attitude). In determining this complete attitude, knowledge, thoughts, beliefs, and emotions play an important role (Pakpahan et al., 2021).

The mass media is one of the factors that influence the formation of a person's attitude. As a means of communication, various forms of mass media such as television, radio, newspapers, magazines, and others have a major influence on the formation of people's opinions and beliefs. In conveying information as its main task, the mass media also carries messages containing suggestions that can direct a person's opinion. The existence of new and relevant information provides a new cognitive basis for the formation of attitudes towards it. The suggestive messages carried by this information, if strong enough, will provide an affective basis for assessing something, thus forming a certain attitude (Rachmawati, 2019).

Balanced nutrition practices are a response to behaviors and attitudes toward balanced nutrition, which include consuming a variety of foods, practicing clean living habits, engaging in physical activity, and maintaining and monitoring a normal weight. Efforts to address problems and prevent the short-term and long-term effects of chronic energy deficiency in pregnant women include ensuring that every woman planning a pregnancy or who is pregnant can have her health status checked, especially her nutritional status (Awatiszahro et al., 2024).

The results of previous studies showed that before being given video media education, as many as (47.3%) adolescents had insufficient knowledge, while 36.4% had sufficient knowledge, and only 16.4% had good knowledge. After being given educational videos, there was a significant increase, with 54.5% reaching the

Komalasari, Siska Ayunani, Yetty Dwi Fara, Inggit Primadevi

Midwifery Study Program, Faculty of Health Sciences, Universitas Aisyah Pringsewu
Corresponding author: *Email: ayunanisiskat6@gmail.com

good knowledge category, 29.1% sufficient, and only 16.4% still lacking. Conclusion: There is an influence of video media education on adolescent knowledge about the dangers of teenage pregnancy with a significance value of 0.000 ($p < 0.05$) which means that educational interventions through videos have a significant impact in increasing adolescent understanding about the dangers of early pregnancy (Rahmadani, 2025). Previous research explains that the impact of early marriage is the occurrence of pregnancy at a young age which will affect adolescent reproductive health resulting in high maternal and infant mortality rates (Riana, 2024).

From the researcher's point of view, these findings show that video-based educational media are not only effective in improving understanding but can also shape better attitudes toward the importance of nutrition before pregnancy. Although there are still respondents whose attitudes have not changed to positive, this is because during the study, respondents sometimes did not pay attention to the educational videos provided or were more interested in their gadgets. The results of this study indicate that technology-based educational media should be used as a health promotion tool to help women prepare for marriage and plan for a healthy pregnancy. The next strategic steps that should be taken are to expand the use of educational videos in reproductive health programs, incorporate them into premarital counseling services at community health centers or clinics, and develop interactive and sustainable content so that the changes in attitude that occur can be long-lasting.

CONCLUSION

There is an effect of educational videos on preconception nutrition on the knowledge of unmarried women in the working area of the Pardasuka Community Health Center UPTD in 2025 ($p = 0.031$, $p\text{-value} < 0.05$) and there is an effect of educational videos on preconception nutrition on the attitudes of premarital women in the working area of the Pardasuka Community Health Center UPTD in 2025 ($p = 0.008$, $p\text{-value} < 0.05$).

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Corresponding author: *Email: ayunanisiskat6@gmail.com

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