



The Impact of Video-Based Health Education on Sundanese Mothers' Perceptions of Parenting Practices for Toddlers

Chanty Yunie Hartiningrum¹, Tupriliany Danefi¹, Sinta Fitriani¹

¹Department of Midwifery, STIKes Respati Tasikmalaya, Tasikmalaya, Indonesia

Correspondence author: Chanty Yunie Hartiningrum

Email: chanty.yunie@gmail.com

Address: Jl. Cihideung Balong Gg. Suharya No 115 Kota Tasikmalaya, 46181, 081312738118

DOI: <https://doi.org/10.56359/gj.v5i2.416>



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ABSTRACT

Introduction: Parenting during infancy and toddlerhood plays a crucial role in shaping children's physical, social, and intellectual development, with effective parenting during these early years having long-lasting effects on a child's health and independence. Cultural values and family traditions influence parenting practices, and educational media, such as videos, can improve perceptions and behaviors by engaging audiences and providing relevant, contextual information.

Objective: This study aims to determine the influence of health education through video media on the perception of mothers with infants under five about parenting patterns in the Sundanese ethnicity in Cikunir Village.

Method: This quantitative study employs a quasi-experimental design to assess the impact of video-based health education on mothers' perceptions of toddler parenting. The population consists of mothers with children aged 0-60 months in Cikunir Village, with purposive sampling used to select 57 participants. Data were presented in tables, and descriptive and analytical analysis was performed using pre-test and post-test questionnaires.

Result: Statistical analysis revealed a significant effect of health education on mothers' perceptions, with a p-value of 0.000, indicating a statistically significant result ($p < 0.05$).

Conclusion: Health education through video media significantly influences mothers' perceptions of parenting patterns in the Sundanese ethnic group. Early intervention in child growth and stunting prevention is essential for promoting age-appropriate development in infants.

Keywords: education, perception, toddler, video

Introduction

Parenting in infancy and toddlerhood is critical to the growth and development of early childhood. It shapes children's physical, social, and intellectual character. The early years—ranging from prenatal to five years old—are vital, as effective parenting during this time can influence a child's health throughout life and increase the likelihood of becoming an independent adult (Glausius, 2016). Parents play a key role in shaping children's behavior, as children often imitate their parents' habits, including their eating habits. Parenting is a significant factor in character formation, and family education is crucial in this process (Listyaningrum TU, 2016). Therefore, parenting is a shared responsibility between mothers and fathers, complementing each other and serving as comprehensive role models for their children. Cooperation between parents reflects the father's involvement in child-rearing.

Culture is another important factor in childcare (Harkness & Super, 2022). Parental habits, influenced by the family's cultural and environmental context, impact how parenting is practiced (Fitria, 2016). Teachers also contribute to introducing and instilling cultural values in children (Fauziddin & Suryanti, 2022). Each culture has its own set of values and behaviors that guide how members interact and think, and these cultural norms shape parenting practices. Parenting culture significantly influences parenting styles, with the cultural background of a society helping to predict these practices (Nouli et al., 2019). The values and beliefs that are passed down from one generation to the next through communication form the foundation of parenting (Rahman, 2020). Thus, effective parenting requires communication between parents and children adapted to their cultural context (Andriani & Rachmawati, 2022).

Perception plays a key role in shaping behavior, as it forms the basis for decision-making. Misconceptions about stunting, such as the belief that it is hereditary, can lead to passive attitudes toward parenting, increasing the risk of stunting. Research on stunting remains limited, especially qualitative studies on its impact (Liem et al., 2019).

The Sundanese ethnic group, one of Indonesia's largest tribes, has a rich cultural heritage that influences parenting practices. In Sundanese society, parents instill cultural values in their children through traditional child-rearing practices, which affect social behavior (Viki, 2022). Parenting is not only about physical care but also involves shaping the social, cultural, and moral foundations of children's behavior. Cross-cultural studies confirm that family-rearing practices have a profound impact on children's mental health, highlighting the importance of the family in individual development. Therefore, parenting is a dynamic interaction between parents and children, shaped by the attitudes and behaviors of the parents themselves.

Video is an electronic medium that combines audio and visual technology to create dynamic and engaging content. As a learning tool, video serves several functions: attention, affective, cognitive, and compensatory. The attention function allows video to capture and focus the audience's concentration on the material. The affective function enables video to evoke emotions and influence attitudes. The cognitive function facilitates understanding and memory retention of the messages or information presented in images or symbols. The compensatory function helps viewers who struggle to organize and recall information (Yudianto, 2017). Media, particularly educational media, enhances the effectiveness of learning by increasing interest and engagement. With well-designed and clear media, participants are more likely to find the material engaging and easier to understand, reinforcing the message conveyed by the educator (Lestari, 2021).

Indonesia's diverse cultures influence the parenting styles adopted by families across regions. A study by Satrianingrum & Setyawati (2021) reveals that parenting styles vary significantly between tribes in Indonesia. These differences include values, cultural beliefs, and the ways parents raise children in alignment with local cultural norms. Hartanti (2018) supports this notion, stating that parenting practices are shaped by the cultural mindset that families adhere to. As culture plays a crucial role in shaping parenting, it is integral to the methods and practices adopted by parents in child-rearing (Andriani & Rachmawati, 2022).

Research by Hartiningrum et al. (2023) supports the effectiveness of educational videos in improving perceptions. In a study on pregnant women's knowledge about stunting prevention, educational videos significantly increased participants' understanding. The average test score before the intervention was 43.17, rising to 65.83 after the education session, with a paired T-test showing a significant difference (p -value = 0.000). This suggests that educational videos, particularly those based on socio-cultural contexts, positively influence perception and behavior, such as encouraging better dietary practices among pregnant women.

A preliminary study in Cikunir Village, Tasikmalaya Regency, revealed that some mothers of toddlers hold traditional beliefs about feeding, such as the myth that feeding bananas prevents fussiness. Such beliefs, often rooted in generational practices, can impact the health of children. This observation has motivated the researcher to explore the topic further, leading to the study "The Effect of Providing Health Education through Video Media on the Perception of Mothers of Toddlers on Parenting Patterns in Sundanese Ethnicity in 2024."

Objective

The purpose of this study is to examine the effect of health education delivered through video media on the perceptions of mothers of toddlers regarding toddler parenting patterns within the Sundanese ethnic group in 2024.

Method

In this study, the author employed a quantitative research approach using a pre-experimental design, specifically the one-group pretest-posttest design. The research subjects were 57 mothers with infants and toddlers, and the study utilized a single group that received video media treatment to assess the impact of health education through video media on the perception of mothers regarding parenting patterns for children under five in the Sundanese ethnicity. The study was conducted in October 2024 in Cikunir Village, Tasikmalaya Regency. Data collected from the research were processed using appropriate data analysis software. Bivariate analysis was performed using the parametric Paired t-test, as the data were normally distributed. The research instrument consisted of a questionnaire designed to measure the effect of health education via video media on mothers' perceptions of toddler parenting patterns in the Sundanese ethnic group.

Result

Characteristics of responden

Table 1. Number and Percentage of Respondent Characteristics

Variable	n	%
Infant and Toddler Age		
Babies 3-12 Months	23	40,4
Toddlers 12-60 Months	34	59,6
Mother's Age		
< 20 Years	7	12,3
20-35 Years	38	66,7
> 35 Years	12	21,1
Education		
Basic	35	61,4
Intermediate	15	26,3
High	7	12,3
Work		
Work	13	22,8
Not Working	44	77,8

Based on Table 1, the characteristics of the respondents were interpreted that the age of respondents aged 12-60 months was 34 people (59.6%), while the age of mothers 20-35 years was 38 years (66.7%), while the characteristics of respondents based on the most advanced education, namely basic education, amounted to 35 people (61.4%) and the characteristics of respondents based on the most difficult employment, namely respondents with non-working as many as 44 people (77.8%).

Bivariate analysis

The presentation of bivariate data analysis in this study is to see the effect of providing health education through video media on the perception of mothers of toddlers about the parenting patterns of toddlers in the Sundanese ethnicity in 2024.

Table 2. The Effect of Providing Health Education Through Video Media on the Perception of Toddler Mothers About the Parenting Patterns of Toddlers in Sundanese Ethnicity

Knowledge	Before		After		P value
	n	%	n	%	
Good	19	33,3	45	78,9	0,000
Less	38	66,7	12	21,1	

Based on Table 2. shows that the knowledge of mothers of toddlers before being given health education through video media to changes in perception of parenting patterns of toddlers with good knowledge was 19 people (33.3%), and poor knowledge was 38 people (66.7%). Meanwhile, the knowledge of mothers and toddlers after being given health education through video media on changes in perception of parenting patterns of toddlers with good knowledge was 45 people (78.9%), and poor knowledge was 12 people (21.1%).

Testing the effectiveness of health education through video media on changes in perception of toddler parenting patterns in mothers of toddlers was carried out using the Paired Samples Test, and a significance value (p) of 0.000 was obtained. The results showed a significance value of less than 0.05 ($p < 0.05$) so that it was stated that there was a significant influence related to Health Education about the perception of toddler parenting patterns in mothers of toddlers or it can be interpreted that the Health Education provided is proven to be effective in changing the perception of toddler parenting patterns.

Discussion

This study was conducted on 57 mothers who have babies and toddlers aged 0-60 months at the Singapore Health Center who will be given a video media intervention on the Effect of Providing Health Education Through Video Media on the Perception of Mothers of Toddlers About the Parenting Patterns of Toddlers in Sundanese Ethnicity with 1 video screening time with a duration of 5-10 minutes. The respondents in this study are respondents who are taken based on inclusion and exclusion criteria and are willing to be respondents and want to watch videos. After mothers who have babies and toddlers are given a video, then the mother's knowledge about the Effect of Providing Health Education Through Video Media is measured on the perception of mothers of toddlers about the parenting patterns of toddlers in Sundanese ethnicity in infants 0-60 months, then the data is analyzed and the test used in this study is the wilcoxon test to see the difference in maternal knowledge using the questionnaire before and after being given a video media intervention.

Based on the study, it was shown that the average value of maternal knowledge increased after the intervention and based on the results of statistical tests, it was found that the results of maternal knowledge of infants under five before being given health education through video media on changes in perception of toddler parenting patterns with good knowledge 19 people (33.3%), and 38 people (66.7%) lacked knowledge. Meanwhile, the knowledge of mothers and toddlers after being given health education through video media on changes in perception of parenting patterns of toddlers with good knowledge was 45 people (78.9%), and poor knowledge was 12 people (21.1%). Testing the effectiveness of health education through video media on changes in perception of toddler parenting patterns in mothers of toddlers was carried out using the Paired Samples Test, and a significance value (p) of 0.000 was obtained. The results showed a significance value of less than 0.05 ($p < 0.05$) so that it was stated that there was a significant influence related to Health Education about the perception of toddler parenting patterns in mothers of toddlers or it can be interpreted that the Health Education provided is proven to be effective in changing the perception of toddler parenting patterns.

In line with some of the results carried out previously, audio visual media has a significant increase in the increase in knowledge, attitudes and behaviors of clown mothers about the provision of MP-ASI, this media can be used as a reference for making health promotion or counseling media (Wicaksono, 2016). Research conducted by (Lestari, 2021) showed that video media was more effective in increasing mothers' knowledge about MP-ASI treatment compared to e-booklet media judged from the mean rank of the difference between pre and post test scores was higher (Lestari, 2021).

Video is an electronic media that is able to combine audio and visual technology together to produce a dynamic and interesting show. Video media has a function as a learning medium, namely the attention function, affective function, cognitive function and

compensatory function. The function of attention is that video media can attract attention and direct the audience's concentration on video material. The affective function is that video media is able to evoke the emotions and attitudes of the audience. Cognitive function can accelerate the achievement of learning goals to understand and remember messages or information contained in images or symbols. Meanwhile, the compensatory function is to provide context to the audience whose ability is weak in organizing and recalling the information that has been obtained (Yudianto, 2017) Media is one of the factors that increases the effectiveness of the learning process, because directly or indirectly learning media increases the interest and attention of the target in receiving the material, with the right, clear and interesting media, participants will be more interested in the material presented and easier to understand. The use of educational media is useful to attract the attention of the target, clarify the message conveyed to remind the message that has been conveyed by the resource person (Lestari, 2021).

Based on the researcher's assumption that video media is very effective in increasing mothers' knowledge about providing health education through video media on the perception of mothers of toddlers about the parenting pattern of toddlers in the Sundanese ethnicity, because the low level of maternal education can influence mothers to receive information, so that the provision of video media can be the best way to provide information to mothers about the provision of health education to the Sundanese ethnicity Because it has the advantage of being able to display objects and sounds that are made as attractive as possible so that mothers do not get bored to watch them, so that the information they want to convey can be received by mothers and mothers can find positive education in the Sundanese ethnicity. The limitation in this study is that the video given is only played once with a duration that is not so long.

Conclusion

Health education through video media significantly influences mothers' perceptions of parenting patterns in the Sundanese ethnic group. Early intervention in child growth and stunting prevention is essential for promoting age-appropriate development in infants.

Conflict of interest

The researchers stated that there is no conflict of interest related to the implementation and publication of the results of this research. The entire research process, from planning, data collection, analysis, to report preparation, was carried out independently without any influence or pressure from any third party. A commitment to research ethics is upheld throughout the research process, ensuring transparency, accuracy and honesty in reporting results. Respondents' participation was voluntary with informed consent, and their confidentiality and privacy were maintained in accordance with applicable research ethics standards. With this statement, researchers hope that the research results can be trusted and used as a valid reference for the development of science and health practices related to ethnomedicine and reproductive health.

Ethical consideration

NO: 27/SGH/KEPK/VIII/2024 from the STIKes Ganesha Husada Kediri Health Research Ethics Commission

Funding

005/KP/LPPM/III/2024 from the Respati College of Health Sciences.

Authors' contribution

Each author makes an equal contribution to all parts of the research. All authors have reviewed and approved the final draft critically and are responsible for the index and similarity of the manuscript.

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