THE EFFECT OF NUTRITION COUNSELING USING TIKTOK VIDEO MEDIA ON THE KNOWLEDGE OF MOTHERS OF TODDLER

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ABSTRACT

Background: *Toddler nutritional problems in Indonesia remain serious, with 2026 data from the Wonosamodro Public Health Center recording 218 stunted, 148 wasted, and 213 underweight toddlers. Maternal knowledge is a determining factor for nutritional status, making the utilization of digital media such as TikTok videos a potentially engaging educational tool to improve maternal knowledge.* ***Objective:*** *To determine the effect of nutritional counseling using TikTok video media on the knowledge of mothers with toddlers in Bengle Village, Wonosamodro District, Boyolali Regency.* ***Methods:*** *This quasi-experimental study used a one-group pretest-posttest design. The research sample consisted of 31 mothers of toddlers selected through a quota sampling technique. The intervention involved nutritional counseling using TikTok video media, with a questionnaire instrument used to measure knowledge before and after the intervention. Data analysis was performed using the Wilcoxon Signed Rank Test.* ***Results:*** *The respondents' knowledge level increased, from a majority of 48.4% having a moderate knowledge level to 83.9% achieving a high knowledge level. The statistical test results showed a p-value of 0.001 ($p < 0.05$).* ***Conclusion:*** *Nutritional counseling using TikTok video media has a significant effect on increasing the knowledge of mothers with toddlers at the Bengle Village Integrated Healthcare Center (Posyandu), Wonosamodro District, Boyolali Regency.*

Keywords*: nutrition counseling, TikTok video, knowledge, mothers of toddlers, toddler nutrition.*