

## PENTINGNYA IMUNISASI DASAR DAN LANJUTAN KEPADA IBU DENGAN MEDIA BUKU SAKU

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### SUMMARY

**Background :** *Of basic and booster immunizations in Indonesia remains below the national target, particularly in densely populated areas such as Bekasi City. One of the main contributing factors is the lack of maternal knowledge about the importance of immunization in preventing infectious diseases. To address this issue, an effective, engaging, and easy-to-understand educational medium is required. This final project aims to develop a Communication, Information, and Education (CIE) medium in the form of a pocket book titled "The Importance of Basic and Booster Immunization", designed as an educational tool for mothers with young children.* **Method :** *Used was a media development design involving a limited trial with three respondents—mothers who have children. Evaluation was conducted through pre- test and post-test questionnaires to assess knowledge improvement, as well as content and design feedback.* **Results :** *Showed that the pocket book effectively enhanced mothers' understanding of immunization. All respondents reported that the content was easy to comprehend, the design was visually appealing, and the information provided was helpful. The pocket book was also considered practical as an educational aid for healthcare workers.* **Conclusion :** *The pocket book proved to be an effective educational tool in increasing mothers' knowledge and awareness of the importance of basic and booster immunization. It is expected to be widely used in healthcare facilities and community settings.*

**Keywords:** *Basic Immunization, Booster Immunization, Health Education, Pocket Book.*