



## Research Article

# The Effectiveness of Emo Demo Method in Toddler Massage Training on Mothers' Motivation in Supporting Toddler Growth and Development: Pre-Experimental Study

Pratiwi Yuliansari<sup>1\*</sup>, Nurin Fauziah<sup>2</sup>, Ratna Feti W<sup>2</sup>, Zulvana Zulvana<sup>1</sup>

<sup>1</sup> Program Studi S1 Keperawatan, STIKES Pamenang, Kediri, Indonesia

<sup>2</sup> Program Studi D3 Kebidanan, STIKES Pamenang, Kediri, Indonesia

### Article Information

Received: 06 November 2025  
 Revised: 03 December 2025  
 Accepted: 17 December 2025  
 Available online: 31 January 2026

### Keywords

Child Growth and Development;  
 Emo Demo; Motivation; Toddler  
 Massage

### Correspondence

Phone: (+62) 85735087173

E-mail: [tiwi173@gmail.com](mailto:tiwi173@gmail.com)

### Website

<https://journal.umtas.ac.id/index.php/healthcare/index>

### Doi

10.35568/healthcare.v8i1.7346

©The Author(s) 2026

This is an **Open Access** article  
 distributed under the terms of  
 the Creative Commons

Attribution-Non Commercial 4.0

International License

### ABSTRACT

Stunting, speech delay, social emotional, cognitive and motoric disorders, are some signs that children's growth and development is not optimal. Mothers can do this by providing massage stimulation during the child's golden period. This research aimed to provide massage training for toddlers used the emo demo method to motivate mothers in optimized children's growth and development. This study used a pre-experimental approach, one group pre-post-test design. The population of the study was 60 mothers of toddlers and the sample size used total sampling. Data collection used a questionnaire that had been modified through previous validity and reliability tests regarding toddler massage training with the emo demo method and maternal motivation. The research data applied the Wilcoxon sign ranks test. The results showed that there was a significant difference in maternal motivation before and after being given toddler massage training with the emo demo method with a significance value of 0.0001, Mother's motivation increased from 62% to 76.5%. The conclusion of this study that there is an effect of toddler massage training with the emo demo on the motivation of mothers to provide massage in order to optimize child growth and development.

## INTRODUCTION

The most progressive growth and development potential in children occurs between the ages of one and five. Failure to develop during this period can impact a child's future life (Apriyani & Purwani, 2023). Common developmental disorders include physical growth, stunting, motor development, cognitive development, emotional development, language development, and behavioral disorders, including speech delay and attention deficit hyperactivity disorder (ADHD) (Sesanti, Siantar, & Rostianingsih, 2023).

Early life is crucial, disorders that occur during this period can have long-term effects and even permanently damage brain structure and function (Rahmatullah et al., 2023). The recent surge in behavioral and personality disorders in children may be the result of inappropriate stimulation during childhood.

The World Health Organization (WHO) reported that in 2018, more than 200 million children under the age of five suffered from developmental disorders worldwide, with the highest numbers found in Asia and Africa. Reported developmental problems include hyperactivity, autism, language delays, and motor delay (Yun, Rosidi, & Purnamasari, 2021).

The number of toddlers in Indonesia reached approximately 31.8 million in 2022, and 1-3% of children under 5 years of age experience general developmental delays, with the prevalence of growth and developmental disorders second only to nutritional problems in infants. A study of 73 toddlers showed that 17 (23%) children had at least one indicator of abnormal growth, and 3 (4.1%) children were suspected of having developmental disorders (Hidayah, Masita, Dkk, 2023).

Supporting the previous statement, research conducted by Kalmia (2023) stated that developmental delays can be influenced by mothers' lack of knowledge in providing stimulation to their children. Data showed that mothers' knowledge of the basic concepts of subtle stimulation was categorized as low (33 children, 40.0%), language and speech development stimulation was categorized as moderate (30 children, 36.0%), and social and independent development stimulation was categorized as moderate (35 children, 42.0%) (Palupi, Umami, Dkk 2024).

Careful and appropriate stimulation does not seem to have received special attention in developing countries. The family, as the primary setting for developmental stimulation and evaluation, plays a crucial role in preventing developmental delays in children (Kusuma, Agustina, & Susanti, 2019). Stimulation provided by mothers to toddlers during their golden period can enhance the bond and affection between mothers and their children, and vice versa (Andayani & Surya, 2020)

One strategy that can be used to increase mothers' motivation to provide massage stimulation to toddlers is through toddler massage training using the emotional demonstration (emo demo) method.

Emo demo is an approach to changing the behavior of the target group from unhealthy behaviors to healthy ones (Triana, Verza, & Razi, 2021). This method involves a series of highly participatory activities, aiming to convey simple messages in a fun and/or emotionally engaging way, making them memorable and impactful in behavior change, in this case, mothers' motivation to provide massage stimulation to their toddlers (Sania & Intiyati, 2023).

Based on this phenomenon, this study aimed to determine the effect of emo demo training for mothers on their motivation to optimize child growth and development. The novelty of this research is evident in the application of the emo-demo method in toddler massage training, an approach that has not been widely adopted in interventions to enhance growth and developmental stimulation. Unlike conventional training methods, which generally focus on theoretical delivery, the emo-demo method integrates emotional elements, live demonstrations, and guided practical experiences to enhance the learning process.

## METHOD

This study used a pre-experimental design with a one-group pre-test-post-test design. This study was conducted to determine changes in mothers' motivation to massage their toddlers before and after training using the emo-demo method. The population in this study was all mothers of toddlers at the Taman Posyandu (Integrated Service Post) in Pelem Village, Kediri Regency in January 2025.

The researcher established criteria for determining the sample: 1) Mothers of toddlers in good physical, mental, and spiritual health; 2) Mothers of toddlers residing in Pelem Village. Based on these criteria, a sample of 60 mothers of toddlers was obtained. Data were collected using a questionnaire about mothers' motivation to massage their toddlers before and after training using the emo-demo method.

The questionnaire in this study consisted of 20 statements related to mothers' motivations for providing massage to toddlers. The questionnaire underwent validity and reliability testing and was found to be valid and reliable, with a Cronbach's alpha value of 0.826, indicating its reliability as a data collection tool. Data collection from the toddlers' mothers began with an

explanation of the research objectives and the completion of informed consent.

Demographic data included maternal age, toddler age, educational history, childbirth history, breastfeeding history, immunization history, and history of previous illnesses. The research data were then analyzed using the Wilcoxon Signed Rank test with a significance level of  $p < 0.05$ .

## RESULTS

Statistical analysis showed a significant difference between motivation scores before and after the counseling session, indicating an increase in maternal motivation following the intervention. A complete presentation of data on respondent characteristics, pre-test and post-test scores, and statistical analysis results is presented in the following section. In this section, data on the characteristics of mothers will be presented, consisting of age, last education, occupation, and number of children, which are presented in the following table:

**Table. 1** Respondent Characteristics

Characteristics	n	%
<b>Age</b>		
20 - 30	12	20
31 - 40	44	73
41 - 45	4	7
46 - 50	0	0
<b>Education</b>		
Elementary School	0	0
Junior High School	5	8
Senior High School	41	69
University	14	23
<b>Main Job</b>		
Housewife	34	57
Employee	17	28
Entrepreneur	9	15
<b>Number of children</b>		
1	10	17
2	26	43
3	19	32
>3	5	8

It can be seen in the table of characteristics of mothers of toddlers in terms of age, it is

found that the age of the mothers is mostly in the age range of 31-40 years with a total of 44 people (73%), the majority of the mothers' education aspects are high school graduates, namely 41 people (69%). Housewives were the highest occupational group, with 34 (57%) mothers. In terms of number of children, 26 (43%) had two children.

Toddler massage training is provided using the emotional demonstration (emo demo) technique, where the message is delivered in a fun way and touches the mother's emotions so that it is easy to remember and effective in increasing the mother's motivation to give massage to her child.

Components of toddler massage using the emo-demonstration technique include:

- a) Participatory learning: Respondents or mothers of toddlers are actively involved in practicing toddler massage movements.
- b) Emotional touch: Mothers of toddlers are given positive affirmations that touch on emotions, making the message more easily absorbed.
- c) Use of props: Mothers of toddlers are provided with a baby mannequin during massage training to encourage positive behaviors toward massage practice.
- d) Teaching contraindications: Mothers of toddlers are provided with scenarios of when massage should not be performed to increase empathy and reduce health risks to the child.

Table 2 presents the results of the pre- and post-test of the characteristics of mothers' motivation after toddler massage training using the emo-demo method.

**Tabel 2.** Characteristics of Mother's Motivation

Mother's Motivation	Pre Test		Post Test	
	n	%	n	%
<b>1) Sense of responsibility</b>				
Strong	49	82	54	90
Weak	11	18	6	10
Mother's Motivation	Pre Test		Post Test	

	n	%	n	%
<b>2) Needs</b>				
Strong	28	47	37	62
Weak	32	53	23	38
<b>3) Hope</b>				
Strong	27	45	42	70
Weak	33	55	18	30
<b>4) Rewards</b>				
Strong	28	47	38	63
Weak	32	53	22	37
<b>5) Challenges</b>				
Strong	24	40	30	50
Weak	36	60	30	50

Indicators of the characteristics of mothers' motivation to provide massage to their toddlers consist of: 1) Sense of responsibility, where the tabulation results obtained 49 (82%) mothers have a strong sense of responsibility to optimize the growth and development of children and increased to 90% (54 people) after being given baby massage training; 2) Needs, most mothers of toddlers still have a weak need to do massage to their toddlers with a percentage of 53% (32 mothers), but increased to 37 (62%) mothers have a great need for toddler massage; 3) Expectations, before being given massage training, mothers of toddlers had weak expectations of toddler massage, namely 27 (45%) and increased to 42 (70%); 4) Rewards, in this case rewards have the meaning of the mother's belief in the benefits that will be received if giving massage therapy to her toddler, before being given training, 32 (53%) mothers had a weak belief in the benefits that will be obtained, and it turned out that there was an increase to 38 (63%) mothers believed that they would get many benefits if they did massage therapy to their toddler; 5) Challenges: 36 (60%) mothers of toddlers felt that giving toddler massage was not challenging, and this sentiment improved after the training, with 30 (50%) mothers responding positively.

The effect of toddler massage training using the emo-demo method on mothers' motivation to optimize their children's

growth and development is presented in Table 3 :

**Tabel 3.** Research Hypothesis Test Result.

Intervention	n	Mean	Wilcoxon Test
Negative Ranks	0	,00	
Positive Ranks	60	58,50	
z			-4.317
Asymp.Sig.(2-tailed)			.000

The statistical test results table shows the Asymp Sig (2-tailed) value <0.005, which is 0.000, it can be concluded that there is a significant difference between the motivation of mothers of toddlers before and after being given training.

## DISCUSSION

The research results show that the Emo Demo method is effective as an educational approach to increasing maternal motivation to optimally support toddler growth and development.

Maternal characteristics such as age, education, occupation, and number of children can influence infant massage practices. Education influences the knowledge needed to overcome difficulties. When someone has a good knowledge, their understanding will also be better, enabling them to interpret, explain, provide examples, and summarize what they understand.

Knowledge about the benefits and techniques of infant massage can increase a mother's desire to perform massage, which is also in line with the mother's available time. Housewives with fewer than two children have more time to practice massage techniques on their toddlers. Meanwhile, mothers with more than two or even three children feel satisfied with their toddlers' condition, seeing that their previous children have also managed to grow normally without stimulation. The research results show a relationship between a mother's occupation and her knowledge of how well she massages

toddlers. Unemployed mothers have more knowledge about infant massage than employed mothers .

The success of infant massage practices can be determined by a mother's motivation (Kusumaningsih & Anggraeni, 2021). Motivation is defined as the drive, need, passion, or psychological mechanism a person uses to achieve a desired goal. Mothers who desire optimal growth and development for their toddlers will likely consider toddler massage a necessary developmental stimulation (Sulisnadewi, Labir, & Yuniarti, 2020).

Toddler massage training using the emo-demo method increases mothers' motivation by 25%, reflecting the expectation indicator for optimal growth and development. Delayed development can be a problem not only within the family but also has broader implications, affecting the psychosocial and economic stability of a nation (Merida & Hanifa, 2021).

The training, designed in a constructive atmosphere where participants are free to ask questions about anything they don't understand, and with active interaction, both between participants and the speaker and among fellow trainees, effectively increases enthusiasm and motivates mothers to practice the toddler massage material taught independently at home.

The emo-demo method can foster higher learning motivation, especially since the demonstration method is presented using props, which makes respondents more interested in carrying out the actions taught. Vroom's theory states that a person is motivated to do certain things to achieve a goal based on three core assumptions: expectations, values, and perceptions. A mother who has high hopes that her child's growth and development will progress optimally through various stimulations will be motivated to perform massage regularly (Ngatun & Sulistiani, 2023).

Growth and development do not occur spontaneously; children need to be stimulated according to their developmental tasks. The better the stimulation provided, the more optimal the child's growth and development (Hanifah, 2023).

Motivation is divided into two types: intrinsic motivation, which arises from within the individual, such as interest or curiosity, and extrinsic motivation, which is driven by desire or is shaped by external factors. Based on previous research, some people practice infant massage at the encouragement of their parents or family (Widyaningsih, 2020). The Emo Demo toddler massage training method integrates the senses of sight, hearing, motor skills, and touch, all of which are the primary ways humans acquire information. Comprehensive information captured through an emotional approach will increase self-motivation to perform the same action (Pangesti, Nurjanah, Dkk, 2021). Toddlerhood is a golden period for a child's growth and development (Rahmatullah et al., 2023). Cognitive, psychomotor, and affective development can develop rapidly, accounting for 80% of total human development at this age (Aminah, Mahmudiono, & Nadhiroh, 2024). Growth and development don't just happen; they are influenced by various factors. One crucial determinant of growth and development is stimulation, one effective form of which can be massage therapy (Sesanti et al., 2023). Although massage is the oldest and most popular form of touch therapy in Indonesia, not all mothers are motivated to massage their own children. Massage involves touch and affection, which can stimulate the growth nerves and improve blood flow in toddlers. When performed by a mother, it creates emotional closeness and a sense of security, comfort, and affection for the child (Selviana, Sari, Fadhila, & Ramadhan, 2023).

The immune system develops in line with the child's psychological well-being, enabling optimal growth and development (Sitorus, 2024).

Previous research revealed a link between toddler massage and weight gain. The more regularly a toddler is massaged, the more weight gain increases compared to toddlers who are not regularly massaged. The atmosphere of massage can also increase the happy hormone in children, resulting in optimal growth and development, especially if the massage is performed by the mother (Apriyani & Purwani, 2023). The Emo Demo approach stimulates parents to more easily remember and correctly practice infant massage, ultimately fostering emotional bonding and optimized stimulating of child's growth.

#### **CONCLUSIONS AND RECOMMENDATION**

Based on the results, it can be concluded that toddler massage training using the Emo Demo approach increased mothers' understanding, self-confidence, and internal motivation to be more active in stimulating growth and development through toddler massage activities at home. Emo Demo method is an effective educational strategy, easy to understand, and capable of building mothers' emotional engagement in implementing toddler massage. Good growth and development will impact a child's future quality of life. Researchers hope that emotionally engaging training will motivate them to optimize their child's growth and development. Facilitators are encouraged to build emotional engagement among participants by presenting visualizations or short stories about the benefits of toddler massage, reducing fussiness, and strengthening the mother-child bond.

#### **REFERENCES**

Aminah, S., Mahmudiono, T., & Nadhiroh, S. R. (2024). Policy, intervention, and

- management in addressing stunting in children: A systematic review. *African Journal of Reproductive Health*, 28(10s), 348–357.  
<https://doi.org/10.29063/ajrh2024/v28i10s.37>
- Andayani, R., & Surya, D. (2020). Pijat Bayi Untuk Stimulasi Tumbuh Kembang Bayi. *Jurnal Abdimas Saintika*, 2(1).
- Apriyani, T., & Purwani, R. (2023). Edukasi Pijat Bayi Untuk Mendukung Tumbuh Kembang Bayi dan Meningkatkan Pengetahuan Ibu. *Jurnal Peduli Masyarakat*, 5(2), 437–442.
- Hanifah, A. (2023). Strengthening Capacity of Posyandu Cadre to Educate The Mothers: A Program Evaluation of Emotional Demonstration for Cadres in Bantul Regency. *Journal of Community Empowerment for Health*, Vol. 6, p. 26.  
<https://doi.org/10.22146/jcoemph.77443>
- Hidayah, N., Masita, S., & Dkk. (2023). Penyuluhan Tentang Manfaat Pijat Bayi Terhadap Tumbuh Kembang Bayi dan Balita. *Al Amanah: Jurnal Pengabdian Masyarakat*, 5(1).
- Kusuma, R., Agustina, S., & Susanti, D. (2019). Pelatihan Dan Pendampingan Pijat Bayi Pada Kader POSYANDU Sebagai Stimulasi Tumbuh Kembang Balita Di Tegalrejo, Kota Yogyakarta. *Jurnal Pemberdayaan: Publikasi Hasil Pengabdian Kepada Masyarakat*, 3(3), 355–366.
- Kusumaningsih, T. P., & Anggraeni, S. D. (2021). Hubungan Pengetahuan Dengan Partisipasi Ibu Dalam Kelas Ibu Balita. *Jurnal Ilmiah Kesehatan Ar-Rum Salatiga (JIKA)*, 6(1), 1–6.
- Merida, Y., & Hanifa, F. (2021). Pengaruh Pijat Bayi Dengan Tumbuh Kembang. *Jurnal Kesehatan (e-Journal)*, 10(2), 27–32.  
<https://doi.org/10.37048/kesehatan.v11i1.424>
- Ngatun, S., & Sulistiani, A. (2023). Hubungan Motivasi Ibu Dalam Melakukan Pijat Bayi Dengan Kenaikan Berat Badan Bayi. *Jurnal Kebidanan*, 17(1), 54–63.
- Palupi, K., Umami, Z., & Dkk. (2024). Penyuluhan Gizi Kepada Ibu Baduta Menggunakan Media EMO-DEMO di Desa Pabuaran Kabupaten Bogor. *Journal of Research Applications in Community Services*, 3(1).
- Pangesti, C. B., & Nurjanah, S. et al. (2021). Pengaruh Pendidikan Kesehatan Dengan Metode Demonstrasi Terhadap Motivasi Ibu Dalam Memijat Bayi Secara Mandiri Di Pmb Elisabeth Banyuanyar Surakarta. *Jurnal Kebidanan Indonesia*, 12(1), 34–42.  
<https://doi.org/10.36419/jki.v12i1.436>
- Rahmatullah, S. W., Ratnapuri, P. H., Dwi Sandi, D. A., Lingga, H. N., Intannia, D., Izma, H., ... Wisnugroho, D. (2023). PRO INSTING (Program Indonesia Bebas Stunting) Melalui Edukasi pada TP-PKK dan Anggota Karang Taruna di Landasan Ulin Tengah. *Jurnal Pengabdian Masyarakat Panacea*, 1(3), 97.  
<https://doi.org/10.20527/jpmp.v1i3.10228>
- Sania, D., & Intiyati, A. D. (2023). Effectiveness of Using Emo Demo Methods and Demonstration Methods on Knowledge of Mothers of Stunting Together in Porong Puskesmas, Sidoarjo.pdf. *Journal of Nutrition Explorations*, 1(2), 60–70.
- Selviana, S., Sari, P., Fadhila, D., & Ramadhan, R. (2023). Pendampingan Dan Peningkatan Kapasitas Kader Kesehatan Dalam Upaya Pencegahan Stunting Di Desa Sungai Kakap. *Sasambo: Jurnal Abdimas (Journal of Community Service)*, Vol. 5, pp. 674–682.
- Sesanti, E. M., Siantar, R. L., &

- Rostianingsih, D. (2023). Pengaruh Massage Bayi Usia 6-10 Bulan Terhadap Tumbuh Kembang Bayi di Tempat Praktik Mandiri Bidan (TPMB) Endah Setu Bekasi Tahun 2022. *Jurnal Ilmiah Kesehatan*, 15(2), 231–242. <https://doi.org/10.37012/jik.v15i2.1462>
- Sitorus, N. L. (2024). The Significance of Tackling Stunting for The Economic Prosperity of A Nation – A Narrative Review. *Journal of Indonesian Specialized Nutrition*, 1(4), 131–137. <https://doi.org/10.46799/jisn.v1i4.23>
- Sulisnadewi, N. L. K., Labir, I. K., & Yuniarti, N. L. P. S. (2020). Implementasi Kelas Ibu Balita Dalam Meningkatkan Kemampuan Ibu Dalam Memberikan Stimulasi Tumbuh Kembang Anak di Kecamatan Sukawati. *Jurnal Pengabmas Masyarakat Sehat (JPMS)*, 2(1), 45–52.
- Triana, W., Verza, E., & Razi, P. (2021). the Effect of Emotional Demonstration Methods and Video Learning on Hand Washing on Knowledge and Skills of Housewives. *Nsc Nursing*, 1(2), 13–27. <https://doi.org/10.32549/opi-nsc-59>
- Widyaningsih, T. S. (2020). Peran Kader Dalam Memotivasi Ibu Balita Yang Berkunjung Ke Posyandu. *JKEP (Jurnal Keperawatan)*, 5(1), 1–12.
- Yun, I., Rosidi, D., & Purnamasari, L. (2021). Sosialisasi dan Simulasi Tentang Pemijatan Bayi Untuk Mendukung Tumbuh Kembang Bayi. *Jurnal Pengabdian Masyarakat*, 4(1), 63–70.