

Politeknik Kesehatan Kemenkes Bandung

Program Studi D-IV Promosi Kesehatan

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**PENGEMBANGAN MEDIA PROMOSI KESEHATAN VIDEO MENGENAI
KEPATUHAN MINUM OBAT PADA PASIEN HIPERTENSI DI WILAYAH
KERJA PUSKESMAS SUKAJADI**

ABSTRAK

Proses terapi pasien hipertensi salah satunya dengan melakukan pengobatan meminum obat hipertensi. Kepatuhan minum obat bagi pasien hipertensi bertujuan mengurangi risiko kardiovaskular, serebrovaskular dan penyakit ginjal sehingga penting dalam proses pengobatan pasien hipertensi untuk rutin minum obat. Penggunaan media informasi video merupakan salah satu media untuk meningkatkan kepatuhan minum obat hingga tercapainya kesuksesan dalam terapi. Tujuan penelitian yang dilakukan adalah mengembangkan media promosi kesehatan video mengenai kepatuhan minum obat pada pasien hipertensi. Jenis penelitian menggunakan *mix methods* dengan pendekatan *exploratory sequential mixed methods*. Tahap penelitian ini diawali dengan proses eksplorasi kebutuhan media promosi kesehatan video dengan 5 orang narasumber. Kemudian pembuatan prototype media promosi kesehatan berdasarkan 3 tahap model pengembangan ADDIE yaitu tahap *analysis*, *design* dan *development*. Hasil penelitian tahap pertama yaitu validasi ahli materi dikatakan layak digunakan dengan nilai 72% tahap dua nilai 86% dari ahli materi dengan kategori sangat layak digunakan dan tahap ketiga hasil pengujian validasi dengan cara uji coba skala kecil dengan 13 pasien hipertensi didapatkan nilai 91% dikategorikan sangat layak digunakan.

Kesimpulan hasil penelitian ini adalah video animasi mengenai kepatuhan minum obat hipertensi pada pasien hipertensi dikembangkan melalui 3 tahap pengembangan ADDIE yaitu *analysis*, *design* dan *development* dengan hasil validasi media video layak digunakan.

Kata Kunci: kepatuhan minum obat hipertensi, pengembangan, pengembangan

Daftar Pustaka: 37 (2010-2020)

**DEVELOPMENT OF HEALTH PROMOTION VIDEO REGARDING
MEDICATION COMPLIANCE WITH HYPERTENSION PATIENTS IN THE
SUKAJADI HEALTH CENTER WORKING AREA
ABSTRACT**

One of the treatment processes for hypertensive patients is taking medication for hypertension. Compliance with medication for hypertensive patients aims to reduce the risk of cardiovascular, cerebrovascular and kidney disease, so it is important in the treatment process for hypertensive patients to take medication regularly. The use of video information media is one of the media to improve medication adherence to achieve success in therapy. The purpose of this research is to develop a video health promotion media regarding medication adherence in hypertensive patients. This type of research uses mixed methods with an exploratory sequential mixed methods approach. This research phase begins with the process of exploring the need for video health promotion media with 5 resource persons. Then make a prototype of health promotion media based on 3 stages of the ADDIE development model, namely the analysis, design and development stages. The results of the first stage of the study, namely the validation of material experts, were said to be suitable for use with a value of 72%, the second stage, the value of 86% from the material experts in the very appropriate category, and the third stage of the validation test results by means of small-scale trials with 13 hypertensive patients, the value of 91% was categorized as very proper to use.

The conclusion of this study is an animated video regarding adherence to taking hypertension medication in hypertensive patients was developed through 3 stages of ADDIE development, namely analysis, design and development with the results of valid video media validation.
used.

Keywords: hypertension medication adherence, development, development

Bibliography: 37 (2010-2020)