

Politeknik Kesehatan Kemenkes Bandung
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Bandung, Juni 2021
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**PENGEMBANGAN MEDIA PROMOSI KESEHATAN
FILM PENDEK MENGENAI PENCEGAHAN ANEMIA BAGI SISWA
KELAS XI DI SMA RIMBA MADYA KOTA BOGOR TAHUN 2021**

ABSTRAK

135 hal, 5 Bab, 8 Tabel, 3 Bagan, 2 Grafik, 6 Lampiran

Anemia atau kekurangan sel darah merah masih cukup tinggi dan program pemberian TTD pada remaja selama tahun 2020 di Puskesmas Pasir Mulya masih belum maksimal, penggunaan media film pendek merupakan salah satu media yang diminati remaja karena media tersebut muda untuk dipahami. Tujuan Penelitian ini adalah menghasilkan media promosi kesehatan film pendek mengenai pencegahan anemia bagi remaja. Penelitian menggunakan penelitian mix methods dengan desain penelitian *The exploratory sequential design* yang diawali dengan wawancara mendalam kepada pengguna untuk menggali kebutuhan dan membuat prototipe, selanjutnya dilakukan uji kelayakan terhadap 1 orang ahli media, 1 orang ahli materi, dan 61 siswa SMA Rimba Madya Kota Bogor. Hasil penelitian didapatkan penilaian ahli media sebesar 96% dikategori “sangat valid”, penilaian ahli materi sebesar 97% di kategori “sangat valid”, dan penilaian kegunaan media bagi pengguna sebesar 4,47 di kategori “sangat baik”, serta penilaian pengetahuan pengguna dengan hasil uji Wilcoxon p value $>0,05=0,001$. Sehingga data disimpulkan media yang dikembangkan setelah melalui tahap eksplorasi dan pembuatan prototipe di dapatkan hasil bahwa media dan materi sangat layak untuk digunakan dan kegunaan media bagi pengguna sangat baik, serta adanya pengaruh signifikan intervensi media film pendek pencegahan anemia terhadap peningkatan pengetahuan tentang pencegahan anemia siswa kelas XI SMA Rimba Madya. Rekomendasi dari penelitian ini adalah media yang sudah dikembangkan harus membuat perubahan kearah positif pada remaja khususnya terhadap perilaku pencegahan anemia.

Kata Kunci: Film Pendek, Media Promosi Kesehatan, Pencegahan Anemia
Daftar Pustaka: 17 (2012-2020)

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**DEVELOPMENT OF SHORT MOVIE HEALTH PROMOTION MEDIA
ABOUT ANEMIA PREVENTION FOR GRADE 2 STUDENTS
AT SMA RIMBA MADYA BOGOR CITY 2021**

ABSTRACT

135 pages, 5 Chapters, 8 Tables, 3 Chart, 2 Graphics, 6 Attachments

Anemia or lack of red blood cells is still quite high and the program for giving TTD to teenagers during 2020 at the Pasir Mulya Health Center is still not optimal, the use of short film media is one of the media that teenagers are interested in because the media is young to understand. The purpose of this study was to produce a short film health promotion media about anemia prevention for teenagers. The research used a mixed methods research with The exploratory sequential design research design which began with in-depth interviews with users to explore needs and create prototypes, then conducted a feasibility test on 1 media expert, 1 material expert, and 61 students of Rimba Madya High School Bogor City. The results of the study obtained media expert assessment of 96% in the category of "very valid", material expert assessment of 97% in the category of "very valid", and assessment of media usability for users of 4.47 in the category of "excellent", as well as assessment of user knowledge with wilcoxon p value test results p value > 0,05= 0,001 so the data concluded that the media developed after going through the exploration and prototyping phase obtained the result that the media and materials are very feasible to use and the usefulness of the media for users is very good, as well as the significant influence of short film media interventions on the improvement of knowledge about anemia prevention of grade XI students of Rimba Madya High School. The recommendation of this study is that developed media should make positive changes in adolescents, especially towards anemia prevention behavior

*Keywords : Anemia Prevention, Development, Short Film
Bibliography : 17 (2012-2020)*