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Bandung, Juni 2021
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**PENGEMBANGAN MEDIA PROMOSI KESEHATAN VIDEO
IKLAN LAYANAN MASYARAKAT MENGENAI
PENCEGAHAN OBESITAS PADA REMAJA DI SMP YPU KOTA
BANDUNG**

ABSTRAK

51 hal, 5 bab, 3 bagan, 11 tabel, 17 lampiran

Obesitas pada remaja memicu timbulnya berbagai penyakit degeneratif hingga kematian. Pencegahan obesitas pada remaja dapat dilakukan dengan media promosi kesehatan khususnya video iklan layanan masyarakat untuk menambah pengetahuan, kesadaran sikap terhadap masalah, serta mendapatkan citra baik di mata siswa. Tujuan penelitian ini yaitu dihasilkannya media Promosi Kesehatan Video Iklan Layanan Masyarakat mengenai Pencegahan Obesitas pada Remaja. Desain penelitian yang dipergunakan adalah *mixed method* dengan *desain exploratory sequential mixed methods*. Diawali dengan penelitian kualitatif dengan wawancara kepada 7 siswa. Selanjutnya dilakukan penelitian kuantitatif melalui angket/kuesioner kepada 71 siswa. Hasil eksplorasi model media video iklan layanan masyarakat mengenai pencegahan obesitas sebagai media Promosi Kesehatan pada remaja didapatkan hasil bahwa anak remaja lebih memahami materi melalui video seperti iklan layanan masyarakat bertemakan pendidikan kesehatan khususnya membahas mengenai penyebab obesitas dan cara pencegahan obesitas seperti pola makan dengan durasi sekitar 2-3 menit yang tidak terlalu banyak teks melainkan lebih banyak gambar dan musik/suara. Hasil penelitian menunjukkan hasil validasi media dari ahli materi sebesar 67% dengan kategori layak, ahli media sebesar 96,36% dengan kategori sangat layak dan uji coba kepada pengguna sebesar 86,22% dengan kategori sangat layak sedangkan peningkatan pengetahuan kepada 71 responden mengenai pencegahan obesitas meningkat dari hasil pre-test 56.62% menjadi 74.08% dengan hasil uji T-Test diketahui nilai sig. (2-Tailed) adalah sebesar $0.000 < 0.005$ artinya ada pengaruh antara pendidikan kesehatan melalui video iklan layanan masyarakat terhadap pencegahan obesitas.

Kata Kunci : Iklan Layanan Masyarakat, Obesitas, Pengetahuan
Daftar Pustaka : 13 (2009 – 2019)

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***DEVELOPMENT OF HEALTH PROMOTION MEDIA VIDEO OF PUBLIC
SERVICE ANNOUNCEMENT REGARDING THE PREVENTION OF
OBESITY IN ADOLESCENTS AT SMP YPU BANDUNG CITY***

ABSTRACK

51 item, 5 chapter, 3 chart, 11 table, 17 appendix

Obesity in adolescents triggers the onset of various degenerative diseases until death. Prevention of obesity in adolescents can be done by promoting health media, especially public service advertising videos to increase knowledge, awareness of attitudes to problems, as well as get a good image in the eyes of students. The purpose of this study is the production of health promotion media Public Service Advertising Videos on The Prevention of Obesity in Adolescents. The research design used a mixed-method with exploratory sequential mixed methods design. Starting with qualitative research with interviews with 7 students. Furthermore, quantitative research was conducted through questionnaires to 71 students. The results of the exploration of the media model of public service advertising media on the prevention of obesity as a medium of Health Promotion in adolescents obtained the result that adolescents better understand the material through videos such as public service advertisements themed on health education, especially discussing the causes of obesity and ways of prevention of obesity such a diet with a duration of about 2-3 minutes that is not too much text but more images and music/sound. The results showed that the results of media validation from material experts were 67% in the appropriate category, media experts were 96.36% in the very feasible category and trials to users were 86.22% in the very feasible category while increasing knowledge to 71 respondents regarding obesity prevention increased from the pre-test result of 56.62% to 74.08% with the result of the T-test known the sig value. (2-Tailed) is $0.000 < 0.005$ meaning that health education through public service advertisement videos on obesity prevention.

Keywords: Knowledge, Obesity, Public Service Advertising
Bibliography : 13 (2009 – 2019)