ABSTRAK

PENGARUH PENDIDIKAN KESEHATAN MELALUI MEDIA INSTAGRAM TERHADAP PENGETAHUAN DAN MOTIVASI REMAJA DALAM MENCEGAH PERNIKAHAN DINI

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Latar Belakang: Pernikahan dini merupakan permasalahan yang masih sering terjadi di Indonesia, berdasarkan sebaran global, Indonesia menduduki peringkat ke-3 dengan 25,53 juta perempuan melakukan pernikahan dini. Pernikahan dini memberikan dampak negatif pada beberapa aspek wadah edukasi kesehatan dengan meningkatkan pengetahuan dan motivasi melalui media Instagram. Penelitian ini bertujuan untuk mengetahui pengaruh pendidikan kesehatan melalui media Instagram terhadap pengetahuan dan motivasi remaja dalam mencegah pernikahan dini.
Metode: Penelitian ini menggunakan *Quasi-experimental design with control group pretest and posttest design*. Teknik pengambilan sampel menggunakan *Proportionate Stratified Random Sampling* yang terdiri dari 50 sampel setiap kelompok. Data diambil menggunakan kuesioner pengetahuan dan motivasi tentang pernikahan dini. Analisis data menggunakan uji Wilcoxon, uji Paired t test, Independent t test dan uji Mann-Whitney.
Hasil: Median usia responden adalah 14 tahun dan mayoritas pendapatan orang tua di bawah upah minimum Kabupaten Banyumas. Hasil penelitian menunjukkan terdapat perbedaan pengetahuan (p=0,000) dan motivasi (p=0,000) pada kelompok intervensi dan kontrol.
Kesimpulan: Terdapat pengaruh pendidikan kesehatan melalui media Instagram terhadap pengetahuan dan motivasi remaja putri dalam pencegahan pernikahan dini

Kata Kunci: Media Instagram, Pernikahan Dini, Pendidikan Kesehatan, Pengetahuan, Remaja

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ABSTRACT

THE EFFECT OF HEALTH EDUCATION THROUGH INSTAGRAM MEDIA ON THE KNOWLEDGE AND MOTIVATION OF ADOLESCENT IN PREVENTING EARLY MARRIAGE

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Background: Early marriage is a problem that still frequently occurs in Indonesia, based on global distribution, Indonesia is ranked 3rd with 25.53 million women having early marriage. Early marriage has a negative impact on several aspects of life, namely the psychological, social and physical health of the baby and mother. The widespread use of cell phones and social media among teenagers can become a forum for health education by increasing knowledge and motivation through Instagram. This research aims to determine the effect of Instagram media on adolescent' knowledge and motivation in preventing early marriage.

Methods: This research used a Quasi-experimental design with control group pretest and posttest design. Sampling technique used proportionate stratified random sampling, consisting of 50 samples from each group. Data was taken using a knowledge and motivation questionnaire about early marriage. Data analysis used the Wilcoxon test, Paired t test, Independent t test and Mann-Whitney test.

Results: The median of respondents age are 14 years old and the majority of parents' income below minimum wage Banyumas Regency. The research results show that there are differences in knowledge (p=0,000) and motivation (p=0,000) in the intervention and control groups.

Conclusion: There is an effect of health education through Instagram media on the knowledge and motivation of adolescent in preventing early marriage

Keywords: Instagram Media, Early Marriage, Health Education, Knowledge, Motivation, Adolescent

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