

ABSTRAK

PENGARUH PEMBERIAN MEDIA AUDIO VISUAL TERHADAP PENINGKATAN PENGETAHUAN DAN SIKAP BAHAYA MEROKOK PADA REMAJA SMP NEGERI DI KOTA PURWOKERTO

Fadel Raditya Bagus Pratomo¹, Arrum Firda Ayu Magfiroch², Elviera Gamelia³

Latar Belakang: Fenomena merokok pada remaja saat ini masih sering dijumpai. Salah satu upaya untuk mengurangi fenomena tersebut yang dapat dilakukan yaitu dengan memberikan promosi kesehatan. Hasil studi pendahuluan diketahui 7 dari 10 siswa mengetahui rokok tidak baik bagi kesehatan maka peneliti tertarik untuk meneliti masalah tersebut. Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh pemberian media audio visual terhadap pengetahuan dan sikap bahaya merokok pada remaja SMP Negeri di Kota Purwokerto.

Metode Penelitian: Penelitian ini merupakan penelitian *quasi experiment*, dengan menggunakan *nonequivalent control group design*, yaitu membandingkan hasil *pretest* dan *posttest* dari dua kelompok, dengan jumlah sample 62 responden di SMP Negeri 1 dan SMP Negeri 2 Purwokerto menggunakan teknik *purposive sampling*. Data dianalisis menggunakan uji *Mann-whitney* dan *T- Test* untuk melihat apakah ada pengaruh dari pemberian media audio visual terhadap pengetahuan dan sikap bahaya merokok.

Hasil Penelitian: Tidak terdapat perbedaan pengetahuan antara kelompok perlakuan dan kelompok kontrol saat *pretest* ($p\text{ value}=0.250$), terdapat perbedaan pengetahuan antara kelompok perlakuan dan kelompok kontrol saat *posttest* ($p\text{ value}=0.025$), tidak terdapat perbedaan sikap antara kelompok perlakuan dan kelompok kontrol saat *pretest* ($p\text{ value}=0.360$), terdapat perbedaan sikap antara kelompok perlakuan dan kelompok kontrol saat *posttest* ($p\text{ value}=0.000$).

Kesimpulan: Promosi kesehatan menggunakan audio visual berpengaruh terhadap peningkatan pengetahuan dan sikap terkait bahaya merokok pada remaja di SMP Negeri Purwokerto.

Kata Kunci: *remaja, audio visual, pengetahuan, sikap, bahaya merokok*

ABSTRACT

THE INFLUENCE OF AUDIO VISUAL MEDIA ON INCREASING KNOWLEDGE AND ATTITUDES TOWARDS SMOKING HAZARDS AMONG JUNIOR HIGH SCHOOL ADOLESCENTS IN PURWOKERTO

Fadel Raditya Bagus Pratomo¹, Arrum Firda Ayu Magfiroch², Elviera Gamelia³

Background: The phenomenon of smoking among teenagers today is still often encountered. One effort to reduce this phenomenon that can be done is by providing health promotion. The results of the preliminary study showed that 7 out of 10 students knew that smoking was not good for their health, so researchers were interested in researching this problem. This research aims to find out whether there is an effect of providing audio-visual media on knowledge and attitudes about the dangers of smoking among state junior high school teenagers in Purwokerto City.

Research Method: This research is a *quasi-experimental research*, using a *nonequivalent control group design*, namely comparing the pretest and posttest results of two groups, with a sample size of 62 respondents at SMP Negeri 1 and SMP Negeri 2 Purwokerto using *purposive sampling technique*. Data were analyzed using the *Mann-Whitney test* and *T-Test* to see whether there was an effect of providing audio-visual media on knowledge and attitudes about the dangers of smoking.

Research Results: There was no difference in knowledge between the treatment group and the control group during *pretest* (*p value* = 0.250). There was a difference in knowledge between the treatment group and the control group during *posttest* (*p value* = 0.025). There was no difference in attitude between the treatment group and the control group during *pretest* (*p value* = 0.360). There was a difference in attitude between the treatment group and the control group during *posttest* (*p value* = 0.000).

Conclusion: Health promotion using audiovisual media has an impact on increasing knowledge and attitudes related to smoking hazards among junior high school students in SMP Negeri in Purwokerto City.

Keywords: *adolescents, audiovisual, knowledge, attitude, smoking hazards*