

ABSTRAK

PENGARUH EDUKASI PEDOMAN GIZI SEIMBANG MELALUI VIDEO APLIKASI TIKTOK TERHADAP PENGETAHUAN DAN SIKAP KONSUMSI BUAH DAN SAYUR DI SMK NEGERI 1 PURWOKERTO

Mufidha Firlie Fauziyah, Izka Sofiyya Wahyurin, Umi Faza Rokhmah

Latar Belakang : Edukasi pedoman gizi seimbang melalui aplikasi TikTok dapat menjadi salah satu strategi dalam meningkatkan pengetahuan dan sikap remaja terhadap konsumsi buah dan sayur. Penggunaan media sosial TikTok dapat dijadikan sebagai alternatif edukasi bagi remaja karena tidak membosankan dan informasi yang disampaikan mudah diterima. Penelitian ini bertujuan untuk mengetahui pengaruh edukasi gizi melalui media aplikasi TikTok terhadap pengetahuan dan sikap remaja tentang konsumsi buah dan sayur di SMK Negeri 1 Purwokerto.

Metode : Penelitian eksperimental menggunakan *quasi experiment* dengan rancangan *one group pretest-posttest design* dengan perhitungan sampel menggunakan *proportionate sampling*. Edukasi dilakukan selama 2 minggu dengan total 8 video, dengan durasi video 1-2 menit. Pengetahuan dan sikap remaja mengenai buah dan sayur diukur menggunakan kuesioner pengetahuan dan sikap. Uji normalitas kuesioner menggunakan uji *Shapiro-Wilk*. Variabel pengetahuan diuji menggunakan uji *Wilcoxon* dan variabel sikap diuji menggunakan uji *Paired T-test*.

Hasil : Hasil uji *Wilcoxon* pada variabel pengetahuan menunjukkan nilai $p < 0,05$ ($p = 0,001$) dengan peningkatan median sebesar 1,5 setelah diberikan edukasi. Hasil uji *Paired T-test* pada variabel sikap menunjukkan nilai $p < 0,05$ ($p = 0,036$) dengan peningkatan nilai rata-rata sikap sebesar 2,2 setelah diberikan edukasi.

Kesimpulan : Terdapat pengaruh edukasi video terhadap pengetahuan dan sikap mengenai buah dan sayur sebelum dan sesudah diberikan edukasi melalui aplikasi TikTok di SMK Negeri 1 Purwokerto.

Kata Kunci : Video Edukasi, Pedoman Gizi Seimbang, Pengetahuan, Sikap, Remaja, TikTok.

Abstract

THE EFFECT OF BALANCED NUTRITION GUIDELINES EDUCATION VIDEO THROUGH THE TIKTOK APPLICATION ON KNOWLEDGE AND ATTITUDE OF FRUIT AND VEGETABLE CONSUMPTION AT SMK NEGERI 1 PURWOKERTO

Mufidha Firlie Fauziyah, Izka Sofiyaa Wahyurin, Umi Faza Rokhmah

Background: *Balanced nutrition guidelines education through the TikTok application is one of strategies used to increase adolescent knowledge and attitudes towards fruit and vegetable consumption. The use of TikTok social media served as an alternative education method for adolescents. This application is amusing and the information is easy to understand. This study aimed to determine the effect of nutrition education through TikTok application on adolescent knowledge and attitudes about fruit and vegetable consumption at SMK Negeri 1 Purwokerto.*

Methods: *The study was an experimental research using a quasi-experimental design with a one-group pretest-posttest approach, and the sample was calculated using proportionate sampling. Education was conducted for 2 weeks with a total of 8 videos, duration of videos 1-2 minutes. Adolescents' knowledge and attitudes about fruits and vegetables were measured using a knowledge and attitude questionnaire. The normality test of the questionnaire was conducted using the Shapiro-Wilk test. The knowledge and attitude were analysed using Wilcoxon test and Paired T-test.*

Results: *The result of the difference test using the Wilcoxon test on the knowledge variable showed a $p < 0,05$ ($p = 0,001$) with a median increase of 1,5 after education was given. The result of the difference test using the Paired T-test on the attitude variable showed a $p < 0,05$ ($p = 0,036$) with an increase in the average attitude score of 2,2 after education was given.*

Conclusions: *There was an effect of video based education on knowledge and attitudes regarding fruits and vegetables before and after the education was delivered through TikTok application at SMK Negeri 1 Purwokerto.*

Keywords: *Adolescent, Education Video, Balanced Nutrition Guidelines, Knowledge, Attitude, TikTok.*