BAB V. CONCLUSION

A. Conclusion

Based on the results of the research, it can be concluded that :

1. Based on the results of a research conducted on 437 undergraduate students at Universitas Jenderal Soedirman, it was found that most respondents had a moderate level of knowledge of first aid for traffic accidents. These results indicate that the majority of students have a basic understanding of first aid, but there is still a need to improve their knowledge to be more optimal.

2. The results of the bivariate analysis show that all factors studied, namely education, information and mass media, socio-cultural and economic factors, environment, experience, and age, have a significant relationship with the level of first aid knowledge. In the multivariate analysis, only age is not a significant factor.

3. Information and mass media variables are the most dominant factors influencing students' knowledge levels. This conclusion emphasizes the importance of media-based education strategies, whether through health campaigns, social media, or print/electronic media, as an effort to increase first aid knowledge among students. Providing accurate, accessible, and interesting information is key to building student preparedness for traffic accidents and other emergencies.

B. Research Recommendations

Based on the results of this research, several suggestions can be made as follows.

1. For educational institutions

   The results of this research are expected to be taken into consideration in designing and strengthening educational programs and training in first aid for traffic accidents for students across faculties, particularly through the use of mass media and digital media as effective educational tools.

2. For students

The results of this research are expected to serve as material for self-evaluation regarding the level of first aid knowledge. Students are expected to be more active in seeking and utilizing accurate health information, as well as participating in first aid training or simulation activities so that their knowledge can be applied appropriately in emergency situations.

3. For further research

It is recommended to simultaneously examine students' knowledge and attitudes regarding first aid for traffic accidents. Attitude measurements are expected to complement the results of this study, so that they not only describe the level of students' knowledge, but also their readiness and tendency to apply first aid in real situations. Thus, the results of further research can provide a more comprehensive picture of the relationship between students' knowledge and attitudes towards first aid.