

ABSTRAK

ANALISIS EFEKTIFITAS EDUKASI DONOR DARAH TERHADAP MINAT PEDONOR PEMULA DI UDD PMI KOTA SURABAYA

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Transfusi darah adalah kegiatan atau proses pengambilan darah, komponen darah kepada seseorang untuk kemudian di donorkan kepada resipien. Tindakan ini, banyak memberikan manfaat baik bagi pendonor ataupun penerima, bahkan dapat menyelamatkan nyawa seseorang. Tujuan penelitian ini untuk menganalisis perbedaan minat pedonor pemula di UDD PMI Kota Surabaya sebelum dan sesudah diberikan edukasi donor darah. Desain penelitian ini adalah penelitian kuantitatif pre eksperimental dengan pendekatan *pre and post test design* dengan fokus penelitiannya diarahkan untuk akan menganalisis perbedaan minat pedonor pemula di UDD PMI Kota Surabaya sebelum dan sesudah diberikan edukasi donor darah. Jumlah populasi sejumlah 119 responden dan sampel sebanyak 70 responden yang diambil dengan teknik *Accidental Sampling*. Hasil temuan didapatkan bahwa sebagian besar responden belum memiliki minat melakukan donor darah kategori rendah sebelum diberikan perlakuan sebanyak 56 responden (80%). Sebagian besar responden memiliki minat melakukan donor darah kategori tinggi sesudah diberikan perlakuan sebanyak 52 responden (74,3%). Berdasarkan hasil analisis *Wilcoxon* menunjukkan bahwa nilai *p-value* $0,000 < 0,05$ maka H_0 ditolak dan H_1 diterima jadi disimpulkan bahwa ada perbedaan minat pedonor pemula di UDD PMI Kota Surabaya sebelum dan sesudah diberikan edukasi donor darah. Hasil penelitian menunjukkan bahwa pendekatan komprehensif melalui edukasi yang terstruktur mampu mengatasi hambatan seperti kurangnya pengetahuan, rasa takut, dan mitos yang berkembang di masyarakat terkait donor darah.

Kata Kunci : Donor Darah, Minat Donor Darah, Promosi Kesehatan,

ABSTRACT**ANALYSIS OF THE EFFECTIVENESS OF BLOOD DONOR EDUCATION
ON THE INTEREST OF BEGINNER DONORS AT UDD PMI CITY OF
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Blood transfusion is the activity or process of taking blood, blood components from someone to then donate to the recipient. This action provides many benefits for both donors and recipients, and can even save someone's life. The aim of this research was to analyze the differences in interest of novice donors at UDD PMI Surabaya City before and after being given blood donation education. The design of this research is pre-experimental quantitative research with a pre and post test design approach with the focus of the research directed at analyzing differences in the interest of novice donors at UDD PMI Surabaya City before and after being given blood donation education. The total population was 119 respondents and the sample was 70 respondents taken using the Accidental Sampling technique. The findings showed that the majority of respondents had no interest in donating blood in the low category before being given treatment, 56 respondents (80%). Most of the respondents had an interest in donating blood in the high category after being given treatment, 52 respondents (74.3%). Based on the results of the Wilcoxon analysis, it shows that the $p\text{-value}$ is $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted, so it can be concluded that there is a difference in the interest of novice donors in UDD PMI Surabaya City before and after being given blood donor education. The research results show that a comprehensive approach through structured education is able to overcome obstacles such as lack of knowledge, fear and myths that develop in society regarding blood donation.

Keywords : Blood Donation, Interest in Blood Donation, Health Promotion