

## ABSTRAK

### EFEKTIVITAS PROMOSI KESEHATAN MELALUI MEDIA VIDEO TERHADAP PENGETAHUAN DAN SIKAP MASYARAKAT MENGENAI PENCEGAHAN TUBERKULOSIS DI WILAYAH PUSKESMAS BODAG KECAMATAN PANGGUL

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Tuberkulosis (TBC) merupakan penyakit menular yang masih menjadi masalah kesehatan masyarakat di Indonesia. Tingginya angka kejadian Tuberkulosis menunjukkan perlunya strategi edukatif yang efektif. Media video menjadi pendekatan inovatif dalam promosi kesehatan karena mampu menyampaikan informasi secara visual dan auditori.

Penelitian ini bertujuan untuk menganalisis pengaruh promosi kesehatan melalui media video terhadap peningkatan pengetahuan dan sikap masyarakat tentang pencegahan TBC di wilayah kerja Puskesmas Bodag, Kecamatan Panggul. Penelitian ini menggunakan desain pra-eksperimental dengan pendekatan one group pretest-posttest. Sampel berjumlah 99 responden yang dipilih melalui stratified random sampling. Instrumen berupa kuesioner pengetahuan dan sikap diberikan sebelum dan sesudah intervensi. Analisis data menggunakan uji Wilcoxon Signed-Rank Test.

Hasil menunjukkan peningkatan pengetahuan dan perubahan sikap yang signifikan. Nilai Wilcoxon pada variabel pengetahuan adalah  $Z = -5.000$  ( $p = 0.000$ ), dan pada variabel sikap  $Z = -6.325$  ( $p = 0.000$ ), menandakan adanya pengaruh yang signifikan setelah intervensi.

Media video efektif dalam meningkatkan pengetahuan dan membentuk sikap positif masyarakat terhadap pencegahan TBC. Penggunaan video sebagai media edukasi sangat direkomendasikan dalam promosi kesehatan masyarakat, terutama dalam pengendalian penyakit menular.

**Kata Kunci:** Promosi kesehatan, Media Video, Pengetahuan, Sikap, Tuberkulosis

## ABSTRACT

### ***THE EFFECTIVENESS OF HEALTH PROMOTION THROUGH VIDEO MEDIA ON COMMUNITY KNOWLEDGE AND ATTITUDES REGARDING TUBERCULOSIS PREVENTION IN THE WORKING AREA OF BODAG PUBLIC HEALTH CENTER, PANGGUL DISTRICT***

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*Tuberculosis (TB) is an infectious disease that remains a significant public health burden in Indonesia. The high incidence rate indicates the need for effective educational strategies to increase public understanding and awareness of prevention and treatment. Video media is considered an innovative approach in health promotion by combining visual and auditory elements to deliver health messages in an engaging and easy-to-understand format.*

*This study aimed to determine the effect of health promotion through video media on improving public knowledge and attitudes regarding TB prevention in the working area of Bodag Public Health Center, Panggul Subdistrict. A pre-experimental design with a one-group pretest-posttest approach was used. The sample consisted of 99 respondents selected through stratified random sampling. The instruments were knowledge and attitude questionnaires administered before and after the intervention. Data were analyzed using the Wilcoxon Signed-Rank Test.*

*The results showed a significant increase in knowledge and a positive change in attitudes after the intervention. The Wilcoxon test results showed  $Z = -5.000$  ( $p = 0.000$ ) for knowledge and  $Z = -6.325$  ( $p = 0.000$ ) for attitude variables.*

*Video media is proven to be effective in improving knowledge and shaping positive attitudes regarding TB prevention. Its use is highly recommended in community-based health promotion efforts.*

**Keywords:** Health Promotion, Video Media, Knowledge, Attitude, Tuberculosis