

ABSTRAK

PENGARUH PROMOSI KESEHATAN MENGGUNAKAN VIDEO "SADARI" PERIKSA PAYUDARA SENDIRI TERHADAP SIKAP DAN PERILAKU REMAJA PUTRI DI SMAN 2 PARE

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Kanker payudara merupakan kanker dengan jumlah kasus tertinggi secara global dan menjadi penyebab kematian utama perempuan di Indonesia. Saat ini, kejadian kanker payudara tidak hanya ditemukan pada usia 30–50 tahun, tetapi juga mulai menyerang usia remaja. Pemeriksaan payudara sendiri (SADARI) menjadi metode deteksi dini yang penting, namun tingkat kesadaran dan perilaku remaja terhadap SADARI masih rendah. Promosi kesehatan melalui media video dinilai efektif dalam meningkatkan pemahaman remaja karena penyajiannya yang menarik dan mudah dipahami. Penelitian ini bertujuan untuk mengidentifikasi sikap dan perilaku remaja putri terhadap SADARI serta menganalisis pengaruh promosi kesehatan menggunakan video terhadap perubahan tersebut.

Penelitian ini menggunakan desain pre-eksperimen dengan pendekatan one group pretest-posttest. Sampel terdiri dari 89 siswi SMAN 2 Pare yang dipilih melalui teknik proportionate stratified random sampling. Instrumen berupa kuesioner sikap dan perilaku, dengan analisis data menggunakan uji Wilcoxon.

Hasil penelitian menunjukkan adanya peningkatan signifikan setelah intervensi video SADARI. Sebelum intervensi, 66 responden (74,2%) memiliki sikap baik dan 82 responden (92,1%) berperilaku cukup. Setelah intervensi, 81 responden (91%) memiliki sikap sangat baik dan 68 responden (76,4%) menunjukkan perilaku baik. Uji Wilcoxon menunjukkan nilai $p = 0,000$ yang berarti terdapat pengaruh signifikan.

Kesimpulannya, promosi kesehatan menggunakan video SADARI efektif dalam meningkatkan sikap dan perilaku remaja putri terhadap deteksi dini kanker payudara.

Kata kunci: promosi kesehatan, video SADARI, sikap, perilaku, remaja putri.

ABSTRACT

THE EFFECT OF HEALTH PROMOTION USING BREAST SELF-EXAMINATION (BSE) VIDEO ON THE ATTITUDE AND BEHAVIOR ADOLESCENT GIRL IN SMAN 2 PARE

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Breast cancer is the cancer with the highest number of cases globally and is the leading cause of death for women in Indonesia. Currently, breast cancer is not only found in the 30–50 age groups, but is also starting to affect teenagers. Breast self-examination (BSE) is an important early detection method, but the level of awareness and behavior of teenagers towards BSE is still low. Health promotion through video media is considered effective in increasing adolescent understanding because of the visual and audio is attractive and easy to understand. This study aims to identify the attitudes and behaviors of adolescent girls towards BSE and to analyze the effect of health promotion using video on these changes.

This study used a pre-experimental design with one-group pretest-posttest. The sample consisted of 89 female students from SMAN 2 Pare selected through proportionate stratified random sampling. The instruments were attitude and behavior questionnaires, with data analysis used the Wilcoxon test.

The results showed a significant increase after the BSE video intervention. Before the intervention, 66 respondents (74.2%) had good attitudes and 82 respondents (92.1%) had enough behavior. After the intervention, 81 respondents (91%) had very good attitudes and 68 respondents (76.4%) showed good behavior. The Wilcoxon test showed a p -value = 0.000, which means there was a significant effect.

In conclusion, health promotion using BSE video is effective in improving the attitudes and behaviors of adolescent girls towards early detection of breast cancer.

Keywords: *health promotion, BSE video, attitude, behavior, adolescent girls.*