

EFEKTIVITAS PENGGUNAAN MEDIA VIDEO DALAM PENYULUHAN DONOR DARAH TERHADAP TINGKAT PENGETAHUAN SISWA SMA NEGERI 1 LAHAT SUMATERA SELATAN TAHUN 2022

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INTISARI

Latar Belakang : Pemahaman dan pengetahuan tentang donor darah sangat penting diinformasikan ke setiap kalangan masyarakat yang kemudian hal ini dapat meningkatkan pengetahuan tentang donor darah khususnya manfaat yang diperoleh dari mendonorkan darah. Untuk menambah pengetahuan ataupun informasi dapat dengan cara memberikan edukasi melalui media video. Media edukasi berupa video memiliki derajat efektivitas yang cukup tinggi riset mengatakan umumnya lebih dari 60% hingga 80%.

Tujuan Penelitian : Mengetahui efektifitas penggunaan media video dalam penyuluhan donor darah terhadap tingkat pengetahuan siswa SMA Negeri 1 Lahat Sumatera Selatan.

Metode Penelitian : Desain penelitian eksperimen semu dengan jenis *pretest-posttest*. Sampel dalam penelitian ini sebanyak 73 siswa kelas XII diambil dengan menggunakan *simple random sampling*. Analisis data menggunakan uji *paired t-test* menggunakan aplikasi software SPSS dan disajikan dalam bentuk tabel.

Hasil : karakteristik responden berdasarkan jenis kelamin yakni perempuan paling dominan sebanyak 51 siswa (69,9%), jurusan terbanyak yakni MIPA 60 siswa (82,2%) dan riwayat donor paling banyak yakni belum pernah donor sebanyak 60 siswa (82,2%). Tingkat pengetahuan siswa saat pretest yakni baik 7 siswa (9,6%), cukup 20 siswa (27,4%), kurang 46 siswa (63%). Tingkat pengetahuan siswa saat posttest yakni baik 53 siswa (72,6%), cukup 7 siswa (9,6%), kurang 13 siswa (17,8%). Kebersediaan donor setelah diberikan video edukasi responden yang bersedia sebanyak 68 siswa (93,2%), dan yang tidak bersedia sebanyak 5 siswa (6,8%). Efektivitas media video dapat dilihat dari nilai Sig. (2-tailed) yaitu 0,000 atau < dari 0,05 yang artinya terdapat perbedaan yang signifikan antara nilai *pretest* dan *posttest*.

Kesimpulan : Pemberian edukasi dengan media video pada responden terbukti efektif dapat meningkatkan pengetahuan tentang donor darah.

Kata Kunci Efektivitas, Media Video, Donor darah, Siswa

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**THE EFFECTIVENESS OF THE USE OF VIDEO MEDIA IN BLOOD
DONOR EXPLANATION ON THE KNOWLEDGE LEVEL OF STUDENTS
OF SENIOR HIGH SCHOOL NUMBER 1 LAHAT SOUTH SUMATERA
IN 2022**

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ABSTRACT

Background : Understanding and knowledge about blood donors is very important to be informed to every community which then can increase knowledge about blood donation, especially the benefits obtained from donating blood. To increase knowledge or information, you can provide education through video media. Educational media in the form of videos have a fairly high degree of effectiveness research says generally more than 60% to 80%.

Objective : Knowing the effectiveness of using media video in blood donation counseling on the level of knowledge of students in senior high school number 1 Lahat South Sumatera.

Method : Quasi-experimental research design with the type pretest-posttest. The sample in this study as many as 73 students of class XII were taken using simple random sampling. Data analysis used paired t-test using SPSS software application and presented in tabular form.

Result : Characteristics of respondents based on gender namely female, the most dominant were 51 students (69,9%), the most major was mathematics and natural science, 60 students (82,2%) and the most donor history was 60 students (82,2%). The level of knowledge of students at the pretest was good 7 students (9,6%), enough 20 students (27,4%), 46 students (63%). The level of students during the posttest was good 53 students (72,6%), enough 7 students (9,6%), less than 13 students (17,8%). The willingness of donors after being given educational videos of respondents who were willing were 68 students (93,2%), and those who were not willing were 5 students (6,8%). The effectiveness of video media can be seen from the values of Sig. (2-tailed) is 0,000 or < from 0,05, which means that there is a significant difference between the pretest and posttest scores.

Conclusion : Providing education with video media to respondents is proven to be effective in increasing knowledge about blood donation.

Keywords : Effectiveness, Video Media, Blood Donation, Students

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