

EFEKTIVITAS EDUKASI PENGETAHUAN DONOR DARAH MELALUI VIDEO PADA MAHASISWA FAKULTAS KESEHATAN UNJAYA TAHUN 2022

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INTISARI

Latar Belakang: Donor darah ialah tindakan yang dilakukan oleh seseorang untuk menyumbangkan darahnya secara sukarela, darah yang diambil disimpan di bank darah untuk keperluan transfusi.

Tujuan Penelitian: Penelitian ini bertujuan mengetahui efektivitas edukasi pengetahuan donor darah melalui video pada mahasiswa Kesehatan Universitas Jenderal Achmad Yani Yogyakarta tahun 2022.

Metode Penelitian: Penelitian ini menggunakan metode Quasi-Eksperimen dengan bentuk pretest-posttest. sampel penelitian ini sebanyak 94 mahasiswa Fakultas Kesehatan Unjaya. Teknik pengambilan sampel menggunakan simple Random Sampling. Analisis data dengan distribusi frekuensi dan persentase setiap variabel.

Hasil: Karakteristik responden pada penelitian di Fakultas Kesehatan Unjaya Tahun 2022 berdasarkan jenis kelamin paling banyak yaitu responden perempuan sebanyak 83 responden (94,0%), usia terbanyak yaitu usia 20 tahun dan 21 tahun sebanyak 29 responden (30,9%), semester terbanyak yaitu semester 6 sebanyak 54 responden (57,5%), dan prodi terbanyak yaitu prodi yaitu Perawat (S1) 23 responden (24,4%). Penelitian ini menggunakan pretest-posttest sebanyak 15 butir soal. Data dianalisis dengan uji paired t test, dan didapatkan nilai rata-rata pretest 79,0106 dan rata-rata posttest 90,0000 pada 94 mahasiswa. Efektivitas media video pada penelitian ini diketahui bahwa nilai Sig. (2-tailed) <0,000, maka terdapat perbedaan yang nyata antara hasil nilai pretest dan posttest. Dapat disimpulkan bahwa pemberian media video dapat meningkatkan pengetahuan donor darah pada mahasiswa.

Kesimpulan: Edukasi donor darah dengan menggunakan media video berpengaruh dalam meningkatkan pengetahuan donor darah.

Kata Kunci: Donor Darah, Media Video, Mahasiswa

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**EDUCATIONAL EFFECTIVENESS OF BLOOD DONOR KNOWLEDGE
THROUGH VIDEOS ON FACULTY STUDENTS
UNJAYA'S HEALTH IN 2022**

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ABSTRACT

Background: Blood donation is an action taken by someone to donate their blood voluntarily, the blood taken is stored in a blood bank for transfusion purposes.

Objectives: This study aims to determine the effectiveness of education on blood donor knowledge through videos for Health students at Jenderal Achmad Yani University, Yogyakarta in 2022.

Methods: This study used a Quasi-Experimental method in the form of pretest-posttest. The sample of this study was 94 students of the Unjaya Faculty of Health. The sampling technique used is simple random sampling. Data analysis with frequency distribution and percentage of each variable.

Results: Characteristics of respondents in the study at the Unjaya Faculty of Health in 2022 based on gender, the most were female respondents as many as 83 respondents (94.0%), the most age were age 20 years and 21 years as many as 29 respondents (30.9%), semester The highest number was in the 6th semester with 54 respondents (57.5%), and the highest number of study programs was Nursing (S1) with 23 respondents (24.4%). This study uses pretest-posttest as many as 15 items. The data were analyzed by using the paired t test, and the average pretest score was 79,0106 and the posttest average was 90,000 for 94 students. The effectiveness of video media in this study is known that the value of Sig. (2-tailed) <0.000, then there is a significant difference between the results of the pretest and posttest scores. it can be concluded that the provision of video media can increase blood donor knowledge in students.

Conclusion: Education of blood donors by using video media has an effect on increasing knowledge of blood donors.

Keywords: Blood Donation, Video Media, Students

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