

PENGARUH MEDIA ANIMASI TERHADAP TINGKAT PENGETAHUAN ANAK TENTANG JAJANAN SEHAT DI SDN BANGUNTAPAN

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INTISARI

Latar Belakang : Anak usia sekolah merupakan anak yang berusia antara 7-12 tahun. Anak usia sekolah sering mengkonsumsi jajanan sembarangan yang banyak dijual di pinggir jalan. Terdapat 3 faktor yang dapat mempengaruhi anak dalam pemilihan makanan jajanan yaitu faktor terkait makanan, faktor sosial ekonomi dan faktor personal. Dari beberapa faktor tersebut dapat menyebabkan sakit akibat jajan sembarangan sebanyak 45 anak yaitu muntah (13,21%), mual (11,31%), dan bahkan diare (26,41%). Penggunaan media animasi dalam proses edukasi merupakan upaya untuk meningkatkan pengetahuan yang dapat memberikan perubahan sikap.

Tujuan : Mengetahui pengaruh media animasi terhadap tingkat pengetahuan anak tentang jajanan sehat di SDN Banguntapan.

Metode : Penelitian ini menggunakan metode *pre experimental* dengan *one grup pretest-posttest design*. Populasi penelitian ini yaitu anak kelas 1 sampai dengan 6 di SDN Banguntapan dengan jumlah 150 anak, diambil menggunakan teknik *stratified random sampling* dan didapatkan 65 responden. Alat ukur yang digunakan yaitu uji *Marginal Homogeneity*.

Hasil : Hasil *pre test* menunjukkan bahwa sebagian besar anak memiliki pengetahuan tentang jajanan sehat dalam kategori baik sebanyak 42 anak (64,6%), sedangkan setelah diberikan media animasi tentang jajanan sehat (*post test*) memiliki peningkatan 7 anak menjadi 49 anak (75,4%). Hasil perhitungan statistik menggunakan Uji Marginal Homogeneity didapatkan hasil $p = 0,001$.

Kesimpulan : Terdapat pengaruh media animasi terhadap tingkat pengetahuan anak tentang jajanan sehat di SDN Banguntapan.

Kata kunci : Anak usia sekolah, jajanan, tingkat pengetahuan, media animasi¹

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**THE INFLUENCE OF ANIMATION MEDIA ON CHILDREN'S
KNOWLEDGE LEVEL ABOUT HEALTHY SNACKS AT SDN
BANGUNTAPAN**

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ABSTRACT

Background: School-aged children are children aged between 7-12 years. School-aged children often consume random snacks which are sold on the roadside. There are 3 factors that can influence children in choosing snacks, namely food-related factors, socio-economic factors, and personal factors. From these three factors, as many as 45 children could get sick due to random snacks, namely vomiting (13.21%), nausea (11.31%), and even diarrhea (26.41%). The use of animation media in the educational process is an effort to increase knowledge that can change attitudes.

Objective: To find out the effect of animation media on the level of children's knowledge about healthy snacks at SDN Banguntapan.

Method: This study used pre-experimental method with one group pretest-posttest design. The population of this study were students Grade 1 to 6 at SDN Banguntapan with a total of 150 children. It was selected using stratified random sampling technique and obtained 65 respondents. The measuring tool used was the Marginal Homogeneity test.

Results: The results of the pre test showed that most of the children had knowledge about healthy snacks in the good category as many as 42 children (64.6%). After being given animation media about healthy snacks (post test), there was an increase of 7 children which was 49 children (75.4%) in total. The results of statistical calculations applying Marginal Homogeneity Test obtained the result of $p = 0.001$.

Conclusion: There is an influence of animation media on the children's knowledge level about healthy snacks at SDN Banguntapan.

Keywords: School-aged children, snacks, knowledge level, animation media²

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