

**GAMBARAN VIDEO EDUKASI TERHADAP PENGETAHUAN DAN MINAT
DONOR DARAH ANGGOTA PALANG MERAH REMAJA
DI PMI KABUPATEN BANTUL**

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INTISARI

Latar Belakang: Seiring bertambahnya jumlah penduduk, kebutuhan akan darah semakin meningkat sehingga menyebabkan kelangkaan darah di Rumah sakit dan PMI. Kekurangan ini biasanya disebabkan oleh rendahnya jumlah pendonor yang secara teratur dan aktif berpartisipasi dalam acara donor darah. Video edukasi diharapkan dapat meningkatkan pengetahuan dan minat remaja untuk mendonorkan darah.

Tujuan Penelitian: Untuk mengetahui gambaran video edukasi terhadap pengetahuan dan minat donor darah anggota palang merah remaja di PMI Kabupten Bantul.

Metode Penelitian: Penelitian ini merupakan jenis penelitian kuantitatif deskriptif. Sampel pada penelitian ini adalah seluruh Anggota PMR di PMI Kabupaten Bantul sebanyak 30 responden. Penelitian menggunakan teknik sampel total sampling. Instrument yang digunakan pada penelitian ini adalah kuesioner dan video edukasi.

Hasil: Dari 30 responden yang diteliti paling banyak responden berada pada umur 17 tahun sebanyak 15 orang (50%) diikuti dengan umur 16 tahun sebanyak 10 orang (33,3%), dan responden berumur 18 tahun sebanyak 5 orang (16,7 %). Jenis kelamin perempuan paling banyak yaitu sebanyak 22 orang (73,3%), diikuti dengan jenis kelamin laki-laki sebanyak 8 orang (26,7%). Berdasarkan pendidikan, SMA paling banyak yakni 27 orang (90%) diikuti SMP 3 orang (10 %). Dari 30 responden yang diteliti, responden yang memiliki minat sebanyak 21 orang (70%), diikuti dengan sangat minat sebanyak 5 orang (16,7%), dan kurang minat sebanyak 4 orang (13,3%). Dari 30 responden yang diteliti, responden yang memiliki Pengetahuan Tinggi sebanyak 19 orang (62,3%), diikuti dengan berpengetahuan Sedang sebanyak 11 orang (36,7%).

Kesimpulan: Karakteristik anggota PMR Kabupaten Bantul paling banyak ditemukan pada perempuan (73,3%), umur 17 tahun (50%), dan pendidikan SMA (90%). Gambaran pengetahuan dan minat donor darah sebelum diberikan video edukasi yaitu pengetahuan tinggi (53,3%) dan minat donor (70%) sedangkan setelah diberikan video edukasi responden memiliki pengetahuan tinggi (80,0%) dan minat donor (70%).

Kata Kunci: *Minat, Pengetahuan, Video Edukasi*

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OVERVIEW OF EDUCATIONAL VIDEOS ON THE KNOWLEDGE AND INTEREST OF BLOOD DONATION OF ADOLESCENT RED CROSS MEMBERS AT PMI BANTUL REGENCY

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ABSTRACT

Background: As the population increases, the need for blood increases, causing blood scarcity in hospitals and migrant workers. This shortage is usually caused by the low number of donors who regularly and actively participate in blood donation events. Lack of knowledge about the importance of blood donation and low interest in blood donation are one of the factors causing the lack of blood donors.

Objective: To find out the picture of educational videos on the knowledge and interest of blood donation of members of the Adolescent Red Cross at PMI Kabupaten Bantul.

Method: This research is a type of descriptive quantitative research. The sample in this study was all members of the Youth Red Cross in PMI Bantul Regency as many as 30 respondents. The study used total sampling sample technique. The instruments used in this study were questionnaires and educational videos.

Results: Of the 30 respondents studied, the most respondents were at the age of 17 years as many as 15 people (50%), followed by 16 years old as many as 10 people (33.3%), and respondents aged 18 years as many as 5 people (16.7%). The female gender is the most at 22 people (73.3%), followed by the male sex as many as 8 people (26.7%). Based on education, the most high schools are 27 people (90%) followed by 3 people (10%) junior high schools. Of the 30 respondents studied, respondents who had interest as many as 21 people (70%), followed by Very interest as many as 5 people (16.7%), and less interest as many as 4 people (13.3%). Of the 30 respondents studied, respondents who had High Knowledge as many as 19 people (62.3%), followed by Medium Knowledge as many as 11 people (36.7%).

Conclusion: The characteristics of PMR members in Bantul Regency are most commonly found in women (73.3%), 17 years old (50%), and high school education (90%). The description of knowledge and interest in blood donation before being given educational videos was high knowledge (53.3%) and donor interest (70%), while after being given educational videos, respondents had high knowledge (80.0%) and donor interest (70%).

Keywords: Interests, Knowledge, Educational Videos

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