

**EFEKTIVITAS MEDIA LEAFLET TERHADAP MOTIVASI
DONOR DARAH PADA REMAJA PUTRI
DI ASRAMA MAHASISWI UNJAYA
TAHUN 2022**

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INTISARI

Latar Belakang: Donor darah merupakan proses pengambilan darah dari seseorang secara sukarela yang selanjutnya akan digunakan untuk transfusi darah. Faktor yang mendorong individu untuk mendonorkan darah adalah motivasi. Dengan adanya edukasi donor darah melalui media leaflet, diharapkan dapat meningkatkan motivasi masyarakat terhadap donor darah.

Tujuan Penelitian: Penelitian ini bertujuan untuk mengetahui efektivitas media leaflet terhadap motivasi donor darah pada remaja putri di asrama mahasiswa Unjaya tahun 2022.

Metode Penelitian: Penelitian ini menggunakan metode deskriptif kuantitatif dengan *quasi eksperimen one group pretest and posttest design* dengan pendekatan *cross sectional*. Populasi pada penelitian ini adalah seluruh remaja putri di asrama mahasiswa Unjaya sebanyak 180 orang. Sampel pada penelitian ini sebanyak 64 responden yang ditentukan dengan teknik pengambilan sampel *simple random sampling*.

Hasil Penelitian: Karakteristik responden berdasarkan usia mayoritas memiliki usia 21 tahun sebanyak 20 orang (31,2%), berat badan $\geq 45\text{kg}$ dan $\geq 55\text{ kg}$ masing-masing sebanyak 28 orang (43,8%), dan riwayat donor darah lebih banyak yang belum pernah melakukan donor darah sebanyak 54 orang (84,4%). Motivasi donor darah sebelum diberikan edukasi dengan media leaflet memiliki motivasi donor darah kategori kurang baik sebanyak 42 orang (65.5%), dan kategori baik sebanyak 22 orang (34.4%). Motivasi donor darah setelah diberikan edukasi dengan media leaflet memiliki motivasi donor darah kurang baik sebanyak 33 orang (51.6%), dan kategori baik meningkat sebanyak 31 orang (48.4%). Terdapat pengaruh penggunaan media leaflet terhadap motivasi donor darah pada remaja putri di asrama Unjaya

Kesimpulan: Media leaflet efektif dalam meningkatkan motivasi donor darah pada remaja putri di asrama mahasiswa Unjaya.

Kata Kunci : Donor Darah, Leaflet, Motivasi.

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**THE EFFECTIVENESS OF MEDIA LEAFLETS ON MOTIVATION
BLOOD DONATION TO YOUNG WOMAN
AT UNJAYA STUDENT DORMITORY
IN 2022**

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ABSTRACT

Background: Blood donation is the process of taking blood from someone voluntarily which will then be used for blood transfusions. The factor that drives individuals to donate blood is motivation. With the existence of health education through leaflet media about blood donation, it will increase people's motivation to donate blood.

Objective: The objective of this study was to determine the effectiveness of leaflet media on blood donation motivation for young woman in the Unjaya student dormitory in 2022.

Method: This study used a quantitative descriptive method with a quasi-experimental one group pretest and posttest design with a cross sectional approach. Unjaya student dormitory has a population of 180 students with a sample of 64 respondents determined by simple random sampling technique.

Result: Characteristics of respondents based on age, the majority were 21 years old as many as 20 people (31.2%), weight 45kg and 55 kg respectively 28 people (43.8%), and a history of blood donors who had never donated blood as many as 54 people (84.4%). The motivation to donate blood before being given education using leaflet media has motivation for blood donation in the poor category as many as 42 people (65.5%), and in the good category as many as 22 people (34.4%). 3. Blood donor motivation after being given education using leaflet media had poor blood donor motivation as many as 33 people (51.6%), and the good category increased by 31 people (48.4%). There is an effect of using leaflet media on the motivation of blood donors in adolescent girls in Unjaya dormitory

Conclusion: Leaflet media is effective in increasing blood donor motivation for young women in Unjaya student dormitory.

Keywords: Blood Donation, Leaflet, Motivation.

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