

EFEKTIVITAS EDUKASI MELALUI MEDIA PERMAINAN ULAR TANGGA TERHADAP PENGETAHUAN DONOR DARAH DI SMA NEGERI 3 BANTUL TAHUN 2025

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INTISARI

Latar Belakang : Salah satu faktor yang mempengaruhi kesadaran siswa untuk melakukan donor darah adalah pengetahuan. Oleh karena itu, diperlukan media edukasi yang menarik untuk meningkatkan pengetahuan siswa tentang donor darah. Salah satunya media permainan ular tangga.

Tujuan Penelitian : Mengetahui efektivitas penggunaan media edukasi permainan ular tangga dalam meningkatkan pengetahuan donor darah di SMA Negeri 3 Bantul tahun 2025.

Metode Penelitian : Penelitian ini merupakan penelitian *quasi experiment*. Populasi penelitian adalah seluruh siswa kelas X dan XI sejumlah 430 orang. Besar sampel ditentukan berdasarkan rumus Slovin sebanyak 81 orang. Teknik pengambilan sampel dengan menggunakan *simple random sampling*.

Hasil : Responden berdasarkan kelas, mayoritas kelas XI sebanyak 46 orang (56,8%). Berdasarkan jenis kelamin, mayoritas jenis kelamin perempuan sebanyak 43 orang (53,1%). Berdasarkan umur, mayoritas umur ≥ 17 tahun sebanyak 47 orang (58,0%). Tingkat pengetahuan donor darah siswa SMA Negeri 3 Bantul sebelum edukasi kategori baik sebanyak 7 orang (8,6%). Tingkat pengetahuan donor darah siswa SMA Negeri 3 Bantul setelah edukasi kategori baik sebanyak 65 orang (80,2%). Uji statistik hasil penelitian menunjukkan media permainan ular tangga efektif dalam meningkatkan pengetahuan siswa.

Kesimpulan : Edukasi media melalui permainan ular tangga efektif dalam meningkatkan pengetahuan donor darah di SMA Negeri 3 Bantul tahun 2025

Kata Kunci : pengetahuan siswa, media ular tangga, donor darah, SMA Negeri 3 Bantul, 2025

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EFFECTIVENESS OF EDUCATION THROUGH SNAKES AND LADDER GAME MEDIA ON BLOOD DONATION KNOWLEDGE AT STATE SENIOR HIGH SCHOOL 3 BANTUL IN 2025

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ABSTRACT

Background : One of the factors influencing students' awareness to engage in blood donation is knowledge. Therefore, it is necessary to provide engaging educational media to enhance students' knowledge regarding blood donation. One such medium is the snakes and ladders educational game.

Objective : To determine the effectiveness of using the snakes and ladders educational game as a medium to improve knowledge about blood donation among students at SMA Negeri 3 Bantul in 2025.

Method : This study employed a quasi-experimental design. The population consisted of 430 students from grades X and XI. The sample size was determined using the Slovin formula, resulting in a total of 81 participants. The sampling technique applied was simple random sampling.

Result : Based on grade level, the majority of respondents were from Grade XI, totalling 46 students (56.8%). Based on gender, the majority were female, totalling 43 students (53.1%). Based on age, most students were ≥ 17 years old, totalling 47 students (58.0%). Before the educational session, only 7 students (8.6%) at SMA Negeri 3 Bantul had a good level of knowledge about blood donation. After the session, the level of knowledge in the good category increased to 65 students (80.2%). The statistical test shows that the Snakes and Ladders game media is proven effective in increasing students' knowledge.

Conclusion : Education using the snakes and ladders game as a medium was effective in enhancing blood donation knowledge among students at SMA Negeri 3 Bantul.

Keyword : *student knowledge, snakes and ladders media, blood donation, SMA Negeri 3 Bantul, 2025*

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