

ABSTRAK

Anggun Mutiara Putri

PENGARUH MEDIA SOSIAL BERBASIS VIDEO ANIMASI “TABU”
TERHADAP PERILAKU SEKSUAL BERISIKO PADA REMAJA PUTRI

xiv + 103 Halaman + 8 Tabel + 18 Lampiran

Perilaku seksual sangat erat terkait dengan perubahan yang terjadi pada masa remaja sebab perkembangan fungsi seksual yang matang mendorong timbulnya keinginan untuk merasakan kepuasan seksual. Salah satu contoh perilaku seksual tersebut adalah perasaan tertarik untuk berpacaran, bercumbu, dan melakukan hubungan seksual. Penelitian bertujuan menganalisis pengaruh media sosial berbasis video animasi “Tabu” terhadap perilaku seksual berisiko dalam menurunkan perilaku seksual berisiko di kalangan remaja putri.

. Desain penelitian *pre-eksperimental* dengan *one-group pretest-posttest*. Populasi sebanyak 208 remaja putri dengan sampel sebanyak 137 remaja putri diambil melalui simple random sampling. Variabel independen adalah Media Sosial berbasis video animasi “Tabu” sedangkan Variabel dependen adalah perilaku seksual berisiko pada remaja putri. Instrumen penelitian ini menggunakan kuesioner dan Video Animasi “Tabu”. Penelitian ini dilakukan pada bulan Januari sampai dengan Maret 2025. Analisis data menggunakan *Uji Wilcoxon Signed Ranks Test* dengan nilai signifikan $<0,05$

Hasil penelitian ini mengindikasikan bahwa terjadi penurunan signifikan pada perilaku seksual berisiko di kalangan remaja putri setelah diberikan intervensi melalui media sosial berbasis video animasi “Tabu”, dengan nilai $p < 0,001$ atau $p < 0,05$ berdasarkan hasil *Uji Wilcoxon Signed Ranks Test*. Media sosial berbasis video animasi edukatif efektif membentuk sikap positif remaja terhadap seksualitas, mengurangi perilaku seksual berisiko melalui paparan berulang dan pembelajaran sosial.

Simpulan dan Saran. Dapat disimpulkan bahwa media sosial berbasis video animasi “tabu” bermanfaat terhadap penurunan perilaku seksual berisiko pada remaja putri. Saran untuk peneliti selanjutnya perlu melibatkan faktor-faktor lain seperti peran keluarga dan pendidikan agama serta mengembangkan media edukasi yang lebih interaktif dan relevan dengan kehidupan remaja.

Kata Kunci: Media Sosial, Video, Perilaku Berisiko, Remaja Putri

Daftar Bacaan: 18 Buku (2010-2024)

ABSTRACT

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THE EFFECT OF "TABU" ANIMATED VIDEO-BASED SOCIAL MEDIA ON RISKY SEXUAL BEHAVIOR IN ADOLESCENT GIRLS

xiv + 103 pages + 8 tables + 18 appendices

Sexual behavior is closely related to the changes that occur during adolescence because the development of mature sexual functions encourages the desire for sexual satisfaction. One example of sexual behavior may include an interest in romantic relationships, physical affection, and engaging in sexual activities. This research seeks to examine the influence of the animated video "Tabu," delivered via social media, on minimizing risky sexual behavior in adolescent girls.

A one-group pretest-posttest pre-experimental design was employed in this study. The study applied a one-group pretest-posttest design, with a population of 208 adolescent girls. From this group, 137 participants were selected using a simple random sampling method. The independent variable in this study is the "Tabu" animated video disseminated through social media, while the dependent variable is the level of risky sexual behavior among adolescent girls. Data collection was conducted using questionnaires and the animated video "Tabu." The research was carried out from January to March 2025, with the Wilcoxon signed-rank test employed for statistical analysis at a significance level of $p < 0.05$.

Findings revealed a statistically significant reduction in risky sexual behavior among adolescent girls following exposure to the "Tabu" animated video via social media, with p -values of <0.001 and <0.05 , as determined by the Wilcoxon signed-rank test. Educational, animated, video-based social media is an effective way to shape adolescents' positive attitudes toward sexuality and reduce risky sexual behavior through repeated exposure and social learning.

It is concluded that the "Tabu" animated video effectively contributes to the reduction of risky sexual behavior in adolescent girls. Future researchers should consider other factors, such as the roles of family and religious education, and develop more interactive and relevant educational media.

Keywords: Social Media, Videos, Risky Behaviors, Adolescent Girls

Reference: 18 Books (2010-2024)