

ABSTRAK

Pengaruh Edukasi *Cool, Cover, and Call* Terhadap Perilaku Pertolongan Pertama Luka Bakar Pada Ibu Rumah Tangga di Pacarkembang Surabaya

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Latar Belakang: Data menunjukkan bahwa di Surabaya terdapat 1.500 kasus luka bakar, yang sebagian besar disebabkan oleh kecelakaan rumah tangga, kondisi ini menjadikan ibu rumah tangga sebagai kelompok korban yang paling rentan. Namun, penanganan luka bakar yang dilakukan masyarakat masih sering tidak tepat. **Rumusan Masalah:** Apakah ada pengaruh edukasi *cool, cover, and call* terhadap perilaku pertolongan pertama luka bakar pada ibu rumah tangga. **Tujuan Penelitian:** Mengetahui pengaruh edukasi *cool, cover, and call* terhadap perilaku pertolongan pertama luka bakar. **Metode Penelitian:** Penelitian ini menggunakan desain *pra-eksperimental* dengan rancangan *one group pre-posttest*. Sampel berjumlah 74 ibu rumah tangga. Pengukuran tingkat pengetahuan, sikap, dan tindakan dilakukan menggunakan kuesioner. **Analisa Data:** Data dianalisis menggunakan uji *Wilcoxon Signed Rank Test*. **Hasil:** Terjadi peningkatan perilaku, dengan seluruh ibu memiliki pengetahuan baik, sikap positif, dan tindakan sesuai prinsip *cool, cover, and call*. **Kesimpulan:** Edukasi *cool, cover, and call* berpengaruh signifikan terhadap pembentukan perilaku ibu rumah tangga dalam melakukan pertolongan pertama luka bakar, dibuktikan dengan nilai signifikansi pengetahuan, sikap, dan tindakan sebesar $p=0.000$.

Kata Kunci: Edukasi, *Cool Cover and Call*, Perilaku, Pertolongan Pertama, Luka Bakar.

ABSTRACT

The Effect of Cool, Cover, and Call Education on First Aid Behavior for Burns Among Housewives in Pacarkembang, Surabaya

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Background: Data show that there are 1,500 burn cases in Surabaya, most of which are caused by household accidents, making housewives the most vulnerable group to experience burn injuries. However, the burn treatment carried out by the community is often inappropriate. **Problem Formulation:** Is there an effect of Cool, Cover, and Call education on the behavior of first aid for burns in housewives. **Research Objective:** To determine the effect of Cool, Cover, and Call education on the behavior of first aid for burns. **Research Method:** This study uses a pre-experimental design with a one-group pretest-posttest design. The sample consisted of 74 housewives. Measurement of knowledge, attitudes, and actions was carried out using a questionnaire. **Data Analysis:** Data were analyzed using the Wilcoxon Signed Rank Test. **Results:** There was an improvement in behavior, with all mothers having good knowledge, positive attitudes, and actions following the principles of Cool, Cover, and Call. **Conclusion:** Cool, Cover, and Call education significantly influences the formation of housewives' behavior in providing first aid for burns, as evidenced by the significance value of knowledge, attitudes, and actions at $p=0.000$.

Keywords: Education, Cool Cover and Call, Behavior, First Aid, Burns