

## ABSTRAK

### **Pengaruh Pendidikan Kesehatan Media Ular Tangga terhadap Peningkatan Perilaku dalam PHBS pada Siswa di MI Islamiyah Sumberjo dan SDN Sumberjo**

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**Latar Belakang :** PHBS merupakan indikator penting dalam pencapaian kesehatan yang tercantum dalam program *Sustainable Development Goals* (SDGs) 2015-2030. Namun, pelaksanaan program PHBS di masyarakat masih belum optimal. Salah satu metode edukasi yang efektif adalah menggunakan media ular tangga. Penelitian ini bertujuan menganalisis pengaruh media ular tangga terhadap peningkatan perilaku PHBS pada anak sekolah dasar.

**Metode :** Penelitian ini menggunakan desain *quasi-experimental* dengan rancangan *one group pre-test post-test with control group design*. Pengambilan sampel menggunakan Teknik *Simple Random Sampling*, sampel terdiri atas 52 siswa kelas 3–6 di MI Islamiyah Sumberjo dan SDN Sumberjo. Variabel independen adalah pendidikan kesehatan menggunakan media ular tangga, sedangkan variabel dependen meliputi peningkatan pengetahuan, sikap, dan tindakan dalam PHBS. Instrumen penelitian meliputi papan ular tangga, kuesioner, dan lembar observasi. Analisis data menggunakan uji *Wilcoxon* dan uji *Mann-Whitney* dengan nilai  $\alpha < 0,05$ .

**Hasil :** Hasil penelitian menunjukkan peningkatan pengetahuan, sikap, dan tindakan dalam PHBS, dengan nilai *p-value* masing-masing  $< 0,001$  ( $\alpha < 0,05$ ) artinya terdapat pengaruh pendidikan kesehatan media ular tangga terhadap pengetahuan, sikap, dan tindakan dalam PHBS. Selain itu, terdapat perbedaan pengetahuan, sikap, dan tindakan antara kelompok intervensi dan kontrol dengan nilai  $p < 0,001$ .

**Kesimpulan :** Hal ini menunjukkan edukasi menggunakan media ular tangga efektif dalam meningkatkan perilaku PHBS pada anak sekolah dasar.

**Kata Kunci :** Pendidikan Kesehatan, Ular Tangga, Anak Usia Sekolah Dasar, PHBS

## ABSTRACT

### **The Effect of Health Education Using Snakes and Ladders Media on Improving Behavior in Clean and Healthy Living Behavior (PHBS) Among Elementary School Children in Sumberjo Village**

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**Background :** PHBS is an important indicator in achieving health as stated in the 2015-2030 Sustainable Development Goals (SDGs) program. However, the implementation of the PHBS program in the community is still not optimal. One effective education method is to use snakes and ladders media. This study aims to analyze the effect of snakes and ladders media on improving PHBS behavior in elementary school children.

**Method :** This study used a quasi-experimental design with a one group pre-test post-test with control group design. Sampling using the Simple Random Sampling Technique, the sample consisted of 52 students in grades 3–6 at MI Islamiyah Sumberjo and SDN Sumberjo. The independent variable is health education using snakes and ladders media, while the dependent variables include increasing knowledge, attitudes, and actions in PHBS. The research instruments include snakes and ladders boards, questionnaires, and observation sheets. Data analysis used the Wilcoxon test and the Mann-Whitney test with a value of  $\alpha < 0.05$ .

**Results :** The results of the study showed an increase in knowledge, attitudes, and actions in PHBS, with p-values of  $< 0.001$  ( $\alpha < 0.05$ ) meaning that there is an effect of health education using snakes and ladders media on knowledge, attitudes, and actions in PHBS. In addition, there are differences in knowledge, attitudes, and actions between the intervention and control groups with a p value of  $< 0.001$ .

**Conclusion :** This shows that education using snakes and ladders media is effective in improving PHBS behavior in elementary school children because it is easy to understand and fun.

**Keywords :** Health Education, Snakes and Ladders, Elementary School Children, PHBS