

## ABSTRAK

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PENGARUH INTERVENSI PROMOSI KESEHATAN TERHADAP PENGETAHUAN DAN SIKAP TENTANG BAHAYA MEROKOK PADA WARGA KELURAHAN KAPASARI TAHUN 2025

xiii + 43 Halaman + 12 Tabel + 9 Lampiran

Merokok di dalam rumah masih menjadi masalah kesehatan masyarakat yang berdampak pada rendahnya penerapan Perilaku Hidup Bersih dan Sehat (PHBS), khususnya di wilayah padat penduduk seperti Kelurahan Kapasari, Surabaya. Data Riskesdas 2018 menunjukkan 56,7% rumah tangga terpapar asap rokok dan 85% perokok aktif merokok di rumah. Survei awal pada 96 warga menunjukkan skor rata-rata pengetahuan 48 dan sikap 50 dari 100 poin. Media promosi kesehatan konvensional dinilai kurang efektif sehingga diperlukan media yang lebih menarik seperti video edukasi. Penelitian ini bertujuan menganalisis pengaruh intervensi video edukasi terhadap pengetahuan dan sikap warga tentang bahaya merokok.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain one group pretest-posttest. Sebanyak 96 responden dipilih melalui simple random sampling sesuai kriteria inklusi. Intervensi berupa pemutaran video edukasi berdurasi 5–10 menit mengenai bahaya merokok. Instrumen penelitian adalah kuesioner terstruktur. Data dianalisis menggunakan uji Wilcoxon Signed Rank Test.

Hasil penelitian menunjukkan adanya peningkatan signifikan pada skor pengetahuan dari 47,88 menjadi 66,24 (38,34%) dan skor sikap dari 50,61 menjadi 80,06 (58,22%), dengan  $p < 0,05$ . Kesimpulan: intervensi video edukasi efektif meningkatkan pengetahuan dan sikap warga terhadap bahaya merokok di rumah.

Kata kunci : Promosi Kesehatan, Pengetahuan, Sikap, Bahaya Merokok, Video Edukasi

Daftar bacaan : 27 buku (2020–2025)

## ABSTRACT

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*THE EFFECT OF HEALTH PROMOTION INTERVENTIONS ON KNOWLEDGE AND ATTITUDES REGARDING THE DANGERS OF SMOKING AMONG RESIDENTS OF KAPASARI SUBDISTRICT IN 2025*

*xiii + 43 Pages + 12 Tables + 9 Appendices*

*Smoking inside the home was a public health problem that contributed to the low implementation of Clean and Healthy Living Behavior (PHBS), particularly in densely populated areas such as Kapasari Subdistrict, Surabaya. The 2018 Riskesdas data showed that 56.7% of households were exposed to cigarette smoke, and 85% of active smokers smoked indoors. A preliminary survey of 96 residents showed an average knowledge score of 48 and an attitude score of 50 out of 100 points. Conventional health promotion media were considered less effective, so more engaging media such as educational videos were needed. This study aimed to analyze the effect of educational video interventions on residents' knowledge and attitudes toward the dangers of smoking.*

*This research used a quantitative approach with a one group pretest-posttest design. A total of 96 respondents were selected through simple random sampling according to the inclusion criteria. The intervention consisted of showing a 5–10 minute educational video about the dangers of smoking. The research instrument was a structured questionnaire. Data were analyzed using the Wilcoxon Signed Rank Test.*

*The results showed a significant increase in knowledge scores from 47.88 to 66.24 (38.34%) and in attitude scores from 50.61 to 80.06 (58.22%), with  $p < 0.05$ .  
Keywords : Health Promotion, Knowledge, Attitude, Smoking, Educational Video.  
References : 27 books (2020–2025)*