

ABSTRAK

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“Peningkatan Pengetahuan Pada Penggunaan Media Sosial YouTube Tentang Diare Di Desa Genilangit”

102 halaman + 11 tabel + 3 gambar + 10 lampiran

Diare masih menjadi masalah kesehatan di Indonesia, terutama pada wilayah kerja Puskesmas Poncol. Dari data 1 tahun terakhir menunjukkan bahwa kasus penyakit diare tergolong tinggi nomor 3 tertinggi dari 10 kasus PBL yang ada di wilayah kerja Puskesmas Poncol dan di Desa Genilangit menempati angka diare tertinggi kedua. Hal ini menunjukkan pentingnya segera meningkatkan kesadaran masyarakat tentang cara mencegah diare. Kajian bertujuan guna menilai tingkat pengetahuan masyarakat sebelum, sesudah, juga menganalisis hasil perbedaan setelah diberikan video animasi pada penggunaan media sosial YouTube dalam meningkatkan pengetahuan diare.

Kajian ini termasuk kajian kuantitatif dengan *Pre-Experimental* pakai rancangan *one group pre-test post-test*. Dengan analisis data menggunakan uji statistik *wilcoxon signed rank test* juga gunakan instrumen pengumpulan data observasi, dan pengisian kuesioner.

Hasil kajian menunjukkan bahwa nilai rata-rata pengetahuan masyarakat sebelum (*pre-test*) diberikan promosi kesehatan sebesar 68,19 dan nilai rata-rata sesudah (*post-test*) diberikan promosi kesehatan sebesar 90,20, itu menunjukkan bahwa peningkatan pengetahuan sebelum dan sesudah pemberian video animasi pada penggunaan media sosial YouTube tentang diare sebesar 30%. Dan terjadi peningkatan efektivitas sebesar 69%. Serta didapatkan nilai statistik yaitu *p value* $0,000 < 0,1$ maka dapat disimpulkan bahwa ada perbedaan tingkat pengetahuan masyarakat sebelum dan sesudah dilakukan promosi kesehatan tentang diare. Maka dari itu perlu adanya penyuluhan tentang diare yang meliputi pengertian, penyebab, dan pencegahan secara *intens*/dilakukan secara terus menerus, serta tetap memberikan edukasi agar masyarakat tetap menerapkan cara-cara agar tidak terjadi kasus peningkatan penyakit diare yang tinggi.

Kata Kunci : Pengetahuan, Promosi Kesehatan, YouTube, Diare.

ABSTRACT

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"Increasing Knowledge of Diarrhea in Genilangit Village Through YouTube Social Media"

102 pages + 11 tables + 3 picture + 10 appendices

Diarrhea remains a health problem in Indonesia, especially in the Poncol Community Health Center working area. Data from the past year shows that diarrhea cases are the third highest of the ten PBL cases in the Poncol Community Health Center working area, with Genilangit Village having the second highest number of diarrhea cases. This shows the importance of immediately raising public awareness about how to prevent diarrhea. This study aims to assess the level of public knowledge before and after, as well as analyze the differences after showing an animated video on YouTube to increase knowledge about diarrhea.

This study is a quantitative study using a pre-experimental design with a one-group pre-test post-test. Data analysis uses the Wilcoxon signed rank test and data collection instruments such as observation and questionnaires.

The results of the study show that the average knowledge score of the community before (pre-test) being given health promotion was 68.19 and the average score after (post-test) being given health promotion was 90.20, indicating that there was a 30% increase in knowledge before and after being shown animated videos on YouTube about diarrhea. There was also a 69% increase in effectiveness. The statistical value obtained was a p-value of $0.000 < 0.1$, so it can be concluded that there was a difference in the level of knowledge among the community before and after the health promotion about diarrhea. Therefore, it is necessary to provide intensive and continuous education about diarrhea, including its definition, causes, and prevention, as well as to continue providing education so that the community continues to apply methods to prevent a high increase in cases of diarrhea.

Keywords: Knowledge, Health Promotion, YouTube, Diarrhea.