

ABSTRAK

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“EFEKTIVITAS MEDIA AUDIOVISUAL DALAM MENINGKATKAN PENGETAHUAN SANTRI TENTANG PENYAKIT DIARE DI PONDOK PESANTREN BANI ‘ALI MURSYAD DESA KERIK,KECAMATAN TAKERAN, KABUPATEN MAGETAN TAHUN 2025”

xvi Halaman Permulaan + 85 Halaman Isi + 11 Tabel + 6 Gambar + 20 Lampiran

Penyakit diare masih menjadi masalah kesehatan yang signifikan, terutama pada kelompok usia anak dan remaja. Di Pondok Pesantren Bani 'Ali Mursyad, kasus diare pada santri usia 12–16 tahun mencapai angka prevalensi 12%, melebihi angka nasional sebesar 1,8%. Penelitian ini bertujuan untuk mengetahui efektivitas media audiovisual berbasis video animasi

Penelitian menggunakan jenis penelitian *pre-experiment* dengan desain *one group pre-test & post-test*. populasi sampel santri siswa kelas VIII jenjang Madratsah Tsanawiyah Bani ‘Ali Mursyad dengan teknik pengambilan sampel proportional random sampling dengan jumlah 86 responden. Uji statistik yang digunakan adalah uji *Wilcoxon Signed Test* dan menggunakan instrumen pengumpulan data berupa kuisisioner.

Hasil penelitian menunjukkan nilai rata-rata pengetahuan santri sebelum dilakukan promosi kesehatan sebesar 58,66 dan nilai rata-rata pengetahuan santri sesudah dilakukan promosi kesehatan sebesar 94,42 perbedaan nilai sebelum dan sesudah dilakukan promosi kesehatan mengalami peningkatan sebesar 35,76. Didapatkan nilai statistik yaitu *p-value* $0,000 < \alpha (0,05)$, dapat dilihat adanya perbedaan tingkat pengetahuan santri tentang penyakit diare sebelum dan sesudah diberikan penyuluhan menggunakan media audiovisual video animasi pada santri siswa kelas VIII jenjang Madratsah Tsanawiyah

Hasil analisis efektivitas media audiovisual video animasi menunjukkan media audiovisual video animasi termasuk dalam kategori efektif dalam meningkatkan tingkat pengetahuan santri siswa kelas VIII jenjang Madratsah Tsanawiyah.

Kata kunci : Diare, Santri, Media Audiovisual, Promosi Kesehatan, Pengetahuan

ABSTRACT

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“EFFECTIVENESS OF AUDIOVISUAL MEDIA IN IMPROVING STUDENTS' KNOWLEDGE ABOUT DIARRHEA DISEASE IN BANI 'ALI MURSYAD ISLAMIC BOARDING SCHOOL, KERIK VILLAGE, TAKERAN DISTRICT, MAGETAN REGENCY IN 2025”

xvi Beinning Page + 85 Content Page + 11 Tables + 6 Figures + 20 Attachments

Diarrheal disease is still a significant health problem, especially in children and adolescents. At the Banni 'Ali Mursyad Islamic Boarding School, diarrhea cases in students aged 12-16 years reached a prevalence rate of 12%, exceeding the national figure of 1.8%. This study aims to determine the effectiveness of animated video-based audiovisual media.

The study used a pre-experimental research type with a one group pre-test & post-test design. The sample population was students of class VIII at the Bani 'Ali Mursyad Junior High School level with a proportional random sampling technique with a total of 86 respondents. The statistical test used was the Wilcoxon Signed Test and used a data collection instrument in the form of a questionnaire.

The results of the study showed that the average value of students' knowledge before health promotion was 58.66 and the average value of students' knowledge after health promotion was 94.42. The difference in value before and after health promotion increased by 35.76. A statistical value was obtained, namely $p\text{-value } 0.000 < \alpha (0.05)$, it can be seen that there is a difference in the level of students' knowledge about diarrhea before and after being given counseling using animated video audiovisual media for students of class VIII of the Madratsah Tsanawiyah level.

The results of the analysis of the effectiveness of animated video audiovisual media show that animated video audiovisual media is included in the effective category in increasing the level of knowledge of students of class VIII of the Madratsah Tsanawiyah.

Keywords: Diarrhea, Students, Audiovisual Media, Health Promotion, Knowledge