

## ABSTRAK

### Pengaruh Media *Storytelling Audiovisual* Terhadap Pengetahuan dan Sikap Orang tua Tentang Pendidikan Seksual di Pasuruan

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**Latar Belakang:** Pendidikan seksual sejak dini penting untuk melindungi anak dari kekerasan seksual. Namun, banyak orang tua masih menganggap tabu dan canggung membicarakannya. Minimnya pengetahuan serta sikap negatif membuat anak rentan menerima informasi keliru dari media sosial atau teman sebaya. Media edukasi inovatif diperlukan untuk mengatasi hambatan tersebut. Penelitian ini bertujuan menganalisis pengaruh *storytelling audiovisual* terhadap pengetahuan dan sikap orang tua tentang pendidikan seksual anak.

**Metode:** Penelitian kuantitatif dengan desain *pre-experimental one group pretest-posttest*. Sampel 32 orang tua siswa di Pasuruan dipilih dengan *simple random sampling*. Variabel Independen *Storytelling Audiovisual*, Dependen Pengetahuan dan Sikap Orang tua. Instrumen berupa kuesioner untuk mengukur pengetahuan dan sikap sebelum dan sesudah intervensi. Analisis menggunakan uji *Wilcoxon Signed-Rank Test*.

**Hasil:** Sebelum intervensi, 81,25% responden berpengetahuan baik namun 65,6% bersikap negatif. Setelah intervensi, pengetahuan meningkat menjadi 96,88% kategori baik dan sikap positif 62,5%. Uji *Wilcoxon* menunjukkan p-value pengetahuan 0,002 dan sikap 0,039 ( $p < 0,05$ ).

**Kesimpulan:** *Storytelling audiovisual* berpengaruh signifikan meningkatkan pengetahuan dan sikap orang tua. Media ini efektif menurunkan resistensi psikologis terhadap topik sensitif dan dapat dijadikan strategi edukasi di sekolah maupun masyarakat.

**Kata Kunci:** *Storytelling, Audiovisual, Pengetahuan, Sikap, Pendidikan Seksual, Orang Tua.*

## ABSTRACT

### *The Effect of Storytelling Audiovisual Media on Parents' Knowledge and Attitudes Toward Sexual Education in Pasuruan*

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**Background:** *Early sexual education is important to protect children from sexual violence. However, many parents still consider it a taboo and feel uncomfortable discussing it. Limited knowledge and lack of attitudes make children vulnerable to receiving incorrect information from social media or peers. Innovative educational media are needed to overcome these issues. This study aimed to analyze the effect of audiovisual storytelling on parents' knowledge and attitudes toward children's sexual education.*

**Methods:** *This quantitative study used a pre-experimental one-group pretest-posttest design. A sample of 32 parents of students in Pasuruan was selected using simple random sampling. Independent Variable: Audiovisual Storytelling, Dependent: Parents' Knowledge and Attitude. The instruments were questionnaires measuring knowledge and attitudes before and after the intervention. Data were analyzed using the Wilcoxon Signed-Rank Test.*

**Results:** *Before the intervention, 81.25% of respondents categorized as had good knowledge, however 65.6% showed the lack of attitudes toward sex education. After the intervention, the knowledge increased to 96.88% in the good category, and positive attitudes 62,5%. The Wilcoxon test showed a p-value of 0.002 for knowledge and 0.039 for attitudes ( $p < 0.05$ ).*

**Conclusion:** *The Audiovisual storytelling media has a significant effect on improving parents' knowledge and attitudes. This medium is effective in reducing psychological resistance to sensitive topics and can be used as an educational strategy in schools and communities.*

**Keywords:** *Storytelling, Audiovisual, Knowledge, Attitude, Sexual Education, Parents*