

ABSTRAK

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PENGARUH VIDEO *HEALTH EDUCATION* MELALUI *TIKTOK* TERHADAP
PENGETAHUAN CATIN TENTANG PERNIKAHAN DINI DI KUA KENJERAN
xvi + 39 Halaman + 7 Tabel + 15 Lampiran

Pernikahan dini merupakan isu nasional yang hingga saat ini masih menjadi problematika di Indonesia karena berkaitan dengan masalah kesehatan dan sosial. Hal ini dikarenakan pernikahan dini berdampak pada kesehatan reproduksi, kesejahteraan hidup, hingga pendidikan. Pengetahuan catin yang rendah berpengaruh pada usia anak. Sehingga dinilai perlu media yang bersifat edukatif dan inovatif mengikuti perkembangan teknologi salah satunya melalui video *health education* berbasis media sosial *TikTok*. Maka dilakukanlah penelitian ini untuk mengetahui pengaruh video *health education* melalui *TikTok* terhadap pengetahuan calon pengantin tentang pernikahan dini di KUA Kenjeran Surabaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain *pre-experimental one group pretest-posttest*. Sampel berjumlah 31 responden yang dipilih secara purposive sampling. Data dikumpulkan memakai kuesioner sebelum dan sesudah intervensi, yaitu video edukasi yang disebarakan melalui *TikTok*. Untuk menelaah data, peneliti menggunakan uji *Wilcoxon Signed Rank Test* dengan tingkat signifikansi 0,05. Pengolahan data dilakukan dengan tahapan *editing, scoring, coding, data entry*, dan *tabulating*.

Hasil penelitian menyatakan sebelum diintervensi sebagian besar responden (51,6%) berpengetahuan cukup, sementara setelahnya hampir seluruh responden (83,9%) berpengetahuan baik. Hasil uji *Wilcoxon Signed Rank Test* didapatkan *p-value* = 0,000 ($p < 0,05$), memaparkan adanya pengaruh video *health education* melalui *TikTok* meningkatkan pengetahuan calon pengantin tentang pernikahan dini. Peningkatan pengetahuan tersebut dipengaruhi oleh penggunaan media audiovisual karena keunggulan media yakni mudah dipahami, menarik, dan fleksibel dengan generasi muda yang aktif menggunakan media sosial dalam kehidupan sehari-hari.

Kesimpulan penelitian ini adalah video *health education* melalui *TikTok* berpengaruh dalam meningkatkan pengetahuan calon pengantin mengenai pernikahan dini. Media *TikTok* dapat dijadikan sebagai alternatif promosi kesehatan yang inovatif, mudah diakses, menarik dan sesuai dengan karakteristik generasi muda.

Kata kunci: pernikahan dini, pengetahuan, calon pengantin, video edukasi, TikTok
Daftar Bacaan : 47 buku (2015-2024)

ABSTRACT

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THE INFLUENCE OF HEALTH EDUCATION VIDEOS ON TIKTOK ON PROSPECTIVE BRIDES AND GROOMS' KNOWLEGDE ABOUT EARLY MARRIAGE AT THE KENJEREN KUA

xvi + 39 Pages + 7 Tables + 15 Appendices

Early marriage is a national issue that is still a problem in Indonesia today because it is related to health and social issues. This is because early marriage affects reproductive health, life welfare, and education. Low knowledge among prospective brides and grooms affects the age of children. Therefore, it's considered necessary to have educational and innovative media that follow technological developments, such as health education videos on social media like TikTok. This study was conducted to find out the effect of health education videos on TikTok on prospective brides and grooms' knowledge about early marriage at the Kenjeran Surabaya Religious Affairs Office..

This study uses quantitative research methods, employing a pre-experimental, one-group pretest-posttest design. It involved 31 respondents selected through purposive sampling. Questionnaires were used to collect data both before and after the intervention, which took the form of educational videos on TikTok. Analysis was conducted using the Wilcoxon Signed Rank Test, with a significance level of 0.05.. Data processing went through the steps of editing, scoring, coding, data entry, and tabulating.

The research results show that before the intervention, most respondents (51.6%) had sufficient knowledge, while afterwards almost all respondents (83.9%) the results reflected strong prior knowledge. The Wilcoxon Signed Rank Test produced a p-value of 0.000 ($p < 0.05$), showing that health education videos on TikTok influenced and helped increase engaged couples' knowledge about early marriage. This knowledge improvement is influenced by the use of audiovisual media because of its advantages: it's easy to understand, engaging, and flexible for young people who are active on social media in their daily lives.

The conclusion of this study is that health education videos on TikTok have an impact on increasing the knowledge of soon-to-be-married couples about early marriage. TikTok can be used as an innovative, easily accessible, engaging health promotion alternative that fits the characteristics of young people.

Keywords: *early marriage, knowledge, prospective brides and grooms, educational video, TikTok*

References : *47 books (2015-2024)*