

ABSTRAK

Ani Kustanti
EFEKTIVITAS MEDIA EDUKASI INSTAGRAM DAN E-LEAFLET TERHADAP PENGETAHUAN DAN SIKAP TENTANG SADARI PADA REMAJA PUTRI DI SMAN 1 PLAOSAN.

xiv + 63 Halaman + 9 Tabel + 24 Lampiran

Peningkatan pengetahuan dan sikap remaja putri tentang SADARI tidak terlepas dari upaya promotif berupa pemberdayaan masyarakat melalui media edukasi. Media *Instagram* menyajikan konten visual yang singkat, menarik, dan kontekstual. Sedangkan media *E-Leaflet* menyajikan informasi secara rinci dan dapat diakses kembali kapan saja. Penelitian ini bertujuan untuk mengetahui perbedaan efektivitas media edukasi *Instagram* dan *E-Leaflet* terhadap pengetahuan dan sikap tentang SADARI pada remaja putri di SMAN 1 Plaosan.

Penelitian ini menggunakan pendekatan *kuasi eksperimen* dengan metode *two group control design* dengan cara memberikan *pretest* dan *posttest*. Metode pengambilan sampel dengan teknik *stratified random sampling* dengan jumlah sampel sebanyak 58 remaja putri di SMAN 1 Plaosan. Variabel dependen dalam penelitian ini adalah pengetahuan dan sikap SADARI sedangkan variabel independent yaitu media edukasi kesehatan dengan menggunakan *Instagram* dan *E-leaflet*. Data dikumpulkan melalui kuesioner dan dokumentasi yang mengukur pengetahuan dan sikap. Analisis data dilakukan menggunakan Teknik *Wilcoxon Signed Rank Test* untuk menentukan perbedaan pengetahuan dan sikap remaja putri setelah diberikan intervensi.

Hasil penelitian menunjukkan ada perbedaan pengetahuan remaja putri setelah diberi intervensi melalui *E-Leaflet* ($p\text{-value}=0,001$) maupun melalui *Instagram* ($p\text{-value}=0,007<0,05$) mengenai SADARI. Intervensi melalui media edukasi *E-Leaflet* maupun *Instagram* dapat meningkatkan pengetahuan responden. Terdapat perbedaan sikap remaja putri setelah diberi intervensi melalui *Instagram* ($p\text{-value}=0,002$) maupun melalui *E-Leaflet* ($p\text{-value}=0,003<0,05$) mengenai SADARI. Intervensi melalui media edukasi *Instagram* dan *E-Leaflet* dapat meningkatkan sikap responden. Diharapkan pengetahuan dan sikap remaja putri terkait SADARI dapat meningkatkan kesadaran dalam melakukan deteksi dini kanker payudara.

Kata kunci: *Instagram*, *E-leaflet*, Pengetahuan, Sikap, SADARI

ABSTRACT

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EFFECTIVENESS OF INSTAGRAM AND E-LEAFLET EDUCATIONAL MEDIA ON KNOWLEDGE AND ATTITUDES TOWARD BREAST SELF-EXAMINATION AMONG FEMALE ADOLESCENTS AT SMAN 1 PLAOSAN

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The improvement of knowledge and attitudes among female adolescents regarding breast self-examination (BSE) is closely related to promotive efforts through community empowerment using educational media. Instagram delivers brief, engaging, and contextual visual content, while e-leaflets provide more detailed information that can be accessed repeatedly. This study aimed to determine the difference in effectiveness between Instagram and e-leaflet educational media on knowledge and attitudes toward BSE among female adolescents at SMAN 1 Plaosan.

This study employed a quasi-experimental approach using a two-group control design with pretest and posttest assessments. The samples were selected using a stratified random sampling technique, involving 58 female adolescents at SMAN 1 Plaosan. The dependent variables in this study were knowledge and attitudes toward Breast Self-Examination (BSE), while the independent variables were health education media using Instagram and E-leaflets. Data were collected through questionnaires and documentation to measure respondents' knowledge and attitudes. Data analysis was conducted using the Wilcoxon Signed Rank Test to determine differences in female adolescents' knowledge and attitudes after the intervention.

The results showed significant differences in female adolescents' knowledge after receiving interventions through E-leaflets ($p\text{-value} = 0.001$) and Instagram ($p\text{-value} = 0.007 < 0.05$) regarding Breast Self-Examination (BSE). Interventions delivered through E-leaflet and Instagram educational media were able to improve respondents' knowledge. Significant differences were also found in female adolescents' attitudes after receiving interventions through Instagram ($p\text{-value} = 0.002$) and E-leaflets ($p\text{-value} = 0.003 < 0.05$) regarding BSE. Educational interventions through Instagram and E-leaflets were effective in improving respondents' attitudes. It is expected that improved knowledge and attitudes among female adolescents regarding BSE will increase awareness of early breast cancer detection.

Keywords: Instagram, E-leaflet, Knowledge, Attitude, BSE