

ABSTRAK

Pengaruh Edukasi Media Video Metode 3M Masa Adaptasi Kebiasaan Baru Terhadap Pengetahuan dan Sikap Kader Posyandu Di Kelurahan Mulyorejo, Nisaul Khoiroh Amaliyah, Program Studi Sarjana Terapan Promosi Kesehatan Politeknik Kesehatan Kemenkes Malang. Sri Winarni. Jupriyono.

Ketidakpatuhan masyarakat akan protokol kesehatan adalah salah satu penyebab bertambahnya jumlah penderita Covid-19. Maka peran kader posyandu sangat dibutuhkan sebagai promotor untuk memberikan edukasi atau pengetahuan kepada masyarakat tentang Covid-19. Pemberian edukasi tersebut dapat dilakukan menggunakan beberapa media, salah satunya media video. Penelitian ini bertujuan untuk mengetahui efektifitas video sebagai media edukasi Metode 3M Masa Adaptasi Kebiasaan Baru terhadap pengetahuan dan sikap kader posyandu di Kelurahan Mulyorejo. Adapun penetapan subyek penelitian ini berjumlah 31 responden kader posyandu yang ditetapkan secara purposive sampling. Pada pengetahuan ada peningkatan dikategori baik 23% dan ada penurunan pengetahuan kategori cukup 18%. Pada sikap ada peningkatan sikap kategori baik 6% dan ada penurunan sikap kategori cukup 6%. Berdasarkan hasil uji statistik *Wilcoxon sign risk* dengan tingkat signifikansi $\alpha = 0,05$, diperoleh nilai p-value = 0,000, dengan demikian penelitian ini menolak H_0 artinya ada pengaruh yang bermakna edukasi menggunakan media video terhadap pengetahuan dan sikap kader posyandu. Kesimpulan dari penelitian ini adalah (1) Ada peningkatan pengetahuan kader posyandu tentang metode 3M Masa Adaptasi Kebiasaan Baru setelah mengikuti edukasi menggunakan media video (2) Ada peningkatan sikap kader posyandu tentang metode 3M Masa Adaptasi Kebiasaan Baru setelah mengikuti edukasi menggunakan media video (3) Ada pengaruh dari intervensi yang diberikan peneliti tentang metode 3M Masa Adaptasi Kebiasaan Baru dengan menggunakan media video terhadap pengetahuan dan sikap kader posyandu.

Kata kunci : Pengetahuan, Sikap, Edukasi kebiasaan baru metode 3M, Video

ABSTRACT

The Effect of Video Media Education 3M Method Adaptation of New Habits on Knowledge and Attitudes of Posyandu Cadres in Mulyorejo Village, Nisaul Khoiroh Amaliyah, Undergraduate Study Program for Applied Health Promotion Health Polytechnic, Ministry of Health Malang. Sri Winarni. Jupriyono.

Public disobedience to health protocols is one of the causes of the increase in the number of Covid-19 sufferers. So the role of posyandu cadres is needed as promoters to provide education or knowledge to the public about Covid-19. This education can be done using several media, one of which is media. This study aims to determine the effectiveness of video as an educational medium for the 3M Method of Adapting to New Habits on the knowledge and attitudes of posyandu cadres in Mulyorejo Village. The determination of the subject of this study amounted to 31 respondents posyandu cadres who were determined by purposive sampling. In knowledge, there is an increase in the good category of 23% and there is a decrease in knowledge in the sufficient category by 18%. In the attitude, there is an increase in the attitude in the good category by 6% and there is a decrease in the attitude in the moderate category by 6%. Based on the results of the Wilcoxon sign risk statistical test with a significance level of $= 0.05$, the p -value $= 0.000$, thus this study rejects H_0 , meaning that there is a significant effect of education using video media on knowledge and attitudes. The conclusion of this study is (1) There is an increase in the knowledge of posyandu cadres about the 3M method of the New Habits Adaptation Period after attending education using video media (2) There is an increase in the attitude of posyandu cadres about the 3M method of the New Habits Adaptation Period after attending education using video media (3) There is an influence from the intervention given by researchers regarding the 3M method of the New Habit Adaptation Period using video media on the knowledge and attitudes of posyandu cadres.

Keywords: Knowledge, Attitude, Education of new habits 3M method, Video