

**PENGARUH PENDIDIKAN KESEHATAN DENGAN VIDEO DALAM
MENINGKATKAN MOTIVASI *SKRINING* KANKER PAYUDARA
BERDASARKAN TEORI MOTIVASI PERLINDUNGAN**

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ABSTRAK

Latar Belakang: Kanker payudara merupakan penyebab kematian utama akibat kanker pada Perempuan. Rendahnya motivasi perempuan untuk melakukan *skrining* menjadi salah satu penyebab keterlambatan deteksi dini. Pendidikan kesehatan menggunakan media video berpotensi meningkatkan motivasi *skrining*, khususnya dengan pendekatan Teori Motivasi Perlindungan

Tujuan: Mengetahui pengaruh pendidikan kesehatan menggunakan media video terhadap peningkatan motivasi *skrining* kanker payudara pada perempuan di Dusun Singosaren berdasarkan Teori Motivasi Perlindungan.

Metode: Penelitian ini menggunakan desain pra-eksperimen dengan pendekatan *one-group pretest-posttest*. Sampel sebanyak 68 Perempuan usai subur di Dusun Singosaren dipilih secara acak. Intervensi berupa video edukasi diberikan selama satu minggu. Data dikumpulkan melalui kuesioner motivasi *skrining* kanker payudara yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan uji paired t-test dan regresi linear sederhana.

Hasil: Terdapat peningkatan signifikan motivasi *skrining* setelah intervensi video edukasi dengan nilai rata-rata *pretest* 57,56 dan *posttest* 75,87 ($p=0,000$). Hasil regresi menunjukkan bahwa video edukasi memiliki pengaruh signifikan terhadap peningkatan motivasi *skrining* ($p=0,000$).

Kesimpulan: Pendidikan kesehatan dengan media video efektif dalam meningkatkan motivasi *skrining* kanker payudara pada perempuan berdasarkan Teori Motivasi Perlindungan. Media video disarankan sebagai alat edukasi dalam program deteksi dini kanker payudara.

Kata Kunci: kanker payudara, *skrining*, motivasi perlindungan.

**THE EFFECT OF HEALTH EDUCATION USING VIDEO MEDIA ON
INCREASING BREAST CANCER SCREENING MOTIVATION BASED ON
THE PROTECTION MOTIVATION THEORY**

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ABSTRACT

Background: Breast cancer is the leading cause of cancer-related death among women. Low motivation to undergo screening is one of the major barriers to early detection. Health education through video media has the potential to enhance screening motivation, particularly when guided by the Protection Motivation Theory.

Objective: To determine the effect of health education using video media on increasing breast cancer screening motivation among women in Dusun Singosaren, based on the Protection Motivation Theory.

Methods: This study employed a pre-experimental design with a one-group pretest-posttest approach. A total of 68 women of reproductive age in Dusun Singosaren were selected randomly. The intervention involved a one-week educational video program. Data were collected using a validated and reliable questionnaire on breast cancer screening motivation. Data analysis was conducted using paired t-tests and simple linear regression.

Results: A significant increase in screening motivation was observed after the video intervention, with the mean pretest score at 57.56 and posttest score at 75.87 ($p = 0.000$). Regression analysis also showed a significant effect of the video intervention on increased screening motivation ($p = 0.000$).

Conclusion: Health education through video media is effective in enhancing breast cancer screening motivation among women, based on the Protection Motivation Theory. Video media is recommended as an educational tool in early breast cancer detection programs.

Keywords: breast cancer, screening, protection motivation