

THE EFFECTIVENESS OF SAFIRA ANIMATED VIDEO (STOP SEXUAL ABUSE WITH FUN INTERACTIVE ANIMATION) IN IMPROVING KNOWLEDGE AND ATTITUDES TOWARD THE SEXUAL ABUSE PREVENTION AMONG ELEMENTARY SCHOOL STUDENTS IN THE WORKING AREA OF UMBULHARJO II PUBLIC HEALTH CENTER

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ABSTRACT

Background: Sexual abuse against children remains a serious issue in Indonesia. Education with interesting media such as animated videos that are considered easier for children to understand to prevent themselves from sexual abuse.

Objective: This study aimed to determine the effectiveness of SAFIRA animated video in increasing elementary school students' knowledge and attitudes regarding the prevention of sexual abuse.

Method: A quasi-experimental study with a pre-posttest control group design was conducted from February to April 2025. The population consisted of 132 fifth-grade students from SDN Glagah and SDN Tahunan. A sample of 80 students was selected using simple random sampling with matching. Data were collected using questionnaires measuring knowledge and attitudes about sexual violence prevention. Paired t-Tests and independent t-Tests were used for data analysis.

Result: The analysis showed significant improvements in knowledge and attitudes in both groups. The paired t-Test indicated a significant increase in knowledge for the animated video group ($p=0.000$, mean difference = -5.425) and the leaflet group ($p=0.000$, mean difference = -4.100). Attitude scores also improved significantly in the animated video group ($p=0.000$, mean difference = -9.325) and leaflet group ($p=0.000$, mean difference = -2.975). Independent t-Tests revealed that the SAFIRA animated video group had significantly greater improvements in knowledge ($p=0.000$, mean difference = 1.325) and attitudes ($p=0.000$, mean difference = 6.350) compared to the leaflet group.

Conclusion: The SAFIRA animated video is highly effective than leaflets in improving knowledge and attitudes.

Keywords: Animated videos, attitude, knowledge, sexual abuse

EFEKTIVITAS VIDEO ANIMASI SAFIRA (*STOP SEXUAL ABUSE WITH FUN INTERACTIVE ANIMATION*) DALAM MENINGKATKAN PENGETAHUAN DAN SIKAP PENCEGAHAN KEKERASAN SEKSUAL PADA SISWA SEKOLAH DASAR DI WILAYAH KERJA PUSKESMAS UMBULHARJO II

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ABSTRAK

Latar Belakang: Kekerasan seksual pada anak merupakan masalah yang serius. Edukasi dengan media yang menarik seperti video animasi dinilai lebih mudah dipahami oleh anak-anak untuk mencegah diri dari kekerasan seksual.

Tujuan: Penelitian ini bertujuan untuk mengetahui efektivitas media video animasi SAFIRA dalam meningkatkan pengetahuan dan sikap siswa sekolah dasar mengenai pencegahan kekerasan seksual.

Metode: Penelitian quasi eksperimental dengan rancangan *pre-posttest with control group*, dilaksanakan pada bulan Februari hingga April 2025. Populasi penelitian terdiri dari 132 siswa kelas 5 di SDN Glagah dan SDN Tahunan. Sampel sebanyak 80 siswa dipilih menggunakan teknik *simple random sampling* dengan pencocokan (*matching*). Data dikumpulkan melalui kuesioner yang mengukur pengetahuan dan sikap mengenai pencegahan kekerasan seksual. Analisis data dilakukan menggunakan uji *paired t-Test* dan *independent t-Test*.

Hasil: Analisis menunjukkan peningkatan signifikan pada pengetahuan dan sikap di kedua kelompok. Uji *paired t-Test* menunjukkan peningkatan signifikansi pada pengetahuan kelompok video animasi ($p=0,000$ $mean=-5.425$ CI 95% $lower=-5.685$ $upper=-5.165$) dan kelompok *leaflet* ($p=0,000$ $mean=-4.100$ CI 95% $lower=-4.302$ $upper=-3.898$). Skor sikap juga meningkat signifikan pada kelompok video animasi ($p=0,000$ $mean=-9.325$ CI 95% $lower=-10.977$ $upper=-7.673$) dan kelompok *leaflet* ($p=0,000$ $mean=-2.975$ CI 95% $lower=-3.524$ $upper=-2.426$). Uji *independen t-Test* menunjukkan bahwa kelompok video animasi SAFIRA memiliki peningkatan pengetahuan ($p=0.000$ $mean\ difference=1.325$ CI 95% $lower=1.000$ $upper=1.650$) dan sikap ($p=0.000$ $mean\ difference=6.350$ CI 95% $lower=4.619$ $upper=8.081$) yang secara signifikan lebih besar dibandingkan kelompok *leaflet*.

Kesimpulan: Media video animasi SAFIRA terbukti lebih efektif dibanding *leaflet* dalam meningkatkan pengetahuan dan sikap pencegahan kekerasan seksual.

Kata Kunci: Kekerasan seksual, pengetahuan, sikap, video animasi