

EFEKTIVITAS PEMBERIAN FILM PENDEK PADA PENYULUHAN KEAMANAN PANGAN JAJANAN ANAK SMP TERHADAP PENGETAHUAN DAN SIKAP

Anandhita Ginaris Barulli¹, Slamet Iskandar², Siti Budi Utami³
Jurusan Gizi Poltekkes Kemenkes Yogyakarta
Jalan Tata Bumi No. 3 Banyuraden, Gamping, Sleman
Email : bginaris@gmail.com

ABSTRAK

Latar Belakang : Keamanan pangan jajanan anak sekolah (PJAS) merupakan salah satu isu kesehatan masyarakat yang penting, mengingat banyaknya kasus keracunan pangan di Indonesia yang sebagian besar disebabkan oleh jajanan. Data BPOM RI tahun 2022 mencatat sebanyak 72 kejadian luar biasa (KLB) keracunan pangan, di mana 23,61% di antaranya berasal dari pangan jajanan dan 5,5% terjadi di tingkat SMP/MTs. Anak usia sekolah merupakan kelompok rentan karena kebiasaan memilih jajanan masih dipengaruhi pengetahuan dan sikap yang kurang tepat. Oleh karena itu, dibutuhkan upaya edukasi melalui media penyuluhan yang menarik, seperti film pendek, yang terbukti lebih interaktif dan mudah dipahami dibandingkan media cetak seperti leaflet.

Tujuan : Mengetahui efektivitas media film pendek dibandingkan leaflet dalam meningkatkan pengetahuan dan sikap siswa SMP mengenai keamanan pangan jajanan.

Metode : Penelitian ini menggunakan desain quasi experiment dengan rancangan pretest-posttest with control group. Subjek penelitian adalah siswa SMP Negeri 1 Yogyakarta dan SMP Negeri 8 Yogyakarta dengan total sampel 64 responden, yang dibagi menjadi kelompok intervensi (film pendek) dan kelompok kontrol (leaflet). Instrumen berupa kuesioner pengetahuan dan sikap yang telah diuji validitas dan reliabilitas. Analisis data dilakukan menggunakan uji paired sample t-test dan independent sample t-test.

Hasil : Penelitian menunjukkan adanya peningkatan signifikan pada pengetahuan siswa setelah diberikan penyuluhan menggunakan media film pendek dengan rata-rata kenaikan skor 17,27 poin ($p=0,000$), sedangkan kelompok leaflet meningkat 12,53 poin ($p=0,000$). Sikap siswa juga meningkat signifikan pada kelompok film pendek (15,84 poin; $p=0,000$) dibandingkan leaflet (9,41 poin; $p=0,000$). Uji komparatif menunjukkan film pendek lebih efektif dibandingkan leaflet dalam meningkatkan pengetahuan ($p=0,032$) dan sikap ($p=0,028$).

Kesimpulan : Film pendek lebih efektif dibandingkan leaflet dalam meningkatkan pengetahuan dan sikap siswa SMP terkait keamanan pangan jajanan. Media ini dapat direkomendasikan sebagai sarana edukasi gizi dan kesehatan di sekolah.

Kata Kunci : Keamanan pangan, jajanan anak sekolah, film pendek, penyuluhan gizi, pengetahuan, sikap

THE EFFECTIVENESS OF SHORT FILMS ON FOOD SAFETY COUNSELING FOR JUNIOR HIGH SCHOOL SNACKS ON KNOWLEDGE AND ATTITUDES

Anandhita Ginaris Barulli¹, Slamet Iskandar², Siti Budi Utami³
^{1,2,3}Department of Nutrition, Health Polytechnic of Health Ministry, Yogyakarta
Jalan Tata Bumi No. 3 Banyuraden, Gamping, Sleman
Email : bginaris@gmail.com

ABSTRACT

Background : Food safety of school snacks is an important public health issue, considering the high incidence of food poisoning cases in Indonesia, most of which are caused by snacks. Data from BPOM RI in 2022 reported 72 food poisoning outbreaks, with 23.61% caused by school snacks and 5.5% occurring at junior high schools. School-age children are a vulnerable group since their snacking choices are still influenced by limited knowledge and improper attitudes. Therefore, health education using engaging media such as short films is needed, as they are proven to be more interactive and easier to understand compared to printed media like leaflets.

Objective : To analyze the effectiveness of short film media compared to leaflets in improving junior high school students' knowledge and attitudes toward food safety of school snacks.

Methods : This study used a quasi-experimental design with a pretest-posttest with control group. The subjects were 70 students from Junior High School 1 Yogyakarta and Junior High School 8 Yogyakarta, divided into an intervention group (short film) and a control group (leaflet). Knowledge and attitude were measured using validated and reliable questionnaires. Data were analyzed using paired sample t-test and independent sample t-test.

Result : The findings showed a significant increase in students' knowledge after the short film intervention, with an average score increase of 17.27 points ($p=0.000$), compared to 12.53 points in the leaflet group ($p=0.000$). Students' attitudes also improved significantly in the short film group (15.84 points; $p=0.000$) compared to the leaflet group (9.41 points; $p=0.000$). Comparative analysis indicated that short films were more effective than leaflets in improving knowledge ($p=0.032$) and attitudes ($p=0.028$).

Conclusion : Short films are more effective than leaflets in improving junior high school students' knowledge and attitudes toward food safety of school snacks. They can be recommended as an effective medium for nutrition and health education in schools.

Keywords : Food safety, school snacks, short film, health education, knowledge, attitude