

**PENGARUH VIDEO EDUKASI BERBASIS *HEALTH BELIEF MODEL*
TERHADAP PENINGKATAN KESADARAN SKRINING KANKER
PAYUDARA PADA REMAJA DI SMA NEGERI 1 KASIHAN**

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ABSTRAK

Latar Belakang: Kanker payudara merupakan salah satu penyebab utama kematian pada perempuan di seluruh dunia, termasuk Indonesia. Deteksi dini seperti Pemeriksaan Payudara Sendiri (SADARI) menjadi upaya preventif yang krusial, namun kesadaran remaja putri terhadap pentingnya skrining masih rendah. Masa remaja adalah tahap pembentukan kebiasaan jangka panjang, sehingga pemberian edukasi sejak dini sangat penting agar terbentuk perilaku sadar kesehatan dan pencegahan penyakit di masa mendatang. Oleh karena itu, perlu diberikan edukasi berbasis pendekatan psikologis yang tepat seperti *Health Belief Model* (HBM) untuk membangun persepsi risiko, manfaat, dan mengatasi hambatan terhadap skrining kanker payudara.

Tujuan: Penelitian ini bertujuan untuk mengetahui pengaruh edukasi menggunakan media video berbasis *Health Belief Model* terhadap peningkatan kesadaran remaja putri tentang skrining kanker payudara di SMA Negeri 1 Kasihan.

Metode: Penelitian menggunakan desain pra-eksperimen dengan pendekatan *pretest-posttest without control group*. Sampel berjumlah 121 siswi yang dipilih menggunakan teknik *random sampling*. Instrumen pengumpulan data berupa kuesioner tingkat kesadaran skrining kanker payudara yang telah divalidasi. Analisis data menggunakan uji *Wilcoxon Signed Rank Test*.

Hasil: Hasil penelitian menunjukkan terdapat peningkatan tingkat kesadaran yang signifikan setelah diberikan edukasi video berbasis HBM, dengan nilai $p\text{-value} = 0,000 (<0,05)$. Sebanyak 82 responden (67,8%) berada dalam kategori kesadaran baik setelah intervensi, dibandingkan 74 responden (61,2%) yang berada pada kategori cukup sebelum intervensi.

Kesimpulan: Edukasi melalui media video berbasis *Health Belief Model* efektif dalam meningkatkan kesadaran remaja putri tentang pentingnya skrining kanker payudara. Intervensi ini dapat dijadikan alternatif dalam program promosi kesehatan remaja berbasis sekolah.

Kata kunci: Kanker payudara, Skrining, remaja putri, *Health Belief Model*, video edukasi

THE EFFECT OF HEALTH BELIEF MODEL-BASED EDUCATIONAL VIDEO ON INCREASING BREAST CANCER SCREENING AWARENESS AMONG ADOLESCENTS AT SMA NEGERI 1 KASIHAN

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ABSTRACT

Background: Breast cancer is one of the leading causes of death among women worldwide, including in Indonesia. Early detection, such as through Breast Self-Examination (BSE), is a key preventive strategy. However, awareness among adolescent girls regarding the importance of screening remains low. Adolescence is a critical period for forming lifelong health behaviors, making it essential to foster awareness from an early age. Educational interventions based on the Health Belief Model (HBM) are considered effective in improving awareness and influencing preventive health behavior.

Objective: This study aimed to examine the effect of an educational video based on the Health Belief Model on increasing breast cancer screening awareness among female students at SMA Negeri 1 Kasihan.

Methods: This research employed a quasi-experimental design with a pretest-posttest approach without a control group. A total of 109 female students were selected using total sampling. Data were collected using a validated questionnaire measuring awareness of breast cancer screening. Data were analyzed using the Wilcoxon Signed Rank Test.

Results: The findings showed a significant improvement in awareness after the intervention, with a p-value of 0.000 (<0.05). After receiving the HBM-based video education, 82 respondents (67.8%) reached a high level of awareness, compared to 74 respondents (61.2%) who were at a moderate level before the intervention.

Conclusion: Educational videos based on the Health Belief Model are effective in increasing awareness of breast cancer screening among adolescent girls. This method can serve as a strategic alternative in school-based adolescent health promotion programs.

Keywords: Breast cancer, Screening, adolescent girls, Health Belief Model, educational video