

THE EFFECT OF GENTAS VIDEOS (STUNTING RESPONSE GENERATION) AND LEAFLETS ON STUNTING PREVENTION ATTITUDES IN YOUNG WOMEN

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ABSTRACT

Background: Stunting remains a major public health problem in Indonesia. Prevention efforts should begin during adolescence, especially among adolescent girls as future mothers. Audiovisual health education, such as the GENTAS (Generasi Tanggap Stunting) Video, is expected to improve adolescents' attitudes toward stunting prevention more effectively than printed media.

Objective: To determine the effect of the GENTAS Video on adolescent girls' attitudes toward stunting prevention and compare its effectiveness with leaflet media.

Methods: This quantitative study employed a quasi-experimental pretest-posttest with control group design. The study was conducted at SMA Negeri 1 Patuk as the intervention group and SMA Negeri 1 Karangmojo as the control group. A total of 84 adolescent girls were selected using probability sampling with the simple random sampling technique, with 42 participants in each group. Attitudes were assessed before and after the intervention using a valid and reliable questionnaire. Data were analyzed using the Wilcoxon Signed Rank Test and Mann-Whitney U Test.

Results: Both the GENTAS Video and leaflet education improved adolescent girls' attitudes toward stunting prevention. The Wilcoxon Signed Rank Test showed significant differences in attitude scores before and after the intervention in both groups ($p < 0.05$). The Mann-Whitney U Test showed that the increase in attitude scores was significantly greater in the GENTAS Video group than in the leaflet group ($p < 0.05$).

Conclusion: The GENTAS Video effectively improved adolescent girls' attitudes toward stunting prevention and was more effective than leaflet media. It has the potential to be used as an alternative school-based health promotion medium to support stunting prevention from adolescence.

Keywords: GENTAS Video, stunting, attitude, adolescent girls, health education

PENGARUH VIDEO GENTAS (GENERASI TANGGAP *STUNTING*) DAN LEAFLET TERHADAP SIKAP PENCEGAHAN *STUNTING* PADA REMAJA PUTRI

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ABSTRAK

Latar Belakang: *Stunting* masih menjadi salah satu masalah kesehatan masyarakat di Indonesia. Upaya pencegahan perlu dilakukan sejak masa remaja, terutama pada remaja putri. Pendidikan kesehatan melalui media audiovisual, seperti Video GENTAS (Generasi Tanggap *Stunting*), diharapkan mampu meningkatkan sikap remaja putri terhadap pencegahan *stunting* secara lebih efektif dibandingkan media cetak.

Tujuan: Mengetahui pengaruh Video GENTAS terhadap sikap remaja putri dalam pencegahan *stunting* serta membandingkan efektivitasnya dengan media *leaflet*.

Metode: Penelitian ini menggunakan pendekatan kuantitatif dengan desain *quasi-experimental pretest-posttest with control group*. Penelitian dilaksanakan di SMA Negeri 1 Patuk sebagai kelompok intervensi dan SMA Negeri 1 Karangmojo sebagai kelompok kontrol. Sampel penelitian berjumlah 84 remaja putri yang dipilih menggunakan teknik *probability sampling* dengan metode *simple random sampling*, yang masing-masing terdiri dari 42 responden. Pengukuran sikap dilakukan sebelum dan sesudah intervensi menggunakan kuesioner yang telah valid dan reliabel. Analisis data menggunakan uji *Wilcoxon Signed Rank Test* dan *Mann-Whitney U Test*.

Hasil: Edukasi menggunakan Video GENTAS maupun media *leaflet* sama-sama meningkatkan sikap remaja putri terhadap pencegahan *stunting*. Hasil uji *Wilcoxon Signed Rank Test* menunjukkan adanya perbedaan skor sikap yang signifikan sebelum dan sesudah intervensi pada kedua kelompok ($p < 0,05$). Hasil uji *Mann-Whitney U Test* menunjukkan peningkatan skor sikap pada kelompok Video GENTAS lebih tinggi dibandingkan kelompok *leaflet* ($p < 0,05$).

Kesimpulan: Video GENTAS efektif meningkatkan sikap remaja putri terhadap pencegahan *stunting* dan lebih efektif dibandingkan media *leaflet*. Media ini berpotensi digunakan sebagai alternatif promosi kesehatan di sekolah untuk mendukung upaya pencegahan *stunting* sejak masa remaja.

Kata kunci: Video GENTAS, *stunting*, sikap, remaja putri, pendidikan kesehatan