

*THE EFFECT OF “VIRAL” MEDIA ON FEMALE STUDENTS’ KNOWLEDGE  
AND ATTITUDES TOWARD ADOLESCENT PREGNANCY  
AT SMK N 1 PAJANGAN IN 2026*

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**ABSTRACT**

**Background:** Adolescent pregnancy remains a significant reproductive health concern in the Special Region of Yogyakarta, Indonesia. In 2024, 266 adolescent births were recorded, including 61 cases in Bantul Regency. According to the 2025 Maternal and Child Health Report of the Special Region of Yogyakarta, Triwidadi Village, within the Pajangan Primary Health Center service area, reported the highest number of unintended adolescent pregnancies. Existing reproductive health education programs have not effectively improved adolescents' knowledge and attitudes toward adolescent pregnancy prevention. The "VIRAL" (Inspirational Video for Adolescents Against Adolescent Pregnancy).

**Objective:** To determine the effect of the “VIRAL” animated video on female students' knowledge and attitudes toward adolescent pregnancy prevention at SMK N 1 Pajangan in 2026.

**Methods:** A quasi-experimental quantitative research design with a pretest–posttest control group using simple random sampling allocated into intervention group and control group, each consisting of 55 respondents. The independent variable was the "VIRAL" educational media, while the dependent variables were the participants' knowledge and attitudes toward early pregnancy prevention. Data were collected using validated pretest and posttest questionnaires.

**Results:** Most participants were aged 16–17 years. Before the intervention, the majority of participants demonstrated poor knowledge (51.8%) and negative attitudes (73.6%) toward adolescent pregnancy prevention. Following the intervention, most participants exhibited good knowledge (75.5%) and positive attitudes (69.1%). The Wilcoxon test revealed statistically significant improvements in both knowledge and attitudes within the intervention and control groups ( $p < 0.001$ ). The Mann–Whitney test demonstrated that the "VIRAL" animated educational video was significantly more effective than the e-booklet in improving participants' knowledge and attitudes toward adolescent pregnancy prevention ( $p < 0.001$ ).

**Conclusion:** The “VIRAL” educational media significantly improved female students' knowledge and promoted positive attitudes toward adolescent pregnancy prevention at SMK N 1 Pajangan.

**Keywords:** Adolescent pregnancy, knowledge, attitude, “VIRAL” educational media, e-booklet.

PENGARUH MEDIA “VIRAL” TERHADAP TINGKAT PENGETAHUAN  
DAN SIKAP SISWI TENTANG KEHAMILAN DINI  
DI SMK N 1 PAJANGAN TAHUN 2026

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**ABSTRAK**

**Latar Belakang:** Kehamilan usia dini masih menjadi masalah kesehatan reproduksi di Daerah Istimewa Yogyakarta (DIY) dengan kasus persalinan remaja sebanyak 266 kasus pada tahun 2024. Kasus persalinan remaja di Kabupaten Bantul masih cukup tinggi yaitu sebanyak 61 kasus. Berdasarkan data Kesga DIY tahun 2025, Desa Triwidadi di wilayah kerja Puskesmas Pajangan menempati urutan pertama dengan kasus kehamilan tidak diinginkan terbanyak. Program edukasi kesehatan reproduksi yang telah dilaksanakan belum optimal dalam meningkatkan pengetahuan dan sikap remaja, sehingga diperlukan inovasi media edukasi “VIRAL” (Video Inspiratif Remaja Anti Kehamilan Usia Dini) sebagai upaya pencegahan kehamilan dini.

**Tujuan:** Mengetahui pengaruh media video animasi “VIRAL” terhadap tingkat pengetahuan dan sikap siswi tentang pencegahan kehamilan dini di SMK N 1 Pajangan Tahun 2026.

**Metode:** Penelitian kuantitatif *quasi-experimental pretest-posttest control group* menggunakan teknik *simple random sampling* dan terdiri dari kelompok intervensi dan kelompok kontrol masing-masing sebanyak 55 responden. Variabel independen yaitu media edukasi “VIRAL”. Variabel dependen meliputi tingkat pengetahuan dan sikap siswi tentang pencegahan kehamilan dini menggunakan kuesioner *pretest* dan *posttest*.

**Hasil:** Mayoritas responden berusia 16-17 tahun. Sebelum intervensi, mayoritas responden memiliki pengetahuan kurang (51,8%) dan sikap negatif (73,6%); setelah intervensi, mayoritas responden memiliki pengetahuan baik (75,5%) dan sikap positif (69,1%). Uji *Wilcoxon* menunjukkan peningkatan pengetahuan dan sikap yang signifikan pada kedua kelompok ( $p=0,000$ ). Uji *Mann-Whitney* menunjukkan media video animasi “VIRAL” lebih efektif dibandingkan *e-booklet* dalam meningkatkan pengetahuan dan sikap ( $p=0,000$ ).

**Kesimpulan:** Media “VIRAL” berpengaruh terhadap tingkat pengetahuan dan pembentukan sikap positif siswi dalam pencegahan kehamilan dini di SMK N 1 Pajangan.

**Kata Kunci:** Kehamilan usia dini, pengetahuan, sikap, media edukasi “VIRAL”, *e-booklet*.