

EFEKTIVITAS EDUKASI KESEHATAN REPRODUKSI MELALUI *TIKTOK*
TERHADAP PENGETAHUAN REMAJA TENTANG KESEHATAN
REPRODUKSI DI SMK NEGERI 1 KALASAN

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ABSTRAK

Latar belakang: Permasalahan kesehatan reproduksi remaja di Daerah Istimewa Yogyakarta masih menjadi perhatian, ditunjukkan dengan 165 kasus persalinan remaja sepanjang Januari–Agustus 2025, dengan Kabupaten Sleman sebagai wilayah dengan jumlah kasus tertinggi. Rendahnya pengetahuan remaja mengenai kesehatan reproduksi meningkatkan risiko kehamilan tidak diinginkan, infeksi menular seksual, dan HIV/AIDS. Edukasi kesehatan reproduksi di SMK Negeri 1 Kalasan masih bersifat umum sehingga diperlukan media edukasi yang menarik, salah satunya melalui *TikTok*.

Tujuan: Menganalisis efektivitas edukasi kesehatan reproduksi melalui media sosial *TikTok* dibandingkan *WhatsApp* terhadap peningkatan pengetahuan kesehatan reproduksi remaja di SMK Negeri 1 Kalasan.

Metode: Penelitian kuantitatif dengan desain *quasi experimental pretest-posttest with control group design*. Sampel berjumlah 176 responden yang terdiri atas 88 kelompok *TikTok* dan 88 kelompok *WhatsApp*, dipilih menggunakan *simple random sampling*. Pengetahuan diukur menggunakan kuesioner valid dan reliabel sebanyak 34 butir. Analisis data menggunakan uji Wilcoxon Signed Rank Test dan Mann-Whitney.

Hasil: Mayoritas responden berjenis kelamin perempuan, memiliki orang tua berpendidikan SMA, dan pernah memperoleh informasi kesehatan reproduksi. Peningkatan skor pengetahuan terjadi pada 75,0% responden kelompok *TikTok* dan 72,7% kelompok *WhatsApp*. Uji Wilcoxon menunjukkan peningkatan pengetahuan yang signifikan pada kedua kelompok ($p=0,000$). Uji Mann-Whitney menunjukkan perbedaan efektivitas yang signifikan ($p=0,000025$), dengan *mean rank* kelompok *TikTok* lebih tinggi dibandingkan *WhatsApp* (104,48 dan 72,52).

Kesimpulan: Edukasi kesehatan reproduksi melalui media sosial *TikTok* lebih efektif dibandingkan *WhatsApp* dalam meningkatkan pengetahuan kesehatan reproduksi pada siswa SMK Negeri 1 Kalasan.

Kata kunci: kesehatan reproduksi, pengetahuan, *TikTok*, *WhatsApp*.

*THE EFFECTIVENESS OF REPRODUCTIVE HEALTH EDUCATION THROUGH
TIKTOK ON ADOLESCENTS' KNOWLEDGE OF REPRODUCTIVE HEALTH AT
SMK NEGERI 1 KALASAN*

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ABSTRACT

Background: Adolescent reproductive health remains a major public health concern in the Special Region of Yogyakarta. From January to August 2025, 165 cases of adolescent childbirth were reported, with Sleman Regency recording the highest number of cases. Limited knowledge of reproductive health increases adolescents' risk of unintended pregnancy, sexually transmitted infections, and HIV/AIDS. Meanwhile, reproductive health education at SMK Negeri 1 Kalasan remains general in nature and has not specifically focused on adolescent reproductive health. Therefore, an engaging educational medium, such as TikTok, is needed to improve adolescents' reproductive health knowledge.

Objective: To analyze the effectiveness of reproductive health education delivered through TikTok compared with WhatsApp in improving adolescents' reproductive health knowledge at SMK Negeri 1 Kalasan.

Methods: This quantitative study employed a quasi-experimental pretest-posttest with control group design. A total of 176 respondents were selected using simple random sampling and assigned to the TikTok group ($n = 88$) and the WhatsApp group ($n = 88$). Reproductive health knowledge was assessed using a valid and reliable 34-item questionnaire. Data were analyzed using the Wilcoxon Signed-Rank Test and the Mann–Whitney U test.

Results: Most respondents were female, had parents with a senior high school educational background, and had previously received information on reproductive health. Knowledge scores increased in 75.0% of respondents in the TikTok group and 72.7% in the WhatsApp group. The Wilcoxon Signed-Rank Test demonstrated a significant increase in reproductive health knowledge in both groups ($p = 0.000$). The Mann–Whitney U test showed a significant difference in effectiveness between the two groups ($p = 0.000025$), with the TikTok group obtaining a higher mean rank than the WhatsApp group (104.48 vs. 72.52).

Conclusion: Reproductive health education delivered through TikTok was more effective than WhatsApp in improving reproductive health knowledge among students at SMK Negeri 1 Kalasan.

Keywords: adolescent knowledge, reproductive health, TikTok, WhatsApp.