

PENGARUH MEDIA EDUKASI VIDEO PENDEK TERHADAP PENGETAHUAN DAN SIKAP MASYARAKAT TENTANG PROGRAM AA CECEP (ANTAR AMBIL CEPUK) DI DESA GONDOSULI

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ABSTRAK

Latar Belakang : Tuberkulosis (TB) masih menjadi masalah kesehatan prioritas di Indonesia, dengan Desa Gondosuli mencatat kasus tertinggi di wilayah kerja Puskesmas Bulu (10 kasus pada 2025). Rendahnya pengetahuan dan sikap masyarakat terhadap Program AA CECEP (Antar Ambil Cepuk) inovasi pengumpulan sampel dahak berbasis komunitas menjadi hambatan deteksi dini. Media edukasi konvensional seperti ceramah dan leaflet dinilai kurang efektif, sehingga diperlukan media alternatif seperti video pendek yang lebih menarik dan mudah dipahami.

Tujuan Penelitian : Mengetahui pengaruh media edukasi video pendek terhadap pengetahuan dan sikap masyarakat tentang Program AA CECEP di Desa Gondosuli.
Metode Penelitian : Penelitian kuantitatif dengan desain quasi eksperimen pretest-posttest control group design. Sampel berjumlah 30 responden (masyarakat dengan batuk ≥ 2 minggu) di Desa Gondosuli, Kecamatan Bulu, Kabupaten Temanggung. Kelompok eksperimen (n=15) mendapat intervensi video pendek, kelompok kontrol (n=15) mendapat ceramah dan leaflet. Analisis menggunakan uji Wilcoxon dan Mann-Whitney ($\alpha=0,05$).

Hasil Penelitian : Terdapat peningkatan signifikan pengetahuan dan sikap pada kelompok eksperimen setelah intervensi video pendek ($p=0,000$). Kelompok eksperimen menunjukkan peningkatan lebih tinggi dibanding kelompok kontrol pada pengetahuan (mean rank 44,80 vs 16,20; $p=0,000$) maupun sikap (mean rank 45,03 vs 15,97; $p=0,000$). Video pendek terbukti lebih efektif daripada metode ceramah dan leaflet dalam meningkatkan pengetahuan dan sikap masyarakat.

Saran : Puskesmas Bulu disarankan mengadopsi video pendek sebagai media standar promosi Program AA CECEP. Dinas Kesehatan Kabupaten Temanggung perlu mengembangkan pelatihan produksi media audiovisual bagi tenaga kesehatan dan kader. Peneliti selanjutnya disarankan memperluas sampel, wilayah penelitian, serta mengukur retensi pengetahuan dan perubahan perilaku jangka panjang.

Kata Kunci : video pendek, pengetahuan, sikap, Program AA CECEP, tuberkulosis

THE INFLUENCE OF SHORT VIDEO EDUCATIONAL MEDIA ON PUBLIC KNOWLEDGE AND ATTITUDES ABOUT THE AA CECEP (ANTAR AMBIL CEPUK) PROGRAM IN GONDOSULI VILLAGE

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ABSTRACT

Background: Tuberculosis (TB) remains a priority health problem in Indonesia, with Gondosuli Village recording the highest number of cases in the Bulu Community Health Center (Puskesmas) coverage area (10 cases by 2025). Low public knowledge and attitudes toward the AA CECEP (Antar Ambil Cepuk) Program, a community-based sputum sample collection innovation, hinder early detection. Conventional educational media such as lectures and leaflets are considered ineffective, necessitating alternative media such as short videos that are more engaging and easy to understand.

Objective: To determine the effect of short video educational media on public knowledge and attitudes about the AA CECEP Program in Gondosuli Village.

Method: A quantitative study using a quasi-experimental pretest-posttest control group design. The sample consisted of 30 respondents (people with a cough lasting ≥ 2 weeks) in Gondosuli Village, Bulu District, Temanggung Regency. The experimental group (n=15) received a short video intervention, while the control group (n=15) received a lecture and leaflets. Analysis used the Wilcoxon and Mann-Whitney tests ($\alpha=0.05$).

Results: There was a significant increase in knowledge and attitudes in the experimental group after the short video intervention ($p=0.000$). The experimental group showed a higher increase than the control group in both knowledge (mean rank 44.80 vs. 16.20; $p=0.000$) and attitudes (mean rank 45.03 vs. 15.97; $p=0.000$). Short videos proved more effective than lectures and leaflets in improving community knowledge and attitudes.

Recommendations: Bulu Community Health Center is recommended to adopt short videos as the standard promotional media for the AA CECEP Program. The Temanggung Regency Health Office needs to develop audiovisual media production training for health workers and cadres. Future researchers are advised to expand the sample size and research area, as well as measure knowledge retention and long-term behavior change.

Keywords: short videos, knowledge, attitudes, AA CECEP Program, tuberculosis