ABSTRAK

PENGARUH EDUKASI KESEHATAN MELALUI MEDIA VIDEO ANIMASI LABERSI GALING (LANGKAH BERSAMA AKSI CEGAH BULLYING) TERHADAP PENGETAHUAN DAN SIKAP PADA SISWA KELAS V SDN 205 KOTA JAMBI

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Bullying merupakan masalah serius yang berdampak negatif pada kesehatan mental dan perkembangan anak, termasuk menurunkan kepercayaan diri dan prestasi akademik. Di Indonesia, termasuk Provinsi Jambi, kasus bullying terus meningkat, khususnya di tingkat sekolah dasar. Upaya pencegahan melalui edukasi menjadi langkah penting yang harus dilakukan secara berkelanjutan.

Penelitian ini bertujuan untuk mengetahui pengaruh edukasi kesehatan melalui media video animasi "Labersi Galing (Langkah Bersama Aksi Cegah Bullying)" terhadap pengetahuan dan sikap siswa kelas V di SDN 205 Kota Jambi.

Penelitian menggunakan pendekatan kuantitatif dengan desain pre-eksperimental (one group pretest-posttest design). Sampel berjumlah 63 siswa dipilih melalui teknik stratified random sampling. Instrumen yang digunakan berupa kuesioner pengetahuan dan sikap tentang bullying. Analisis data dilakukan dengan uji Wilcoxon.

Hasil penelitian menunjukkan peningkatan yang signifikan pada pengetahuan dan sikap siswa setelah diberikan edukasi, dengan nilai signifikansi $p < 0,05$.

Kesimpulannya, media video animasi "Labersi Galing" efektif dalam meningkatkan pengetahuan dan membentuk sikap positif siswa dalam mencegah bullying. Media ini dapat dijadikan alternatif penyuluhan kesehatan yang menarik dan sesuai dengan karakteristik anak usia sekolah dasar.

Kata Kunci: Bullying, Edukasi Kesehatan, Video animasi, Pengetahuan, Sikap

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Bullying is a serious issue that negatively impacts children's mental health and development, including reduced self-confidence and academic performance. In Indonesia, including Jambi Province, bullying cases continue to increase, particularly among elementary school students. Preventive efforts through education are essential and must be implemented continuously.

This study aims to determine the effect of health education using the animated video "Labersi Galing (Langkah Bersama Aksi Cegah Bullying)" on the knowledge and attitudes of fifth-grade students at SDN 205 Kota Jambi.

This research employed a quantitative approach with a pre-experimental design (one group pretest-posttest design). A total of 63 students were selected using stratified random sampling. The research instruments included questionnaires on knowledge and attitudes regarding bullying. Data analysis was conducted using the Wilcoxon signed-rank test.

The results showed a significant increase in students' knowledge and attitudes after receiving the educational intervention, with a significance value of $p < 0.05$.

In conclusion, the "Labersi Galing" animated video is effective in enhancing students' knowledge and fostering positive attitudes toward bullying prevention. This media can serve as an engaging and appropriate health education tool for elementary school children.

Keywords*: bullying, health education, animated video, knowledge, student*