

ABSTRAK

Pengaruh Edukasi melalui Video Animasi terhadap Sikap Remaja tentang Dampak Kesehatan Penggunaan Rokok Elektrik pada SMA Negeri 1 Abiansemal

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Penggunaan rokok elektrik pada remaja terus meningkat, sementara sosialisasi mengenai bahayanya di sekolah masih terbatas. Sebagian remaja memiliki sikap permisif terhadap rokok elektrik dan menganggapnya lebih aman dibandingkan rokok konvensional. Kurangnya edukasi kesehatan dan pengaruh media sosial memperkuat persepsi positif terhadap penggunaan rokok elektrik. Penelitian ini bertujuan untuk mengetahui pengaruh pemberian edukasi melalui video animasi terhadap sikap remaja mengenai dampak kesehatan penggunaan rokok elektrik. Penelitian menggunakan desain kuantitatif pra-eksperimen dengan *pendekatan One Group Pre-test Post-test Design*. Sampel diambil dengan teknik *proportional stratified random sampling* dan didapatkan sampel sejumlah 92 responden. Pemberian intervensi berupa video edukasi animasi diberikan sebanyak satu kali. Analisis yang digunakan adalah uji *Wilcoxon Signed Rank Test*. Hasil penelitian didapatkan sikap remaja sebelum intervensi sebanyak 18 responden (20%) menunjukkan sikap negatif, sementara 74 responden (80%) bersikap positif. Setelah intervensi, sebanyak 92 responden (100%) menunjukkan sikap positif. Hasil uji bivariate didapatkan nilai $p\text{ value} = 0,000 (< 0,05)$ yang berarti ada pengaruh signifikan pemberian video edukasi animasi terhadap sikap remaja tentang dampak kesehatan penggunaan rokok elektrik. Media video animasi terbukti efektif meningkatkan pemahaman dan membentuk sikap positif remaja karena mampu menarik perhatian, memperjelas pesan, dan menimbulkan kesan emosional yang lebih kuat dibandingkan media konvensional.

Kata kunci : Rokok Elektrik, Remaja, Video Animasi.

ABSTRACT

The Effect of Education through Animated Video on Adolescents' Attitudes Regarding the Health Impact of Electronic Cigarette Use at SMA Negeri 1 Abiansemal

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The use of electronic cigarettes among adolescents continues to increase, while socialization regarding their dangers in schools remains limited. Many adolescents have a permissive attitude toward e-cigarettes and consider them safer than conventional cigarettes. The lack of health education and the influence of social media strengthen positive perceptions of e-cigarette use. This study aims to determine the effect of educational video animation on adolescents' attitudes toward the health impacts of e-cigarette use. This research employed a quantitative pre-experimental design with a One Group Pre-test Post-test Design. The sample consisted of 92 respondents selected using a proportional stratified random sampling technique. The intervention was conducted once using an educational animated video. Data were analyzed using the Wilcoxon Signed Rank Test. The results showed that before the intervention, 18 respondents (20%) had negative attitudes and 74 respondents (80%) had positive attitudes, while after the intervention, all respondents (100%) demonstrated positive attitudes. The bivariate analysis obtained a p value = 0.000 ($p < 0.05$), indicating a significant effect of educational animated videos on adolescents' attitudes toward the health impacts of e-cigarette use. Animated video media proved effective in enhancing understanding and shaping positive attitudes among adolescents as it can attract attention, clarify messages, and evoke stronger emotional impressions compared to conventional media.

Keywords : *Electronic Cigarettes, Adolescents, Animated Video.*