

ABSTRAK

PENGARUH VIDEO EDUKASI OBAT TRADISIONAL *IMUNOMODULATOR* TERHADAP PENGETAHUAN MASYARAKAT DESA BANGKUANG (Oleh Risda Mardatillah: Pembimbing Dr. apt. Hasan Ismail, S.Far., M.M. dan apt. Guntur Kurniawan, B.Sc.,Pharm.D.,; 2024; 96 Halaman)

Obat tradisional merupakan ramuan herbal yang diyakini masyarakat dapat menyembuhkan penyakit secara turun temurun. Memberikan edukasi kepada masyarakat sebagai upaya meningkatkan pengetahuan. Ada banyak platform edukasi yang bisa digunakan, salah satunya dengan media video. Tujuan penelitian ini adalah untuk mengetahui pengaruh media video sebagai edukasi terhadap pengetahuan tentang penggunaan obat tradisional. Metode penelitian menggunakan *quasi eksperimen* dengan rancangan *one group pre-test, post-test*, pengambilan sampel dengan teknik *purposive sampling*. Kuisisioner (*pre-test*) diberikan sebelum edukasi dan kuisisioner (*post-test*) diberikan setelah edukasi dengan rentang waktu 7 hari. Hasil yang didapatkan dari nilai *pre-test* dengan rata-rata 41,58% sebelum diberikan edukasi dan nilai *post-test* dengan rata-rata 48,78% setelah diberikan edukasi. Hasil analisis SPSS dengan Uji *Wilcoxon* menunjukkan nilai *p-value* $0,00 < 0,05$ yang artinya terdapat pengaruh yang signifikan dengan pemberian edukasi. Uji Regresi Linear Sederhana didapatkan nilai *t* hitung (5,541) > *t* tabel (1,66055), tingkat signifikansi $0,000 < 0,05$ artinya variabel edukasi berpengaruh terhadap variabel pengetahuan. Kesimpulan yang didapatkan yaitu ada pengaruh dari edukasi melalui media video tentang penggunaan obat tradisional terhadap pengetahuan masyarakat desa Bangkuang.

Kata kunci : Edukasi, Obat Tradisional, Video, *Purposive Sampling*.

ABSTRACT

THE INFLUENCE OF IMMUNOMODULATORY TRADITIONAL MEDICINE EDUCATIONAL VIDEOS ON THE KNOWLEDGE OF THE PEOPLE OF BANGKUANG VILLAGE (By Risda Mardatillah: Adviser of Dr. apt. Hasan Ismail, S.Far., M.M. and apt. Guntur Kurniawan, B.Sc.,Pharm.D.,; 2024; 96 Pages)

Traditional medicine is an herbal herb that is believed by the community to cure diseases for generations. Providing education to the community as an effort to increase knowledge. Many educational platforms can be used, one of which is video media. The purpose of this study was to determine the influence of video media as education on knowledge about the use of traditional medicine. The research method uses quasi-experiments with the design of one group pre-test, post-test, and sampling with purposive sampling techniques. Questionnaires (pre-test) are given before education and questionnaires (post-test) are given after education with a span of 7 days. The results were obtained from pre-test scores with an average of 41.58% before education and post-test scores with an average of 48.78% after education. The results of SPSS analysis with the Wilcoxon Test show a p-value of $0.00 < 0.05$ which means that there is a significant influence on the provision of education. The Simple Linear Regression Test obtained a calculated t value (5.541) > t table (1.66055), a significance level of $0.000 < 0.05$ means that the educational variable affects the knowledge variable. The conclusion obtained is that there is an influence of education through video media about the use of traditional medicine on the knowledge of the people of Bangkuang village.

Keywords: Education, Traditional Medicine, Video, Purposive Sampling.