

THE INFLUENCE OF EDUCATION THROUGH TIKTOK MEDIA AND LEAFLETS ON THE ACTIONS OF TEENAGE GIRLS IN CONSUMING BLOOD INCREASING TABLETS

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BACKGROUND :

According to WHO, the incidence of anemia in teenage girls in developing countries is around 53.7%. In South Sulawesi, 33.7% of young women suffer from anemia. The Indonesian government has carried out prevention and control of anemia, including by administering blood supplement tablets. However, only 1.4% of teenagers in Indonesia consume blood supplements more than 52 tablets and 98.6% consume less than 52 tablets. At Madrasah Aliyah 2 Makassar, 100% of teenagers received blood supplement, but only 34.7% consumed the blood supplement that were given. This condition can contribute to the incidence of adolescent anemia. The success of health education cannot be separated from the use of media. Therefore, the aim of this research is to determine the difference in the influence of education through TikTok and leaflets on the actions of young women in consuming blood supplement tablets.

METHOD : This research method is Quasy Experiment. Respondents were all 275 young women in class XI Madrasah Aliyah 2 Makassar with a sample of 162 young women obtained using the Slovin formula. Data was obtained through interviews using a pre-test questionnaire which was distributed before education was provided. Meanwhile, the post test was given after the seventh day of education. The data was then analyzed using the Wilcoxon test to see changes in the actions of young women before and after education through each media, as well as the Mann Whitney test to see differences in influence between TikTok and leaflet media. The analysis results are presented in table form with explanations.

RESULTS & DISCUSSION: The research showed that there was a change in actions before (mean 3.87) and after (mean 5.65) education using TikTok among young women regarding the consumption of blood supplement tablets with a p value of 0.000. Changes in actions were also found before (mean 3.93) and after (mean 5.24) education using leaflets for young women regarding the consumption of blood supplement tablets. Furthermore, based on the Mann Whitney test, it was found that there was a significant difference between the actions of teenagers who were given tiktok and those who were given leaflet with a p value of 0.017. The average number of teenagers taking blood supplements was higher for teenagers who were given tiktok (90.02) compared to teenagers who were given leaflets (72.98). This shows that media that is designed in an attractive and interactive manner has succeeded in attracting the attention of young women more effectively to consume blood supplement tablets.

CONCLUSION : The advice given is to motivate sustainable action, a reward or appreciation system can be implemented for teenagers who consistently consume blood supplement tablets. The school is also expected to encourage actions such as interactive sessions with health workers or creating a blood supplement tablet consumption schedule that is integrated with students' daily activities.

KEYWORDS : Blood supplement tablets, TikTok, Leaflet