

*Developing Animated Videos as an Educational Media Tool and Testing the Effectiveness of Media for Preventing Anemia in Adolescent Girls at SMPN 01 Tanggul*

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**ABSTRACT**

*Adolescents, especially adolescent girls, are prone to anemia due to iron deficiency, which is exacerbated by unhealthy eating habits and lack of nutrition education. The prevalence of anemia among Indonesian adolescents reaches 32%, and education through media such as animated videos is effective in increasing awareness of anemia prevention. This study aims to develop an animated video as an educational media to prevent anemia in SMPN 1 Tanggul, Jember. This study used a mixed method with a qualitative approach through Research & Development (R&D) using the ADDIE model, and quantitative using a Cross Sectional design to develop educational media in the form of animated videos about anemia in adolescents. The population of this study was 7th grade students at SMPN 01 Tanggul, totaling 60 female students. The results showed a significant increase in student knowledge after educational intervention through animated videos, with an average pre-test score of 47.17 and post-test 63.00. The paired t-test resulted in a p-value of 0.000, indicating a significant difference between pre- and post-intervention. These findings support the effectiveness of animated videos as an educational medium in improving understanding of anemia in adolescent girls.*

**Keywords:** *Adolescent Girls, Anemia, Animated Video, Education*