

**The Making of Animated Video as Prevention of Anemia  
in Female Workers at the X Factory**

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**ABSTRACT**

Anemia is still suffered by many female workers in Indonesia. The female worker need special concern. This can be overcome by preventing the risk of anemia in female workers. The purpose of this study was to make an animated video as prevention of anemia in female workers in factory X. This research was a type of Research and Development research that used the ADDIE model (Analysis, Design, Development, Implementation and Development). The ADDIE model has five stages of making. This study used an instrument in the form of poll. The poll was used to determine the level of feasibility of animated video. The process of making animated video was carried out in June 2018 until January 2019. This development research used one data analysis technique, namely, descriptive qualitative analysis technique and quantitative descriptive data analysis technique. Qualitative data in the form of suggestions and comments from the validator that would be used as a product improvement material developed. Quantitative data were assessment score data from validators and factory female workers. The conclusion was that the validation of material experts was 100% with a very feasible category, and from media experts was 100% with a very feasible category. The test of acceptance of female workers was 93.6% with a very feasible category. Animated video about anemia prevention could be said to be very feasible and be applied to factory female workers because it was easily understood through interesting images and sounds from the video displayed so that the information obtained was easily absorbed by the subject.

Keywords: Anemia, Animated video, Female Factory Workers