

***DESIGN OF PUBLIC SERVICE ADVERTISING BASED ON STORYTELLING
AS AN EDUCATIONAL MEDIA FOR PREVENTING HYPERTENSION IN
NOGOSARI VILLAGE***

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ABSTRACT

The design of public service advertising plays a significant role in health promotion, particularly in rural areas like Nogosari Village, where hypertension remains a prevalent health issue, affecting approximately 1,170 residents. This study aimed to develop a public service advertisement as an educational media to increase awareness about hypertension prevention in the village. Based on a thorough needs analysis of both the community and health professionals, the advertisement was designed using storytelling techniques, making it simple, relatable, and aligned with the daily lives of the villagers. The media was developed in the form of a 48-second video, incorporating both visual and auditory elements such as a voiceover, scene transitions, and background music. The content was then validated by experts, achieving a 95% approval rating from subject matter experts and a 92.86% rating from media specialists, confirming its relevance and educational value. The advertisement was subsequently tested with 60 villagers, resulting in an average acceptance score of 78,85 %, indicating that it was well-received and capable of conveying the intended message effectively. The study concluded that using storytelling in public service advertising can be an effective strategy for engaging rural communities and educating them on how to prevent hypertension, offering a scalable model for future health promotion initiatives in similar settings.

Keywords: *public service advertising, hypertension prevention, health education, storytelling, media design, community health*