

ABSTRACT

Anemia is a health problem frequently experienced by adolescent girls, due to iron loss due to menstruation and low compliance in consuming Iron Supplement Tablets (TTD). Low compliance in consuming Iron Supplement Tablets (TTD) is influenced by lack of knowledge, low awareness and side effects after consuming TTD. This study aims to develop Instagram reels as an educational media for TTD consumption in preventing anemia in adolescent girls at Kalisat Senior High School. This study uses the Research and Development (R&D) method with a 4D development model consisting of the define, design, develop, and disseminate stages. The define stage is carried out by identifying information needs, target characteristics, and media preferences. The design stage includes the preparation of concepts, storyboards, and educational materials. The develop stage is carried out through media production and expert validation, while the disseminate stage is carried out through media dissemination on the Instagram platform. The results showed that Instagram reels media received a score of 98% from material experts, 96% from media experts, 91% from small group trials, and 86.38% in large group trials. These results indicate that the developed media falls into the very feasible category and is well-received by the target audience. Based on these results, Instagram Reels can be used as an innovative and engaging health education tool.

Keywords: *Anemia, Iron Supplements, Instagram Reels, Adolescent Girls, Educational Media*