

ABSTRACT

Child marriage remains a public health issue that negatively affects adolescents' health, education, and social well-being. One strategy to prevent child marriage is through health promotion using audiovisual media, such as educational films. This study aimed to analyze the effectiveness of the Masa-Masa Tanpa Peta film in improving adolescents' knowledge and attitudes toward child marriage prevention at SMP Negeri 1 Bangsalsari.

This study employed a quasi-experimental design with a pretest–posttest control group design. A total of 200 respondents participated in the study, consisting of 100 students in the intervention group and 100 students in the control group. Data were collected at three measurement points, namely pretest, posttest, and retention, using knowledge and attitude questionnaires, the data were analyzed using Two-Way Mixed ANOVA.

The results showed that the Masa-Masa Tanpa Peta film effectively improved adolescents' knowledge and attitudes. The Two-Way Mixed ANOVA revealed significant effects of time, group, and the interaction between time and group ($p < 0.05$) on both knowledge and attitudes. Furthermore, the intervention group demonstrated greater improvements in knowledge and attitudes than the control group, and these improvements were maintained until the retention measurement.

In conclusion, the Masa-Masa Tanpa Peta film is effective in improving and maintaining adolescents' knowledge and attitudes toward child marriage prevention. Therefore, the film has the potential to be used as a health promotion medium in schools to support child marriage prevention efforts.

Keywords: *Educational Film, Knowledge, Attitude, Child Marriage Prevention, Adolescents.*