

THE EFFECT OF ANEMIA EDUCATION USING INSTAGRAM SOCIAL MEDIA ON THE KNOWLEDGE OF FEMALE ADOLESCENTS AT SMPN 09 JEMBER

Valentina Eryan Pratiwi

Clinical Nutrition Study Program

Majoring in Health

ABSTRACT

Anemia is a common condition that affects a lot of teenage females and can make them sick and less productive. Instagram is a popular social media platform among teenagers, and one way to prevent health problems is to teach people about it. The purpose of this research was to assess the level of understanding among SMPN 09 Jember adolescent girls on anemia as a result of an Instagram teaching program. We used a one-group pre- and post-test quasi-experimental design. All female seventh and eighth graders at SMPN 09 Jember made up the study population. After applying the inclusion criteria, 133 respondents were selected by total sampling. Using feed posts, stories, and reels, the intervention was carried out over the course of seven days on the Instagram account @my.edunemia. We used a validated and reliability-tested questionnaire to measure knowledge levels (Cronbach's Alpha = 0.858). The Wilcoxon Signed-Rank Test was utilized for data analysis. The majority of respondents in the “fair” category (52.6%) and the “poor” category (46.6%) were categorized by the results prior to the intervention. After the intervention, the percentage of people fell into the “good” and “fair” categories rose, while the percentage of people in the “poor” group fell by 1.5 percentage points. Between the two assessments, there was an increase in the mean knowledge score (from 58.4962 to 74.8120) and the median score (from 60.0000 to 75.0000). A significant difference in knowledge levels was indicated by the Wilcoxon test, which produced a Z-value of -8.406 and a p-value of 0.000 ($p < 0.05$). So, adolescent girls at SMPN 09 Jember gained a lot more understanding about anemia because of Instagram-based education. Adolescent females in a school setting are an ideal audience for health education on Instagram because of the platform's accessibility and its capacity to communicate information engagingly through the use of images and videos.

Keywords: anemia, health education, Instagram, knowledge, adolescent girls.