

3D Poster Design as a Stress Coping Education Tool for Employees at Nugas Coffee Jember

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ABSTRACT

Work stress is a condition that employees often experience due to job demands, work environment, and imbalances between individual abilities and the workload they face. This condition can reduce productivity, concentration, and psychological well-being of employees. This study aims to design a 3D poster media as a means of coping stress education for employees at Nugas Coffee Jember. The research method used is Research and Development (R&D) with a 4D (Define, Design, Develop, Disseminate) development model. The data analysis techniques used are qualitative descriptive and quantitative descriptive. The research subjects were taken using a total sampling technique involving all employees of Nugas Coffee Jember. The product developed is in the form of a 3D poster media about the coping stress strategy that has gone through the stage of material expert validation, media expert validation, and acceptance test to the target. The results showed that the validation of material experts obtained a percentage of 98% with the category of "Very Good", while the validation of media experts obtained a percentage of 92% with the category of "Very Good". In the small group acceptance test involving 10 respondents, a percentage of 95.40% was obtained with the category "Very Feasible". Meanwhile, in the large group acceptance test involving 20 respondents, a percentage of 92.15% was obtained with the category "Very Feasible". Based on the results of the validation and acceptance test, it can be concluded that the 3D poster media about the stress coping strategy was declared very feasible, attractive, and well accepted as a means of health education for employees at Nugas Coffee Jember. This media is expected to be able to increase employee knowledge and awareness in implementing adaptive stress coping strategies to maintain mental health in the work environment.

Keywords: *Coping Stress, Employees, 3D Posters, Educational Media.*