

ABSTRAK

Rendahnya kedisiplinan Perilaku Hidup Bersih dan Sehat (PHBS) di tatanan sekolah berkontribusi terhadap peningkatan kasus penyakit berbasis lingkungan pada remaja, seperti ISPA dan diare di Kabupaten Bengkalis. Diperlukan metode promosi kesehatan inovatif berbasis *edutainment* yang adaptif terhadap karakteristik psikososial remaja yang cenderung dipengaruhi kelompok sebaya (*peer group*). Penelitian ini bertujuan untuk menganalisis pengaruh penerapan metode pembelajaran kooperatif *Team Games Tournament* (TGT) dengan media modifikasi ular tangga terhadap pengetahuan, sikap, dan praktik PHBS pada siswa di SMPN 1 Bukit Batu. Jenis penelitian ini adalah kuantitatif dengan desain eksperimen semu (*quasi-experiment*) melalui rancangan *one group pre-test and post-test*. Intervensi dilakukan sebanyak 3 sesi pertemuan pada kelompok intervensi di kelas 7.3 SMPN 1 Bukit Batu dengan jumlah sampel sebanyak 27 responden yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan menggunakan kuesioner struktur untuk variabel pengetahuan dan sikap, serta lembar observasi tertutup (*disguised observation*) saat jam istirahat untuk variabel praktik. Analisis data menggunakan analisis univariat deskriptif dan inferensial bivariat berbasis komparasi nilai rata-rata (*mean*). Hasil penelitian menunjukkan terjadi peningkatan nilai rata-rata (*mean*) secara signifikan pada ketiga domain perilaku pasca-intervensi. Nilai rata-rata pengetahuan melonjak dari 73,33 menjadi 94,81 (selisih +21,48), di mana 100% siswa mencapai kategori "Baik". Nilai rata-rata sikap meningkat dari 62,15 menjadi 87,40 (selisih +25,25) dengan proporsi sikap positif mencapai 88,9%. Domain praktik mencatat kenaikan tertinggi dari nilai rata-rata 55,56 menjadi 85,18 (selisih +29,62) dengan 81,5% siswa konsisten mempraktikkan PHBS secara benar saat jam istirahat sekolah. Penerapan metode TGT dengan media modifikasi ular tangga terbukti efektif dalam mentransformasikan perilaku PHBS siswa secara nyata melalui optimalisasi interaksi teman sebaya dan penguatan motivasi sesuai *Social Learning Theory*. Disarankan bagi guru UKS untuk mengintegrasikan media ini ke dalam program literasi kesehatan sekolah secara berkelanjutan.

Kata Kunci: *Team Games Tournament*, Ular Tangga, PHBS Sekolah, Remaja, *Social Learning Theory*.

ABSTRACT

The low discipline of Clean and Healthy Living Behavior (CHLB) in school settings contributes to the increasing cases of environment-based diseases among adolescents, such as ARTI and diarrhea in Bengkalis Regency. Innovative edutainment-based health promotion methods are needed that are adaptive to the psychosocial characteristics of adolescents who tend to be influenced by peer groups. This study aims to analyze the effect of implementing the Team Games Tournament (TGT) cooperative learning method with modified snakes and ladders media on the knowledge, attitudes, and practices of CHLB among students at SMPN 1 Bukit Batu. This quantitative study applied a quasi-experimental design with a one-group pre-test and post-test approach. The intervention was conducted in 3 sessions for the intervention group in class 7.3 of SMPN 1 Bukit Batu, with a sample size of 27 respondents selected using a purposive sampling technique. Data collection used structured questionnaires for knowledge and attitude variables, and disguised observation sheets during recess for practice variables. Data were analyzed using descriptive univariate analysis and bivariate inferential based on mean score comparison. The results showed a significant increase in the mean scores across all three behavioral domains post-intervention. The mean knowledge score jumped from 73.33 to 94.81 (difference +21.48), where 100% of students achieved the "Good" category. The mean attitude score increased from 62.15 to 87.40 (difference +25.25), with the proportion of positive attitudes reaching 88.9%. The practice domain recorded the highest increase, from a mean score of 55.56 to 85.18 (difference +29.62), with 81.5% of students consistently practicing CHLB correctly during school recess. The application of the TGT method with modified snakes and ladders media is proven effective in transforming students' CHLB behavior through optimizing peer interaction and reinforcing motivation based on Social Learning Theory. It is recommended for school health program (UKS) teachers to integrate this media into sustainable school health literacy programs.

Keywords: *Team Games Tournament, Snakes and Ladders, School CHLB, Adolescents, Social Learning Theory.*