

## ABSTRAK

Diabetes melitus merupakan penyakit kronis yang terjadi akibat ketidakmampuan tubuh dalam menghasilkan hormon insulin atau karena tubuh tidak dapat menggunakan insulin secara efektif. Pengendalian diabetes yang baik mampu mencegah komplikasi diabetes. Diperlukan penatalaksanaan yang efektif untuk mencegah diabetes dengan melakukan promosi kesehatan mengenai pencegahan diabetes melitus. Penelitian ini bertujuan mengetahui efektivitas promosi kesehatan dengan media penyuluhan langsung, video dan leaflet dalam meningkatkan pengetahuan masyarakat tentang pencegahan penyakit diabetes melitus. Jenis penelitian adalah penelitian kuantitatif dengan metode quasi experiment, menggunakan desain Pretest-Posttest Multiple Group Design. Berdasarkan data di Desa Tangkahan terdapat 125 penderita diabetes melitus, sampel yang didapat sebanyak 96 orang sehingga diperlukan upaya pencegahan dan pengendalian penyakit melalui peningkatan pengetahuan masyarakat. Pengumpulan data dilakukan melalui lembar kuesioner tentang pencegahan diabetes melitus dengan berbagai media seperti, penyuluhan langsung, video, dan leaflet pada penderita diabetes melitus. Data dianalisis menggunakan uji statistik *wilcoxon* dan *Kruskal-Wallis Test*. Hasil penelitian menunjukkan bahwa terdapat perbedaan pengetahuan sebelum dan sesudah pemberian promosi kesehatan melalui berbagai media seperti, penyuluhan langsung, video, dan leaflet dengan nilai p- value sebesar 0,000 ( $p < 0,05$ ). Pada pemberian promosi kesehatan melalui media penyuluhan langsung terdapat peningkatan pengetahuan sebesar 27,8%, pada pemberian promosi kesehatan melalui media video sebesar 22%, serta pada pemberian promosi kesehatan melalui media leaflet sebesar 19,22%. Efektivitas promosi kesehatan melalui media penyuluhan langsung sebesar 70,75%, pada media video sebesar 49,91%, serta media leaflet sebesar 24,84 dengan nilai selisih sebesar 43,832. Kesimpulan bahwa terdapat perbedaan antara promosi kesehatan dalam pencegahan diabetes melitus melalui media penyuluhan langsung, video dan leaflet dan terdapat efektivitas media penyuluhan langsung, video dan leaflet dalam meningkatkan pengetahuan tentang pencegahan Diabetes. Disarankan bidan desa dan kepala desa mengadakan program pencegahan diabetes melitus. Kader desa menjadi penggerak dalam melaksanakan program.

Kata kunci: promosi kesehatan, pencegahan diabetes melitus, pengetahuan

## **ABSTRACT**

*Diabetes mellitus is a chronic disease that occurs due to the body's inability to produce insulin or because the body cannot use insulin effectively. Good diabetes control can prevent diabetes complications. Effective management is needed to prevent diabetes by conducting health promotions regarding diabetes mellitus prevention. This study aims to determine the effectiveness of health promotion through direct counseling media, videos and leaflets in increasing public knowledge about diabetes mellitus prevention. This type of research is a quantitative study with a quasi-experimental method, using a Pretest-Posttest Multiple Group Design. Based on data in Tangkahan Village, there are 125 diabetes mellitus sufferers, the sample obtained was 96 people, so that efforts to prevent and control the disease are needed by increasing public knowledge. Data collection was carried out through questionnaires on diabetes mellitus prevention with various media such as direct counseling, videos, and leaflets for diabetes mellitus sufferers. Data were analyzed using the Wilcoxon statistical test and the Kruskal-Wallis Test. The results of the study showed that there was a difference in knowledge before and after providing health promotion through various media such as direct counseling, videos, and leaflets with a p-value of 0.000 ( $p < 0.05$ ). Providing health promotion through direct counseling media resulted in an increase in knowledge of 27.8%, providing health promotion through video media by 22%, and providing health promotion through leaflets by 19.22%. The effectiveness of health promotion through direct counseling media was 70.75%, through video media by 49.91%, and leaflet media by 24.84 with a difference value of 43.832. The conclusion is that there is a difference between health promotion in the prevention of diabetes mellitus through direct counseling media, videos and leaflets and there is effectiveness of direct counseling media, videos and leaflets in increasing knowledge about diabetes prevention. It is recommended that village midwives and village heads conduct diabetes mellitus prevention programs. Village cadres become the driving force in implementing the program.*

*Keywords: health promotion, prevention of diabetes mellitus, knowledge*