

ABSTRAK

EFEKTIVITAS EDUKASI BERBASIS *HEALTH BELIEF MODEL* TERHADAP PERILAKU PENCEGAHAN DIABETES MELITUS DI PUSKESMAS BATANG KUIS

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Peningkatan gaya hidup tidak sehat berkontribusi terhadap meningkatnya risiko diabetes melitus, sehingga memerlukan upaya pencegahan yang efektif melalui perubahan perilaku masyarakat dengan menggunakan edukasi berbasis *Health Belief Model* (HBM). Penelitian ini bertujuan untuk mengetahui pengaruh edukasi berbasis HBM terhadap perubahan perilaku pencegahan diabetes melitus pada pasien di wilayah kerja Puskesmas Batang Kuis Kabupaten Deli Serdang. Jenis penelitian ini adalah kuantitatif dengan desain *Pre Experimental Designs* menggunakan pendekatan *One Group Pretest-Posttest Design*. Penelitian dilaksanakan di Puskesmas Batang Kuis pada bulan Januari - Juni 2026. Populasi dalam penelitian ini adalah seluruh kunjungan pasien selama 3 bulan terakhir sebanyak 7.063 kunjungan. Sampel penelitian berjumlah 153 responden yang dengan teknik *purposive sampling* sesuai kriteria inklusi dan eksklusi. Pengumpulan data dilakukan melalui kuesioner sebelum (*pretest*) dan sesudah (*posttest*) diberikan edukasi berbasis HBM yang dilaksanakan dalam dua kali pertemuan. Hasil penelitian menunjukkan adanya peningkatan skor perilaku pencegahan diabetes melitus sebelum di edukai 51,08 menjadi 60,88 setelah diberikan edukasi berbasis HBM. Uji Paired Sample T-Test menunjukkan terdapat perbedaan yang signifikan skor sebelum dan sesudah diberi edukasi berbasis *Health Belief Model* (HBM) (Sig.2-tailed = 0,000 <0,05). Kesimpulan penelitian ini adalah edukasi berbasis *Health Belief Model* berpengaruh terhadap peningkatan perilaku pencegahan diabetes melitus. Oleh karena itu, disarankan agar program edukasi kesehatan berbasis HBM dapat diterapkan secara berkelanjutan sebagai upaya promotif dan preventif di fasilitas pelayanan kesehatan.

Kata Kunci : Edukasi, *Health Belief Model*, Perilaku Pencegahan

ABSTRACT

THE EFFECTIVENESS OF HEALTH BELIEF MODEL-BASED EDUCATION ON DIABETES MELLITUS PREVENTION BEHAVIOR AT BATANG KUIS PUBLIC HEALTH CENTER

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The increase in unhealthy lifestyles contributes to the increased risk of diabetes mellitus, necessitating effective prevention efforts through behavioral changes using Health Belief Model (HBM)-based education. This study aimed to determine the effect of HBM-based education on changes in diabetes mellitus prevention behavior among patients in the Batang Kuis Community Health Center (Puskesmas) work area, Deli Serdang Regency. This quantitative study used a pre-experimental design using a One Group Pretest-Posttest Design approach. The study was conducted at Batang Kuis Community Health Center from January to June 2026. The population consisted of all 7,063 patient visits during the last three months. The sample size was 153 respondents, selected using purposive sampling techniques according to inclusion and exclusion criteria. Data collection was conducted through questionnaires before (pretest) and after (posttest) HBM-based education was given in two meetings. The results showed an increase in the score of diabetes mellitus prevention behavior before education from 51.08 to 60.88 after HBM-based education was given. The Paired Sample T-Test showed a significant difference in scores before and after being given Health Belief Model (HBM)-based education (Sig.2-tailed = 0.000 <0.05). The conclusion of this study is that Health Belief Model-based education has an effect on increasing diabetes mellitus prevention behavior. Therefore, it is recommended that HBM-based health education programs can be implemented sustainably as a promotive and preventive effort in health care facilities.

Keywords: Education, Health Belief Model, Preventive Behavior