

## **ABSTRAK**

Pengendara ojek online merupakan pekerja sektor informal yang berisiko tinggi mengalami gangguan kesehatan seperti gangguan muskuloskeletal, gangguan pernapasan dan stres kerja akibat paparan polusi, postur kerja yang tidak ergonomis, jam kerja panjang, serta kondisi jalan yang tidak aman. Penelitian ini bertujuan mengetahui efektivitas media leaflet dan video dalam meningkatkan perilaku pencegahan penyakit pada pengendara ojek online di Kota Medan. Penelitian dilaksanakan pada bulan April 2025, dengan jenis penelitian kuantitatif dan desain *non-randomized pretest-posttest control group*. Populasi penelitian adalah seluruh pengendara ojek online di kawasan Universitas Prima Indonesia dengan jumlah sampel 60 orang, yang dibagi menjadi dua kelompok, 30 responden mendapatkan penyuluhan melalui media leaflet (kelompok intervensi) dan 30 responden mendapatkan penyuluhan melalui media video (kelompok kontrol), dengan teknik *non-probability* sampling. Data yang digunakan berupa data primer yang dikumpulkan menggunakan kuesioner untuk mengukur pengetahuan, sikap, dan tindakan sebelum dan sesudah intervensi, kemudian dianalisis menggunakan uji *Wilcoxon Signed Rank*, *Mann-Whitney*, dan perhitungan N-Gain. Hasil penelitian menunjukkan adanya peningkatan signifikan pengetahuan, sikap, dan tindakan pada kedua kelompok ( $p\text{-value} < 0,05$ ). Nilai rata-rata N-Gain kelompok leaflet adalah 50,261 (kategori kurang efektif), sedangkan kelompok video sebesar 79,448 (kategori sangat efektif), yang berarti media video lebih efektif dalam meningkatkan perilaku pencegahan penyakit pada pengendara ojek online. Disarankan agar program promosi kesehatan bagi pengendara ojek online memprioritaskan penggunaan media video sebagai sarana edukasi yang interaktif, menarik dan mudah diakses, dengan dukungan leaflet sebagai media pendamping untuk memperkuat pemahaman. Selain itu, pengendara juga sebaiknya membiasakan diri untuk langsung mempraktikkan informasi yang sudah dipelajari, seperti menggunakan masker, membawa jas hujan dan melakukan peregangan sebelum bekerja.

**Kata kunci:** ojek online, media leaflet, media video, perilaku pencegahan penyakit, promosi kesehatan

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*Online motorcycle taxi drivers are informal sector workers who are at high risk of health problems such as musculoskeletal disorders, respiratory disorders, and work-related stress due to exposure to pollution, non-ergonomic work postures, long working hours, and unsafe road conditions. This study aims to determine the effectiveness of leaflets and videos in improving disease prevention behavior among online motorcycle taxi drivers in Medan City. The study was conducted in April 2025, using a quantitative research design with a non-randomized pretest-posttest control group. The study population consisted of all online motorcycle taxi drivers in the University of Prima Indonesia area, with a sample size of 60 participants, divided into two groups: 30 respondents received education through leaflets (intervention group) and 30 respondents received education through videos (control group), using non-probability sampling techniques. The data used were primary data collected using questionnaires to measure knowledge, attitudes, and behaviors before and after the intervention, then analyzed using the Wilcoxon Signed Rank test, Mann-Whitney test, and N-Gain calculation. The results showed a significant increase in knowledge, attitudes, and behaviors in both groups ( $p$ -value  $< 0.05$ ). The average N-Gain value for the leaflet group was 50.261 (ineffective category), while the video group was 79.448 (very effective category), indicating that video media is more effective in improving disease prevention behavior among online motorcycle taxi drivers. It is recommended that health promotion programs for online motorcycle taxi drivers prioritize the use of video media as an interactive, engaging and easily accessible educational tool, with leaflets as supplementary material to reinforce understanding. Additionally, drivers should develop the habit of immediately applying the information they have learned, such as wearing masks, carrying raincoats and performing stretches before work.*

**Keywords:** *online motorcycle taxi, leaflet media, video media, disease prevention behavior, health promotion*

