

**PENGARUH MEDIA VIDEO ANIMASI TERHADAP PENGETAHUAN
DAN SIKAP KONSUMSI *ULTRA PROCESSED FOOD* PADA ANAK
SEKOLAH DASAR DI SDS MUHAMMADIYAH 23 KECAMATAN
MATRAMAN TAHUN 2024**

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ABSTRAK

Pola konsumsi makan anak usia sekolah antara 6-12 tahun seringkali kurang sehat, ditandai dengan seringnya konsumsi *ultra processed food*. Salah satu cara untuk meningkatkan pengetahuan dan sikap anak sekolah ialah dengan memberikan edukasi menggunakan media video animasi. Penelitian ini bertujuan untuk menganalisis pengaruh media video animasi terhadap peningkatan pengetahuan dan sikap konsumsi *ultra processed food* pada anak sekolah dasar di SDS Muhammadiyah 23 Kecamatan Matraman Tahun 2024. Penelitian ini merupakan penelitian eksperimen dengan rancangan *pre-post test with control group design* dengan menggunakan teknik *total sampling* untuk pengambilan sampel. Populasi penelitian ini adalah siswa kelas V dan VI. Analisis data menggunakan uji *T-Dependen* dan *T-Independen*. Hasil penelitian menunjukkan ada pengaruh pemberian media video animasi pada kelompok eksperimen dan *leaflet* pada kelompok kontrol terhadap pengetahuan dan sikap konsumsi *ultra processed food* ($p=0,000$). Tidak ada perbedaan rerata skor pengetahuan secara signifikan pada kedua kelompok saat *pre test* ($p=0,164$). Ada perbedaan rerata skor pengetahuan secara signifikan pada kedua kelompok saat *post test* ($p=0,002$). Tidak ada perbedaan rerata skor sikap secara signifikan pada kedua kelompok saat *pre test* ($p=0,406$). Ada perbedaan rerata skor sikap secara signifikan pada kedua kelompok saat *post test* ($p=0,015$). Diharapkan agar pihak sekolah terutama tim pelaksana UKS bertanggung jawab atas upaya pencegahan konsumsi *ultra processed food* yang berlebih dengan cara mengedukasi siswa *terkait ultra processed food* melalui media *leaflet* dan penayangan video animasi secara rutin, agar siswa tahu, ingat selalu, dan memiliki sikap *positif* dalam *mengonsumsi ultra processed food* serta menerapkan makanan sehat bergizi seimbang.

Kata Kunci: Video Animasi, Pengetahuan dan Sikap, *Ultra Processed Food*

**THE EFFECT OF ANIMATION VIDEO MEDIA ON THE KNOWLEDGE
AND ATTITUDE OF ULTRA PROCESSED FOOD CONSUMPTION IN
ELEMENTARY SCHOOL CHILDREN AT SDS MUHAMMADIYAH 23
MATRAMAN DISTRICT IN 2024**

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ABSTRACT

The eating patterns of school-age children between 6-12 years old are often unhealthy, characterized by frequent consumption of ultra-processed foods. One way to improve the knowledge and attitude of school children is to provide education using animated video media. This study aims to analyze the influence of animated video media on the increase in knowledge and attitudes of ultra processed food consumption in elementary school children at SDS Muhammadiyah 23, Matraman District in 2024. This study is an experimental research with a pre-post test with control group design using the total sampling technique for sampling. The population of this study is students of grades V and VI. Data analysis uses T-Dependent and T-Independent tests. The results showed that there was an effect of providing animated video media in the experimental group and leaflets in the control group on the knowledge and attitude of ultra processed food consumption ($p=0.000$). There was no significant difference in the average knowledge score between the two groups during the pre-test ($p=0.164$). There was a significant difference in the average knowledge score in the two groups during the post test ($p= 0.002$). There was no significant difference in the average attitude score in the two groups during the pre-test (0.406). There was a significant difference in the average attitude score in the two groups during the post test ($p= 0.015$). It is hoped that the school, especially the UKS implementation team, is responsible for efforts to prevent excessive consumption of ultra processed food by educating students regarding ultra processed food through leaflet media and regular screening of animated videos, so that students know, remember always, and have a positive attitude in consuming ultra processed food and implementing healthy and balanced nutritious food.

Keywords: Animated Video, Knowledge and Attitude, Ultra Processed Food