# EFEKTIVITAS METODE PROMOSI KESEHATAN MELALUI *INSTAGRAM* DAN CERAMAH TERHADAP PENGETAHUAN BEKAL MENU SEIMBANG PADA REMAJA DI SMA KASIH DEPOK

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**Abstrak**

Masalah konsumsi sayur dan buah kurang dari 5 porsi sehari masih dialami remaja Indonesia. Masih terdapat remaja yang tidak mengetahui pentingnya bekal menu seimbang. Bekal menu seimbang merupakan bawaan untuk pemenuhan gizi seimbang ketika berada di luar rumah. Tujuan penelitian ini untuk mengetahui efektivitas promosi kesehatan terhadap pengetahuan tentang bekal menu seimbang melalui ceramah dibandingkan dengan *Instagram*. Jenis penelitian ini *pre-experimental* pendekatan *one group pre-post test design*. Pengumpulan data dengan kuesioner. Penelitian telah dilaksanakan pada bulan Februari-Mei 2019 di SMA Kasih Depok. Sampel diambil dengan teknik *purposive sampling* dengan jumlah 72 siswa. Analisis data dengan *Wilcoxon signed ranks* dan *Mann Whitney*. Hasil penelitian menunjukkan terdapat perbedaan pengetahuan bekal menu seimbang sebelum dan sesudah promosi kesehatan dengan melalui metode ceramah (*p-value* 0,001) dan *Instagram* (*p-value* 0,002). Ada perbedaan efektivitas promosi kesehatan melalui metode ceramah dan *Instagram* (*p-value* 0,007). Promosi kesehatan dengan metode ceramah lebih efektif dibandingkan melalui *Instagram*. Ceramah dan *Instagram* dapat digunakan bersamaan sebagai metode promosi kesehatan dengan menyesuaikan karakteristik sasaran.

**Kata Kunci** : Bekal Menu Seimbang, Ceramah, *Instagram*

# THE EFFECTIVENESS OF HEALTH PROMOTION THROUGH *INSTAGRAM* AND PRESENTATION ON BALANCE DIET KNOWLEDGE IN ADOLESCENTS AT SMA KASIH DEPOK

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## Abstract

Consuming vegetables and fruits less than 5 servings a day still become a problem in Indonesian adolescents. It is expected because the adolescents do not know the importance of a balanced menu. Provision of a balanced menu is innate for the fulfillment of balanced nutrition especially when they are outside their home. The purpose of this study was to determine the effectiveness of health promotion on knowledge about a balanced diet menu through presentation and *Instagram*. Pre-experimental one group pre-post test design was conducted to obtained data during February to May 2019 in SMA Kasih Depok. Questionnare was used to collected 72 sampels using purposive sampling. Data was analyzed using Wilcoxon Signed Ranks and Mann Whitney. The results showed differences in knowledge about the balanced menu before and after health promotion through presentation (p-value 0.001) and *Instagram* (p-value 0.002) methods. There was also a difference in the effectiveness of health promotion through presentation and *Instagram* (p-value 0.007) methods. Health promotion using presentation method was more effective than *Instagram*. Furthermore, presentation and *Instagram* methods can be used together as a mixed method for health promotion by considering the characteristic participants.

**Keywords** : Balanced Menu, Presentation, *Instagram*