

THE EFFECTIVE METHODS AND MEDIAS USED IN HEALTH PROMOTION ABOUT ADOLESCENT HEALTH PRODUCTION

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ABSTRACT

Introduction: Adolescence is a period that determines the pattern of formation of later health status in adulthood. The phase toward the final adolescent will require a lot of effort to be more maximal. It's because when starting adolescence, someone psyche becomes unstable, so it's need for assistance. Risk behavior generally starts in this period. **Aims:** To summarize the scattered research on adolescent health to gain a more complete and varies illustration of the methods and media that have been used in adolescent health promotion and its effectiveness. **Methods:** The method used in writing this article is the literature review. The articles includes several books, journals, and health profile books issued by the agency. **Results:** The methods and media used to carry out health promotion in adolescents must be based on analysis of the situation. In addition, it also looks at the age patterns of target so that they can be interested. The method of deliver greatly influences the target's response to information. A more effective method is a method which combines many human senses. It also necessary to insert an atmosphere breaker for methods that can make boredom if done over a long time and monotonous. **Conclusion:** Social media is suitable to be used as an intermediary for delivering information in accordance with the frequency of teenagers accessing social media on a daily basis. Peer education and the involvement of education on reproductive health in the curriculum is a method that can improve adolescent understanding of reproductive health.

Keywords: methods, media, health promotion, adolescent health reproduction

INTRODUCTION

Adolescence is a phase when a person experiences significant changes and becomes a transition period from childhood to adulthood. According to the World Health Organization (WHO) classification, adolescence is in the age range from 10 to 19 years. Changes that occur in a person over time indicate growth. The changes that occur include hormonal, physical, psychological and social changes. Change occurs quickly and often without realizing it. One of the important events during adolescence is the start of functioning of the reproductive organs, which begins with menstruation in girls and wet dreams in boys. This increasingly mature mindset needs to be given an understanding so that it becomes more focused (Batubara, 2010).

Problems often arise during early adolescence because they experience

unstable mental changes, feel that they can be separated from their parents, sometimes act rudely, have a tendency to act childishly, and are easily influenced by friends their age regarding their preferences, habits and way of dressing. But on the bright side, he will try to find close friends/friends and other people they care about besides their parents. As time goes by, in the final stages of puberty psychosocial changes occur such as becoming stronger in one's identity, discovering one's talents and interests, being able to commit, being able to think about ideas, respecting others more, being proud of the results achieved, and being more emotionally stable (Soeroso, 2001). So character formation has a big role in adolescence.

The main causes of the high teenage death rate recently are drug abuse, sexual activity and use of motorized vehicles. The close relationship between

alcohol consumption and unintentional accidents has become the main cause of death in late adolescence. Drug abuse is associated with early onset of sexual behavior. In women, smoking often leads to abuse of other drugs. In general, using an anesthetic once will result in the entry of other anesthetics more easily, resulting in a cumulative effect of all the anesthetics in the body. Psychological dysfunction is often reported as a result of drug use.

Apart from drugs, sexual activity has also become a problem among teenagers. The sexual activity of teenagers, especially those carried out by changing partners, will have an impact on the rapid and widespread spread of disease (Indonesian Health Profile, 2017). One of the most common is HIV and AIDS. The total number of new cases of HIV (Human Immunodeficiency Virus) according to provinces in Indonesia in 2015 - 2017 was 30,935 in 2015, 41,250 in 2016, and 33,660 in 2017. In addition, there were 109 new cases of AIDS (Acquired Immunodeficiency Syndrome) in IDUs from 4,555 total new AIDS cases (Indonesian Health Profile, 2017). The discovery of HIV/AIDS cases aged <4 years indicates that there is still perinatal transmission of HIV. However, the largest number is still in those of productive age (15-49 years), it is possible that the spread occurs during adolescence (Indonesian Health Profile, 2018). The number of cases reported up to December 2016 was 17,394 AIDS sufferers, and 36,881 HIV sufferers. As many as 3,679 of them were reported to have died. The very rapid increase in the number of HIV/AIDS sufferers, the majority of whom come from Jember Regency, Pasuruan Regency, Gresik Regency, Malang Regency and Surabaya City. How AIDS is transmitted based on surveillance reports shows that the highest risk factor is heterosexual at 83.4%, then 8.2% due to injection drug use (IDUs) and 4.8% by perinatal (East Java Province Health Profile, 2017).

Apart from HIV/AIDS, diseases that need to be considered are breast cancer and cervical cancer. These two diseases can only be recognized when they start to reach the final stage. So there is a need for prevention efforts through early detection of diseases that have a long incubation period like this. Detection of breast cancer by means of Clinical Breast Examination (CBE) functions to find abnormal lumps in the breast which are an indication of breast cancer. In 2016, women in East Java Province were examined and lumps were found in 911 women. Meanwhile, 88,135 women aged 30 - 50 years in East Java were examined by IVA (Visual Inspection with Acetic Acid).

Undirected teenage curiosity will lead to bad actions. Azinar's (2013) research stated that 12.1% of students had premarital sex which had a risk of unwanted pregnancy (KTD). Variables related to premarital sexual behavior include attitudes, access and contact with pornographic media, religiosity, attitudes and sexual behavior of close friends. Even though just one of these factors is not impossible it will have a significant impact.

Free sexual activity also occurs in Aceh. One of them is risky sexual practices found in Lhokseumawe involving up to 70% of students. The negative effects of risky sex include contracting sexually transmitted diseases, HIV/AIDS, untimely pregnancy, and other social and psychological aspects. Displays of media containing pornography (VCDs and DVDs for example) which are easily available and affordable, lack of parental control, weak faith, choosing the wrong friends, as well as lack of sexual and reproductive education also contribute to an increase in risky sexual behavior. Therefore, there is a need for a movement to instill positive values that are in harmony with the culture and social roots of the nation for teenagers. Preventive efforts for risky sexual behavior in young people that can be carried out are

religious and moral education, sex and reproductive education, encouragement of young people in positive and creative activities, and ongoing parental guidance (Kasim, 2014).

Another reproductive health problem is the rise of early marriage. Teenagers marrying when they are still young can be due to no longer going to school, being pregnant before marriage, or the existence of inherent customs and culture that match ethnic groups together to maintain wealth for generations. Based on data from a report from UNICEF, Indonesia is the seventh country with the highest number of child marriages in the world with 457.6 thousand girls married before the age of fifteen. Meanwhile, in Indonesia itself, the percentage of girls aged 10-17 years who were married before the age of 15 was 39.17% (Profile of Indonesian Children, 2018).

Some teenagers think that premarital sexual behavior is normal even though they admit that it is not true and is also prohibited by religion. The majority of teenagers already know how to avoid pregnancy with contraception and then end it using traditional methods. Many teenage boys admit that they often have sexual relations with >1 woman just to seek pleasure (Hidayangsih, 2014).

If unhealthy behavior is carried out continuously, it will also become an unhealthy lifestyle. Cleopatra's research (2015) shows the influence of lifestyle on mathematics achievement. This is because achievements can increase when lifestyle increases. If the lifestyle is unhealthy, student achievement at school can also decrease.

The things a person knows will influence his actions. The knowledge of teenagers at SMA Pasundan 1 Bandung regarding sex education is closely related to premarital sexual behavior. So institutions need to prepare positive activities, for example socialization regarding sex education (Pratama, 2014).

Teenagers need to be equipped with optimal knowledge about health. Sufficient understanding will make it easier to form awareness of the importance of changing behavior so that it always leads to healthy behavior. So health promotion is very important to change all domains of adolescent behavior, starting from knowledge, attitudes and actions.

Based on the Ottawa Charter (Ottawa Charter, 1986), health promotion is an effort so that people are willing and able to maintain and improve their health by creating an environment and behavior that is conducive to health. One of them concerns controlling health factors through learning from, by, for and with the community, as well as developing community resource activities according to local social culture. Health promotion needs policy support that provides opportunities to improve public health.

According to Notoatmodjo (2010) there are several methods and media for health education and promotion that are often used. First, individual education methods, namely individual methods, for example counseling, guidance, or interviews. Second, group education methods with population size need to be considered and can be large groups, small groups or mass groups. Furthermore, there are three types of media used according to Notoatmodjo (2010). First, visual media, divided into two, namely those that are projected (for example films, film strips, slides, etc.) and those that are not projected (for example books, maps, leaflet charts, etc.). Second, audio media, for example vinyl records, radio, sound tapes. Third, audio visual media, for example video cassettes, television, and so on.

In the Big Indonesian Dictionary (KBBI) on the Network, "media" is a means of communication, such as magazines, newspapers, banners, posters, radio, film, television, and those between two parties (people, groups, and so on). Meanwhile, "social" is something related to society. Social media is a collective

online communication channel for input, sharing information, interaction and community-based collaboration. Its effectiveness as an information and promotional media was mapped by Gracia (2011) in the "Social Media Integration Theory Model." The one-to-many integration model will work optimally when we carefully examine communication channels or the implementation of online marketing and media marketing, leading to rapid adoption (Gracia, 2011).

The exposure, engagement, feedback, and exchange that social media provides makes a huge difference to the traditional understanding of communication. Social media integration is an interactive process that allows the exchange of information at the same level, creates a long-lasting communication process, and allows the sender of the message to achieve a total involvement approach from the recipient (Gracia, 2011).

One part of health promotion is health education, which will build a person's knowledge. The level of knowledge of students at SMA Muhammadiyah 4 Kartasura regarding reproductive health increased after education about health (Saputro, 2015). Apart from that, there is a need for media that will contribute to changing adolescent behavior. Posters and Facebook social media to raise awareness about driving safety, especially about driving license ownership, can change teenagers' behavior (Yosendha, 2016).

Khoirani et al. (2012) also found that media in the form of games would increase knowledge, attitudes and actions among students at SMA Negeri 1 Bagan Sinembah regarding balanced nutrition. However, it has not improved the nutritional status of students because the results are seen in a short period of time. The drug snakes and ladders intervention by Aditya (2013) can also be used as a

feasible and highly qualified health promotion method.

The strategy for selecting promotional media regarding HIV/AIDS in Garut Regency is carried out through fact finding or situation analysis. This effort was carried out based on what was seen in the field. After seeing that when health promotion is only through seminars, it will more quickly lead to boredom for the target (Komala, 2014).

Various media and methods in health promotion are applied with the aim that the information provided is always remembered and can be implemented on a daily basis. Based on the background written above, the author is interested in discussing "Effective Methods and Media in Health Promotion regarding Adolescent Reproduction."

METHODS

The method for writing this article is a literature review of several related articles that support the use of various effective methods and media in health promotion in adolescents. The articles cover several books and journals. The review involves the stages of literature search, article selection, data extraction, data analysis/synthesis, and assessment of the articles.

The articles used are about methods and media that have been researched by other people before this article was written in the last 10 years. Secondary data were obtained from related agencies, namely data from the health profile of the East Java Provincial Health Service and the Ministry of Health of the Republic of Indonesia.

RESULT

After selecting the literature, the data were compiled. Next, a critical analysis of the research articles related to the title was carried out. The critical

analysis in this literature review is outlined in Table 1.

Table 1. *Critical Appraisal*

Title	Researcher, Year	Sampling, Design Approach	Instrument	Findings
The Effect of Health Promotion Through Brainstorming Methods on Increasing Adolescents' Knowledge About HIV/AIDS	Iwan Ardian and Maulianna Tsaqafanisa 2015	consecutive sampling technique, non-equivalent control group	questionnaire	There was an increase in students' HIV/AIDS knowledge from before, after the intervention in the form of brainstorming and lectures for the control group and treatment group (p = 0.002).
Effective Media for Genital Organ Health Education for Junior High School Students	Suwarno, Zahroh Shaluhiyah, Priyadi Nugraha Prabamurti, 2017	purposive sampling, non-equivalent control group design	questionnaire	Shows the effectiveness of flipcharts (p=0.022) and leaflets (p=0.000) in increasing knowledge and attitudes about toilet use education and genital health.
The Effect of Health Promotion Using Videos in Increasing Teenagers' Knowledge and Attitudes About Early Marriage at SMP Negeri 2 Sanden Bantul Yogyakarta	Fitatul Islamiyah, 2017	consensus sampling, non-equivalent control group design	questionnaire	There is an influence of providing health promotion between video media and leaflets (p value for both is 0.000). There was a significant increase in adolescent knowledge and attitudes in both groups, but the increase in video was higher than leaflets, so video media was considered more effective.
Facebook Messenger as a Media for Promotion of Adolescent Reproductive Health. Study at Muhammadiyah Middle School, Depok, Sleman, Yogyakarta	Harpeni Siswatibudi, Ira Paramastri, Luthfan Lazuardi, 2016	purposive sampling, nonequivalent control group design	questionnaire	There is a difference in adolescent reproductive health knowledge after being given health messages via Facebook Messenger.

Title	Researcher, Year	Sampling, Design Approach	Instrument	Findings
"Shart Journey" Game in Increasing Knowledge of Hiv/Aids in Adolescents in Resocialization Environments	Asni Afifah and Muhammad Azinar, 2016	purposive sampling, pretest-posttest with control group	questionnaire	knowledge between the control and experimental groups was different (p=0.001) indicating that SHART JOURNEY media was considered more effective in increasing knowledge about HIV/AIDS than PowerPoint.
Utilization of Adolescent Health Books and Adolescent Health Information Books in Bondowoso Regency	Tri Yuni Kuswandari, Antono Suryoputro, Priyadi Nugraha, 2014	systematic random sampling, explanatory research,	interview and questionnaire	52.1% of the utilization of Adolescent Health Books and Adolescent Health Information Books was good. Perception of the role of UKS teachers (OR=18.517) and perception of the socialization of these books showed an influence (OR=5.622).
Effectiveness of Peer Education on Knowledge and Attitudes of High School Students in Preventing HIV/AIDS	Laras Cyntia Kasih, 2016	purposive sampling, quasi-experimental	observation and questionnaire	increased knowledge of experimental group students to 100% good knowledge while the control group had 84.2% good knowledge. The peer education method in this case is more effective.
Implementation of Adolescent Reproductive Health Education in the Physical Education, Sports and Health Curriculum in Palu City High Schools	Hermiyanty, Hasanah, Hendra Setiawan, 2016	purposive sampling, qualitative method	<i>Interview</i>	Understanding of PJOK's competency standards and basic competencies regarding adolescent reproductive health, characteristics of policy actors, human resources as well as facilities for implementation, communication in policy implementation is still not optimal, but the attitude of the informants regarding the policy is very supportive.

Based on the selected literature, interventions are carried out using various media and methods to find better results. Methods and media that have been tested previously become references, so that

future researchers can come up with innovations so that their research results are more optimal.

This method starts from the form of lectures/counseling, combining ice

breaking, PowerPoint, and brainstorming or discussions. The media used is in visual and audiovisual form. Media can have a big or small influence depending on various things, starting from packaging, content, color, suitability, etc. Meanwhile, regarding methods, things that are created creatively such as games, peer education, and inclusion in the curriculum will maximize the influence of the method on respondents. In this way, respondents become easier to understand the information provided. It is hoped that this method and media will have an impact on improving the health status of adolescents in Indonesia.

DISCUSSION

The various media and methods used to influence teenagers are an effort so that health promotion goals can be achieved optimally. Increasing the information possessed by teenagers will slowly have an impact on changing their attitudes. Each method and media has advantages and provides different impacts. After implementing reproductive health education, the average score of 25 student members of PIK M UHAMKA increased to 82.56, where the majority of respondents scored in the high category (Asiah, 2016). Health education can increase teenagers' knowledge so they can try to improve their thinking patterns. These results are supported by research by Srikuning (2015), namely that counseling influences knowledge about the health of young women regarding reproduction in Soma Village, Temanggung Regency. Reproductive health education not only influences knowledge, but also attitudes regarding efforts to prevent HIV/AIDS (ABCDE) at SMK Negeri 3 Banjarmasin (Amelia et al, 2016). Promotion carried out through counseling is one method that we often encounter, because it is only said directly.

Counseling is not only carried out through ordinary lectures, such as research

conducted by Kurniadi (2015) which shows that there is a significant influence between counseling through lectures and slide media on the knowledge and attitudes of students at SMAN 1 Sepauk regarding HIV and AIDS. This is also confirmed by research by Ganiajri (2012) which found that providing material through lectures using PowerPoint accompanied by ice breaking will increase the knowledge of students at SMP Negeri 3 Turi, Sleman Regency. Ice breaking is an alternative solution to make the atmosphere more comfortable and less tense.

Apart from that, adding discussions is also an effective method because knowledge about reproductive health for junior high school students will increase (Syatiawati et al., 2017). This could be because brainstorming will create openness to the target. Methods that allow for face-to-face contact and direct feedback will make it easier to find out respondents' responses directly.

Media is a means that can make it easier to convey information. Suwarno et al. (2017) stated that female students' knowledge and attitudes in using the toilet and health of their genital organs increased after treatment. This increase was obtained from higher levels of communication, information and education about adolescent reproduction through leaflets rather than flipcharts. This can be influenced by the target's comfort with these two visual media. However, media that combines audio and visuals will produce a better impact. The mean of the knowledge variable regarding HIV and AIDS increased after the leaflets and videos were available (Tarigan, 2016).

Nadeak et al. (2010) conducted health promotions regarding HIV and AIDS using audiovisual media and were considered effective in increasing student knowledge about HIV and AIDS at Tri Bhakti Pekanbaru High School. Video media influences knowledge about HIV and AIDS (Handayani, 2017) and also knowledge about preventing early

marriage (Kurniasari, 2017). Apart from knowledge, videos can also influence junior high school students' attitudes about early marriage by increasing it (Islamiyah, 2017). The animated film *Aku Bangga Aku Tahu* accompanied by group discussions conducted by Ifroh et al. (2018) increased knowledge about HIV and AIDS at SMAN 1 and SMAN 3 Samarinda. The potential of this media is due to teenagers' interest in everything that causes movement. By combining media in the form of videos and demonstration methods, it has been proven to increase teenagers' knowledge about Breast Self-Examination (Aeni et al., 2018). Activities related to quite a lot of methods require direct practice. So demonstration helps provide clear implementation direction.

Apart from being influenced by the form of media, access to this information also needs to be considered. Health information regarding reproductive health (especially casual sex) and the dangers of drug use is really needed by teenagers and it is recommended that it be conveyed intensively, using the internet, especially through social media. Health promotion using Facebook has an influence on knowledge about the dangers of smoking in 8th semester PSIK students at Muhammadiyah University, Yogyakarta (Ardina, 2017). In addition, research by Siswatibudi et al. (2016) stated that knowledge regarding adolescent reproductive health at SMP Muhammadiyah 1 Depok and SMP Muhammadiyah 2 Depok experienced an increase in scores after being given adolescent reproductive health messages via Facebook messenger. This is in line with research by Nugrohoi (2013) which shows an increase in knowledge after intervention via Facebook groups.

The attitudes of young women who were given counseling by Sulistyoningtyas et al. (2016) regarding reproductive organ care were better than those who were not provided, even though access to social media for health information was both

equally high. However, the attitudes of young women who were given counseling were also better than those who were not given even though social media access for the group that was given counseling was low. This illustrates that equal access to social media will lead to better results when counseling is given compared to when it is not.

Games are one method that can increase respondents' interest because they involve mutual involvement. Afifah's counseling (2016) using the game 'SHART JOURNEY' which is an abbreviation for Stop HIV/AIDS I'm a Tough Teenager, namely an innovation of the monopoly game, has a greater influence than through PowerPoint on teenagers living in the Argorejo resocialization environment in generating knowledge about HIV/AIDS. /AIDS is increasing. This is because the game will create interaction between individuals. Apart from that, it also involves many of the respondents' senses.

A lot of information requires media that can be easily used and practical. Research by Kuswandari et al. (2014) stated that more than half of the targets made good use of the Adolescent Health Book and Adolescent Health Information Book. Things that influence teenagers in Bondowoso Regency are perceptions regarding the role of UKS teachers and regarding the socialization of these two books so that they tend to be used optimally. This book is easy to use because there is no need to have difficulty searching again because it is in the form of a handout.

Communication with people of the same age will facilitate interaction. Kasih's research (2016) shows that peer education is more effective when used as a method of education in health. In this way, the information provided will be more acceptable and actionable.

Research by Hermiyanty et al. (2016) states that the application of KRR education in the Basic Competency and Competency Standards (SKKD) for

Physical Education and Health Sports (PJOK) through the concept of implementing Van Meter and Van Horn has not been implemented optimally. There are still many things lacking in implementation, namely targets and standards that are not yet optimal, due to a lack of understanding regarding the PJOK SKKD, especially which contains material about Adolescent Reproductive Health (KRR). In terms of human resources, it has not been optimal in terms of both quantity and quality of implementation. The characteristics are also still not optimal because the implementers are not consistent and comply with the provisions which require them to provide KRR material to students. Communication is still not optimal in providing information regarding this policy. In the attitude variable, there was great support when the KRR material was integrated into PJOK lessons.

The use of promotional media such as leaflets, banners, banners, pocket books and online media complete with audiovisuals is felt to be more effective than just outreach in the form of seminars or Training of Trainers (TOT) alone (Komala et al., 2006). This overall combination will make it easier for respondents to remember things they have seen or heard. When they are doing something, they will easily find this information.

Films are one of the media that teenagers really like. Research by Ramadhani et al. (2014) which used the Korean films 'Naughty Kiss' and 'Protect The Boss' as media showing that teenagers learned how to date and have sexual activities when dating through Korean films. Only kissing is done and belief is that sex is only done after marriage like in the film. However, you also have to be wary if there is an ease in kissing and sleeping together and there is no idea about the health impacts of having free sex. There needs to be a space for discussion to

criticize the meaning, implications of the scene and the various impacts it causes.

Teenagers today carry out actions that have a risk of negative impacts on health in the coming decades. This will have many impacts and may not only affect one sector. This risky behavior is closely related to psychological factors. The status of the population needs to be improved through preventive efforts on risky behavior through a client-centered approach method with an understanding of the characteristics of adolescents, can encourage adolescents to take actions that support their health, and modify behavior for adolescents with early phase non-communicable diseases (Isfandari, 2014).

CONCLUSION

The methods and media used for adolescents must be based on appropriate background or situation analysis. Apart from that, we also look at the age pattern of the respondents so that they are interested. A more effective method is a method that is considered not boring for teenagers. Apart from that, it is also necessary to include an interesting icebreaker for methods that involve direct meetings. With innovations that require responses from respondents, the impact of providing information will be more tangible, for example through short questions.

The combination of media that involves many human senses can generate high enthusiasm in teenagers. Likewise, game innovations that create a more relaxed atmosphere have a positive influence on respondents' reception of information. The use of social media can more easily help promote health, seeing the high use of social media among teenagers today. So teenagers often reach out to information related to health.

Peer education will be very helpful because communication with someone who is not much different in age will be easier to understand. Schools also need to

include education about reproductive health in the PJOK curriculum. In addition, a client-centered approach by understanding the characteristics of teenagers will help them behave healthily.

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