

Hubungan paparan media informasi dengan perilaku hidup bersih dan sehat (PHBS) anak usia sekolah di Sekolah Dasar Kecamatan Beji, Kota Depok = The relationship between information media exposure with clean and healthy living behavior (CHLB) of school age in Elementary Schools in Beji District, Depok.

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Abstrak

Penerapan PHBS siswa sekolah masih belum diterapkan secara optimal. Pengetahuan, sikap, dan tindakan PHBS sangat perlu untuk dimaksimalkan melalui berbagai sarana. Salah satunya melalui media informasi untuk membentuk perilaku kesehatan. Penelitian ini bertujuan untuk mengetahui hubungan antara keterpaparan media informasi dengan PHBS siswa sekolah. Desain penelitian menggunakan cross-sectional dengan teknik consecutive sampling dan Uji Chi Square dengan sampel 304 siswa. Hasil penelitian menunjukkan terdapat hubungan bermakna antara paparan media informasi dengan PHBS siswa ( $p=0,01$ ,  $\hat{I}\pm=0,05$ ,  $OR=1,863$ ). Hasil penelitian dapat dijadikan evaluasi pelaksanaan PHBS di sekolah, masukan untuk meningkatkan promosi kesehatan melalui media informasi, dan menjadi acuan untuk penelitian berikutnya.

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The implementation of CHLB for school students is still not optimal. CHLB knowledge, attitudes, and actions need to be maximized through various means. One of them is through information media to shape health behavior. This study aims to determine the relationship between exposure to information media and CHLB of school students. The study design used cross-sectional with consecutive sampling technique and Chi Square test with a sample of 304 students. The results showed that there was a significant relationship between exposure to information media and students' CHLB ( $p = 0.01$ ,  $\hat{I}\pm = 0.05$ ,  $OR = 1.863$ ). The results of the research can be used as an evaluation of the implementation of CHLB in schools, input to improve health promotion through information media and become a reference for further research.