

ABSTRACT

Imron. Moch.Ali 2023. The effectiveness of public service advertising videos on knowledge and behavior that maintain blood-sugar levels in diabetes Mellitus patients at Elderly Integrated Health Services RW 1 Gadingkasari sub distric puskesmas Bareng work areas, Thesis, Polytechnic Ministry of Health Malang, department of health promotion program. Advisor I: Budi Suharno,S.Kp.,M.Kes, Advistor II: Sri Winarni,S.Pd.,M.Kes

The prevalence of diabetes mellitus (DM) in Indonesia (data risked in 2018) was 2.8%. Diabetes mellitus is one of the degenerative diseases that is a major factor in cardiovascular disease. The prevention of diabetes mellitus can be done by adopting clean and healthy living behaviors in daily life. The aim of the study is to determine the effectiveness of public service advertising videos on knowledge and behavior that maintain blood sugar levels in diabetes mellitus patients in old age. The study employed a quantitative design of quasi-design with the design approach of group design. Population and samples of diabetes patients with mellitus elderly posyandu by the number of 60 respondents who are divided into treatment groups and 30 control groups. Data collection techniques using interviews and measurements. The results of this study show that prior to intervention, knowledge and behavior to maintain a steady rate of blood sugar were less than 100%. After knowledge and behavior-keeping intervention, blood sugar have increased levels in the good category (100%). The use of public service advertising videos is more effective as a health education medium than a poster. The result is a much more effective public-service video treatment group because elderly respondents are more likely to understand messages being conveyed using visual audio than posters whose messages are presented only as visual.

Keyword : Diabetes Mellitus, Public Service Advertisement Video, Knowledge and Behavior