

ABSTRACT

Rokhmasari, Safina. 2023. *Hypertension Prevention Campaign at the Elderly Integrated Healthcare Center Trawas Public Health Center Work Area*, Applied Bachelor of Health Promotion Study Program Poltekkes Kemenkes Malang Study Program For Applied Health Promotion, Supervisor I : Sri Winarni, S.Pd., M.Kes. Supervisor II : Handy Lala, SKM., MPH

The phenomenon of hypertension has recently become a public concern because the number of sufferers continues to increase, especially in the elderly. Based on data obtained from the health profile of the Mojokerto Regency health office in 2021, hypertension sufferers in Mojokerto Regency experienced a significant increase in 2020 which amounted to 99,852 until in 2021 it increased to 580,256 residents with hypertension. Therefore, it is necessary to strengthen Health Promotion is needed to reduce the incidence of Hypertension with the efforts of the Hypertension Prevention Campaign. This study aims to identify the influence of the Hypertension Prevention Campaign on the knowledge and attitudes of the elderly in the Elderly Integrated Healthcare Ketapanrame Village. This study used quantitative methods using pre-experimental research patterns and one group pretest posttest design. The sampling technique in this study is total sampling, namely all elderly registered at the elderly integrated healthcare of Ketapanrame Village who meet the inclusion criteria. The results showed that with a total of 47 respondents, there was an increase in the Mean result score, the value of the Mean *pretest* knowledge questionnaire was originally 50.29 and then in the *posttest* is 73.19. The results of the pretest attitude questionnaire scores which originally had a positive attitude of 53.2% then in the posttest it became 68.1%. The hypothesis test using the Wilcoxon test which shows the knowledge of the elderly before and after treatment obtained a value of $Z = -6.053$ with a value of $\text{sig} = 0.000$. The results showed a sig value of < 0.05 and the attitude of the elderly before and after treatment obtained a value of $Z = -2.111$ with a sig value = 0.035. The result shows a sig value of < 0.05 . So it is stated that the Hypertension Prevention Campaign through the media *has* proven effective in increasing the knowledge and attitude of the elderly towards hypertension prevention. The conclusion in this study is that there is an influence of the Hypertension Prevention Campaign through *booklet* media on increasing the knowledge and attitudes of the elderly about hypertension prevention.