

*THE EFFECT OF DIGITAL EDUCATIONAL MEDIA ON BLOOD  
DONATION INTEREST AMONG TWELFTH-GRADE STUDENTS  
AT SMAN 1 SAMPANG, SAMPANG REGENCY,  
EAST JAVA PROVINCE*

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**ABSTRACT**

**Background:** Blood donation plays an important role in health services to ensure the availability of safe and adequate blood supplies; however, blood donation interest among adolescents, particularly senior high school students, remains relatively low. **Objective:** This study aimed to determine the effect of digital educational media on blood donation interest among twelfth-grade students at SMAN 1 Sampang, Sampang Regency. **Research Design:** This study employed a quantitative approach with a pre-test and post-test design involving 108 students selected using total sampling, with data collected through questionnaires and analyzed using the Paired Sample T-Test. **Results:** The results showed an increase in blood donation interest after the provision of digital education, with statistical analysis yielding a p-value of 0.000 ( $p < 0.05$ ), indicating a significant effect of digital educational media on blood donation interest. **Conclusion:** Digital educational media have a significant effect on improving blood donation interest among twelfth-grade students at SMAN 1 Sampang and can be utilized as an educational strategy to increase voluntary blood donation participation among adolescents

**Keywords:** digital educational media, blood donation interest, high school students.