

## ABSTRACT

**Nadia, Nur, Arta, Friza. 2025. *Development of Instagram-Based Educational Media on Personal hygiene During Menstruation*. Undergraduate Thesis. Applied Bachelor Program in Midwifery, Poltekkes Kemenkes Malang. Main Advisor: Rita Yulifah, S.Kp., M.Kes.**

Adolescent girls often face challenges in maintaining *personal hygiene* during menstruation due to a lack of appropriate information. Various educational media such as comic books and pocketbooks on menstrual hygiene have been developed and used as educational tools; however, these are often considered less relevant to the current habits of adolescents in accessing information. Therefore, Instagram was chosen as the educational medium, as it is a popular social media platform among teenagers and can serve as an alternative means of delivering health education. This study aims to develop an Instagram-based educational media on menstrual hygiene that is engaging, informative, and aligned with adolescents' habits. The research method used is *Research and Development (R&D)*, adapting the Borg and Gall model, simplified into seven steps: standard media evaluation, need assessment, *focus group discussion (FGD)*, *prototype design*, expert validation, product revision and finalization, and small group testing. The research subjects included 15 female students from SMP Negeri 1 Dau, two lecturers as material and media experts, and one teacher as an FGD expert. Instruments used consisted of a need assessment guideline, FGD guideline, and validation questionnaires for material experts, media experts, and user responses. Data were analyzed using descriptive quantitative and qualitative methods. The validation results showed that the educational media was categorized as highly feasible, with a score of 100% from both the material and media experts, and 83% from user responses. These results indicate that the media is not only feasible but also of very high quality in terms of content, visual design, and message delivery. The implication of these findings shows that the Instagram-based educational media, consisting of images (feeds) and short videos (Reels), has been adjusted to meet the habits and needs of adolescents. Therefore, it can be optimally utilized as an effective educational tool and has the potential to be implemented in school-based health education programs or digital information dissemination strategies.

**Keywords :** Instagram, educational media, menstruation, *personal hygiene*, adolescents