

The Influence of Communication, Information, and Education (KIE) Through Leaflet and Video Media on Adolescents' Knowledge and Attitudes About Exposure to Pornography

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ABSTRACT. *The research objective was to determine the influence of KIE (communication, information, and education) through leaflets and video media on adolescents' knowledge and attitude toward pornographic exposure. The research used quasi experimental method. The population was all Grades VII and VIII students of SMP Negeri 45 Medan, and 60 of them were used as the samples, which consisted of 30 respondents in the leaflet group and the other 30 respondents in the video group. The analysis showed an influence of counseling with leaflet media about pornographic exposure on students' knowledge ($p=0.000$) and attitude ($p=0.000$). There was an influence of counseling with video media about pornographic exposure on students' knowledge ($p=0.0000$ and attitude ($p=0.000$). Video media was more effective in increasing knowledge ($p=0.000$) and attitude than leaflet media in counseling about pornographic exposure. It is recommended that the students be more proactive in counseling about pornography which influences reproductive health and uses leaflets and videos as the media to increase their behavior in forestalling pornographic exposure.*

Keywords: *Leaflet, Video, Knowledge, Attitude, Pornographic Exposure.*

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PENDAHULUAN

In Indonesia, pornography has become very common because it is easily accessible by all age groups. The Save Children Alliance (ASA) Indonesia (2006) stated that apart from being a country without clear rules regarding pornography, Indonesia also recorded a record as the second country after Russia that is most vulnerable to pornography penetration of children (BKKBN, 2004). Currently, adolescents are the largest population who are subject to pornography. According to the Attorney General's Final report on pornography (1986) in ASA Indonesia (2005), the main consumers of pornography (both male youth magazines aged 12 to 17 years) are increasingly active in premarital sexual behavior accompanied by ignorance which in turn can endanger reproductive health. adolescents (Wirawan, 2004) in (Soekanto, 2005).

The National Commission for Child Protection (KPAI) in 2010 released data that: 1) 97% of junior high and high school youth had watched pornographic films; 2) 7% of junior high and high school youth have ever kissed, genital stimulation (touched the genitals) and oral sex; 3) 62.7% of junior high school youth are not virgins, 4) 21.2% of adolescents admit that they have had an abortion (Kompas, accessed 14 October 2022). Exposure to pornography has a negative impact on adolescent sexual behavior. The results of research conducted by Mariani and Bachtiar (2009) revealed that around 91% of state junior high school students in the city of Mataram were exposed

to pornographic material and influenced students' sexual behavior, including 14% of students had masturbated, 45% of students had dated and 13% of students ever kiss on the mouth.

Based on a preliminary survey conducted at SMP Negeri 45 Medan, there were pornographic videos on the cellphones of 5 students during a raid by the teacher at the school. Based on interviews conducted with 14 students, 12 students stated that they had accidentally seen pornography in the form of pictures, writing, and videos at internet cafes (cafes). The negative impact of the media, especially pornography, is a serious matter to be dealt with. The increasing number of teenagers who are exposed to pornographic elements is a big problem that can contribute to the increasing number of teenagers who are sexually active. The increasing prevalence of diseases caused by active sexual behavior in adolescents also has an effect on increasing problems in adolescent reproductive health.

Information about the effects of pornographic exposure needs to be provided to adolescents. One of the efforts to increase adolescents' knowledge and attitudes about exposure to pornography is to avoid risky sexual behavior, namely through communication, information and education (IEC) programs. According to Notoatmodjo (2007), delivery of material in the IEC program can be done through several methods and media. The media used vary widely, ranging from traditional, namely the mouth (oral), sounds (kentongan), writing (print), to modern electronics, namely television and the internet.

Counseling about exposure to pornography needs to be given to students to increase their knowledge and attitudes towards the risks of exposure to pornography. Lectures are good for higher and lower education targets (Notoatmodjo, 2010). A successful lecture is when the speaker himself masters the material to be lectured. For this reason, the speaker must prepare himself by studying the material in a good systematic manner and preparing aids. Media health education is essentially a tool. In the process of education a person or community gains experience or knowledge through various kinds of educational aids, but each has a different intensity in helping one's perception. Leaflets and videos are tools in health education (Bangun, 1991; Supriadi, 2019; Willis, 2008).

Submission of material using only words is very ineffective, video is one of the audio-visual media in counseling. Video will assist in conducting outreach, so that the health messages conveyed are clearer and the target community can receive the person's message clearly and precisely. Based on the above, a study was conducted to see the effect of Communication, Information, and Education (IEC) through the media of leaflets and videos on the knowledge and attitudes of adolescents about exposure to pornography at SMP Negeri 45 Medan.

RESEARCH METHOD

This study used a quasi-experimental (quasi-experimental), with a pre-test-post-test design. (Notoatmodjo, 2012). The research location is at SMP Negeri 45, Medan Labuhan District. This research was conducted in November 2022. The population in this study were all students of SMP Negeri 45 Medan grades VII and VIII, Medan Labuhan District, Medan Regency. The sample size is calculated using the sample size formula to test the proportion data hypothesis so that the minimum sample size in this study was 60 people divided into two groups, namely 30 people in the IEC group with leaflets and 30 people in the IEC group with videos.

The data collection method started with submitting a letter to an application for permission to carry out research at educational institutions for the Islamic Religious Education Masters program. The permits obtained were submitted to the SMP Negeri 45 Medan School. The data collection tool in this study was a questionnaire containing several questions filled out by the respondents. Bivariate analysis was carried out to determine the effect of the KIE lecture method with leaflets and videos on knowledge and attitudes using the Independent sample T-test and Paired T-test for normally distributed data, and the Wilcoxon and Man Whitney tests for non-normally distributed data with a level of confidence 95%.

RESULT AND DISCUSSION

Result

Table 1 Respondent Characteristics

Karakteristik	MediaLeaflet		MediaVideo	
	N	%	n	%
Age (Tahun)				
12	10	33,3	8	26,7
13	11	36,7	11	36,7
14	9	30,0	11	36,7
Sex				
Man	17	56,7	12	40,0
Women	13	43,3	18	60,0

Table 2 Knowledge of Students Before and After Counseling With Leaflet Media

Knowledge	N	\bar{x}	SD	Min	Mak
Before Leaflet	30	4,60	1,221	3	8
After Leaflet	30	7,33	1,269	4	10

Table 3 Distribution of Student Knowledge Categories Before and After Being Counseled with Media Leaflets.

Knowledge	Before		After	
	N	%	n	%
Good	1	3,3	1	43,4
Enough	1	50,0	1	53,3
	5		6	
Minus	1	46,7	1	3,3
	4			
Jumlah	3	100,	3	100,
	0	0	0	0

Table 4 Knowledge of Students Before and After Being Given Counseling with Video Media

Pengetahuan	N	\bar{x}	SD	Min	Mak
Before Video	30	6,17	1,440	3	8
After Video	30	8,40	0,814	6	10

Table 5 Distribution of Student Knowledge Categories Before and After Being Counseled with Video Media

Pengetahuan	Sebelum		Sesudah	
	n	%	n	%
Good	6	20,0	2	90,0
Enough	1	63,3	3	10,0
Minus	5	16,7	0	0,0
Jumlah	3	100,	3	100,
	0	0	0	0

Table 6 Attitudes of Students Before and After Being Given Counseling with Media Leaflets

Attitude	n	\bar{x}	SD	Min	<u>Mak</u>
BeforeLeaflet	30	42,90	3,263	36	48
After Leaflet	30	46,00	3,363	40	52

Table 7 Distribution of Student Attitude Categories Before and After Being Counseled with Media Leaflets

Attitude	Before		After	
	n	%	n	%
Positif	26	86,7	30	100,0
Negatif	4	13,3	0	0,0
Total	30	100,0	30	100,0

Discussion

The Effect of Leaflet Media on Adolescents' Knowledge of Exposure to Pornography at SMP Negeri 45 Kec. Labuhan Field.

The results showed that there was a change in students' knowledge before and after the KIE Intervention with leaflets, namely those with good knowledge were 3.3% to 43.3%, while those with sufficient knowledge were 50.0% to 53.3%, and those with less knowledge were 46.7% to 3.3%. The results of this study are in accordance with research conducted by Siahaan (2015) which states that there is an increase in knowledge after counseling using leaflet media. At the time before counseling about exposure to pornography was carried out, the majority were in the moderate category. After counseling, the majority of students' knowledge about exposure to pornography was in the moderate category. There was an increase in the average knowledge before the leaflet method from 4.60 to 7.33 after the leaflet method was carried out with a value of $p = 0.000$, so it can be concluded that there is an effect of the leaflet method on student knowledge adolescents about exposure to pornography.

According to WHO, one strategy for obtaining behavior change is by providing information to increase knowledge to improve health status. One of the efforts to provide this

information is to use leaflets (Fitria, Alwasih, & Hakim, 2022). Determination of this method begins with conducting a situation analysis so that the information to be provided can be well received by groups of teenage students and is effective for changing students' knowledge about pornography (Bulturbayevich, 2021; Hasanah & Maarif, 2021).

Leaflet media has advantages, one of which is that it can be adapted to students' teenage years and can be independent learning, students can more relaxedly view the contents, can provide details such as using pictures to reinforce messages. Besides having advantages, the weakness of leaflets is that they are not durable and easily lost. According to the researchers, the advantages of leaflets in this case can increase the knowledge of teenage students, because after the counseling is finished, leaflets are distributed to each teenage student and can be taken home (Adnan, 2022; Laili, Supriyatno, & Gafur, 2022). Therefore teenage students can read about exposure to pornography in leaflets casually and repeatedly and can be discussed again with friends so as to increase knowledge about exposure to pornography.

The Effect of Leaflet Media on Adolescents' Attitudes about Exposure to Pornography at SMP Negeri 45 Kec. Labuhan Field

The results showed that there was a change in students' attitudes before and after the leaflet method was used, namely those who had a positive attitude of 86.7% to 100% and those who had a negative attitude of 13.3% so that no one had a negative attitude. There is a difference in the average value of the attitudes of young students before and after giving leaflets, namely from 42.90 to 46.00. The results of the Paired T-test obtained a value of $p = 0.000$, meaning that statistically it shows that there is a relationship between attitude and giving leaflets.

Adolescence is said to be a problematic age because the actions of adolescents always lead to a desire for isolation, boredom, restlessness, lack of self-confidence, and preoccupation with sex.), day dreaming, adolescence is also called the ambivalent period because on the one hand the teenager wants freedom, but on the other hand he is still afraid of being responsible and doubts his abilities (Bahri, 2022; Tarwi & Naimah, 2022). During the ambivalent period, adolescents become frustrated and experience conflict.

Attitudes are influenced by exposure to mass media or information. By providing information about pornography, knowledge is obtained that will influence a person's attitude, in this case after being given counseling using leaflet media, the majority of students' attitudes strongly agree on the question, namely that teenagers will tell their parents and teachers if they accidentally see pornography, if a friend invites them. to view pornography, this must be rejected and correct sexual information statements need to be given as an effort to maintain adolescent reproductive health, namely as many as 30 people (100%). The good knowledge that a teenager has about pornography means that the student knows more about everything about pornography as an effort to prevent the effects of exposure to pornography that can affect reproductive health (Arif, Munfa'ati, & Kalimatusyaroh, 2021; Rofiq & Nadliroh, 2021).

The Effect of Video Media on Adolescents' Knowledge of Exposure to Pornography at SMP Negeri 45 Kec. Labuhan Field

The results of the study showed that there was a change in students before and after counseling with video media, namely those with good knowledge of 20.0% to 90.0%, while those with sufficient knowledge were 63.3% to 10.0%, and 16.7% less knowledgeable becomes no less knowledgeable. There is an increase in the average knowledge before and after being given counseling with video media from 6.17 to 8.40 with a value of $p = 0.000 < 0.05$, it can be concluded that there is an effect of the video method on students' knowledge about exposure to pornography. This result is in line with Tarigan's research (2010) which also concluded that health educators can increase the knowledge of students of the Harapan Mekar Medan Middle School Education Foundation.

Video media relies on the hearing and sight of the target, where the use of audiovisual involves all the senses, so that the more senses are involved to receive and process information, the more likely the contents of the information can be understood and retained in memory, and

with moving image effects and sound effects can make it easier for the audience to understand the contents of the news so that they can increase their knowledge.

One of the efforts to increase knowledge about pornography exposure among adolescents is through research on pornography exposure using videos. Health promotion in schools in the form of counseling using the right promotional methods and media in its implementation and absorption is a strategic step in an effort to improve public health status. This is based on the idea that students can share their knowledge about the effects of exposure to pornography that affect adolescent sexual behavior to the wider community. In the end, students will become health agents who will socialize to many people about exposure to pornography related to adolescent reproductive health so that this promotion is not only for themselves, but will be useful for others.

The Influence of Video Media on Students' Attitudes about Exposure to Pornography at SMP Negeri 45 Kec. Labuhan Field

The results showed that there was a change in students' attitudes before and after the video media was used, namely those who had a positive attitude of 90% became 100% and those who had a negative attitude of 10% became nonexistent. Providing videos experienced an average increase from 43.07 to 46.73 with a value of $p = 0.000$ meaning that there was a significant change in attitude towards providing videos.

Based on the research results obtained, there is a process that is in line between increasing knowledge and increasing changes in students about pornography, this is in accordance with the Diffusion of Innovation theory put forward by Rogers (1983) related to research results which state that media sources through new ideas through the dissemination of information to affect attitudes and motivation. The stages that must be passed before the attitude of a new idea is formed is the formation of knowledge (Aprilianto, Sirojuddin, & Afif, 2021; Azis, Abou-Samra, & Aprilianto, 2022).

Health education is a learning process. Health education helps people take a wise attitude toward health and quality of life. Changing one's attitude for the better. This is evident from the attitude of the respondents after being given counseling to provide a significant change from the attitude before being given counseling (Haq, Wasliman, Sauri, Fatkhullah, & Khori, 2022; Kango, Kartiko, & Zamawi, 2021).

Efforts to improve the attitude of students in an effort to prevent the dangers of pornography need to be done by providing CIE through video media. This activity is important because the provision of information on a broad scale will increase awareness in improving reproductive health. Providing information in the form of video playback was able to increase students' knowledge which had a positive impact on the attitudes formed. Changes in attitude are influenced by knowledge and belief factors obtained from sensing results, one of which is obtained in education and the learning process. An attitude based on knowledge will last longer than an attitude that is not based on knowledge.

CONCLUSION

As for the conclusion of the results of this study are: 1) Leaflet media influences students' knowledge and attitudes about exposure to pornography before and after because leaflets use short messages, attractive pictures and colors and can be taken home so that they can be reused for independent study. 2) Video media influences students' knowledge and attitudes about exposure to pornography before and after, because the video contains audio and visual elements so as to provide clear information about the message conveyed. 3) Video media is more effective in transferring knowledge than leaflets, because videos use sound effects and moving images which can display directed steps, making it easier to receive the information conveyed.

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