

Educational Videos in Regional Languages as Health Promotion Media for Compliance with Controls and Taking Medication among Hypertension Patients

Video Edukasi dalam Bahasa Daerah sebagai Media Promosi Kesehatan untuk Kepatuhan Kontrol dan Minum Obat pada Pasien Hipertensi

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Abstract:

The therapy process for hypertensive patients includes several aspects, one of which is treatment by taking antihypertensive medication, which must be done regularly according to the doctor's recommendations. Compliance with carrying out routine controls and taking medication in hypertensive patients is a very important part of treatment, because this compliance aims to reduce the risk of complications such as cardiovascular disease, cerebrovascular disease and kidney disorders. Therefore, in the process of treating hypertensive patients, discipline is very necessary to carry out regular health control and adhere to the medication schedule. To increase this compliance, video-based educational media using regional languages is an effective approach. Regional language educational videos make it easier for patients to understand the health messages conveyed, so that patients can better understand the importance of following treatment rules consistently. Through this educational media, it is hoped that patient compliance with control and taking medication can increase, so that they can achieve success in managing hypertension conditions and preventing further complications. The aim of this Agronursing Internship Management Practice activity is to develop health promotion media in the form of regional language educational videos that focus on compliance in controlling and taking medication in hypertensive patients. This practice uses a questionnaire method to collect data and assess the effectiveness of the educational video in increasing patient awareness and compliance with the treatment they have to undergo.

Keywords: compliance control and taking hypertension medication; educational media; videos

Abstrak:

Proses terapi pada pasien hipertensi meliputi beberapa aspek, salah satunya adalah pengobatan dengan mengkonsumsi obat antihipertensi yang harus dilakukan secara rutin sesuai anjuran dokter. Kepatuhan dalam melakukan kontrol rutin dan minum obat pada pasien hipertensi merupakan bagian yang sangat penting dalam pengobatan, karena kepatuhan ini bertujuan untuk mengurangi risiko terjadinya komplikasi seperti penyakit kardiovaskuler, penyakit serebrovaskuler dan gangguan ginjal. Oleh karena itu, dalam proses pengobatan pasien hipertensi, kedisiplinan sangat diperlukan untuk melakukan kontrol kesehatan secara rutin dan mematuhi jadwal minum obat. Untuk meningkatkan kepatuhan tersebut, media edukasi berbasis video dengan menggunakan bahasa daerah merupakan salah satu pendekatan yang efektif. Video edukasi berbahasa daerah memudahkan pasien untuk memahami pesan kesehatan yang disampaikan, sehingga pasien dapat lebih memahami pentingnya mengikuti aturan pengobatan secara konsisten. Melalui media edukasi ini diharapkan kepatuhan pasien dalam kontrol dan minum obat dapat meningkat, sehingga dapat mencapai keberhasilan dalam mengelola kondisi hipertensi dan mencegah terjadinya komplikasi lebih lanjut. Tujuan dari kegiatan Praktik Manajemen Magang Agronursing ini adalah mengembangkan media promosi kesehatan berupa video edukasi berbahasa daerah yang berfokus pada kepatuhan kontrol dan minum obat pada pasien hipertensi. Praktik ini menggunakan metode kuesioner untuk mengumpulkan data dan menilai keefektifan video edukasi tersebut dalam meningkatkan kesadaran dan kepatuhan pasien terhadap pengobatan yang harus dijalannya.

Kata Kunci: kepatuhan kontrol dan minum obat hipertensi; media edukasi; video

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INTRODUCTION

As part of national development, health development aims to increase awareness, willingness, and ability for everyone to live healthily to achieve optimal health status (Irawan, 2022). In 2022, the number of maternal and infant deaths in the working area of the Panti Community Health Center will still be a challenge for the Panti Community Health Center to maintain services, so there will be a decline in 2023, in addition to the high number of stunted toddlers found. Apart from that, there are still communicable and non-communicable diseases, which are increasing.

For health services to be provided optimally, the Community Health Center must manage well (Pujiastutiet al., 2021). Puskesmas management is a series of activities carried out systematically to produce Puskesmas output effectively and efficiently (Sutanti et al., 2022). The management of the Community Health Center consists of planning, implementation, and control, as well as supervision and accountability. All the above activities are an interrelated and continuous unit (Sofyandi, 2024).

The Puskesmas program includes Community Health Enterprises (UKM) and Individual Health Enterprises (UKP). One of the UKP programs is the non-communicable disease (hypertension) program, which still needs to run optimally (Lutfiana et al., 2023). Several factors cause low levels of re-control, including the distance between residence and the health center being too far, lack of knowledge about the risks of the disease, and education from the health center staff, which is less than optimal due to limited human resources (Swastika et al., 2024).

Based on the background above, we created an innovation program to increase repeat control visits for hypertension patients, namely the Obedient Education Innovation program (regular health checks, treating the disease with appropriate and regular treatment, maintaining a diet with balanced nutrition, trying to be physically active with safe, avoid cigarette smoke, alcohol, and other carcinogens) in hypertensive patients at the Panti Health Center.

IMPLEMENTATION METHOD

Regional Language Educational Video Media Innovation goes through 3 stages, including:

1. Analysis Stage

a. Needs Analysis

The needs analysis on hypertensive patients was conducted directly on April 15, 2024, by implementing health protocols with five subjects. From the results of interviews conducted by us, it was found that so far, there has been no provision of specific material regarding hypertension education related to routine control, the consequences of hypertension, and compliance with taking hypertension medication during services due to the lack of human resources at the Panti Health Center.

The subjects stated that they wanted video media in the form of animated videos, where interesting, animated videos are videos that have images that are able to explain the content of the material being presented, designed with bright or visible colors, for example, blue or other bright colors with long duration—no more than 5 minutes.

The material content expected by the subject from the video media includes clarifying the meaning of hypertension and why hypertensive patients need regular control and take hypertension medication regularly, as well as an explanation of the impact if they do not take medication and control it regularly. Another subject stated that there are several ways to treat hypertension, namely carrying out regular control, treatment by taking medication and modifying lifestyle by exercising, regular health checks, and adjusting diet.

b. Guideline analysis

The guidelines used in making educational video media in the form of animated videos of control compliance and taking hypertension medication in Agronursing Internship Management Practices consist of a Hypertension booklet and poster guidelines issued by the Data and Information Center of the Ministry of Health of the Republic of Indonesia in 2014 and Hypertension guidelines issued by the Ministry Health of the Republic of Indonesia in 2018.

2. Design

a. Educational Video Concept

This regional language educational video media is in the form of an animated video about compliance control and hypertension medication. It is designed with a size ratio of 16:9 (widescreen) and a duration of approximately 5 minutes using the MP4 video format.

b. Educational Video Design

In the form of an animated video, the creation process starts with creating a matrix and storyboard media.

c. Educational Video Material

The material used in audio-visual media, namely an animated video on compliance with control and taking medication for hypertension, includes the meaning of hypertension, how to treat hypertension, the impact of not taking hypertension medication, and tips for complying with control and taking medication in 2 languages, namely Indonesian and regional languages.

3. Making Educational Videos

Making video media in the form of animated videos regarding control compliance and taking hypertension medication using an online application, www.powtoon.com and the Audacity application.

RESULT AND DISCUSSION

Consultation on Making Educational Videos

1. Guidance Consultation

The results of the consultation on making audio-visual videos, as well as material regarding control compliance and taking medication for hypertensive patients based on the supervisor's directions, are presented in the following graph.

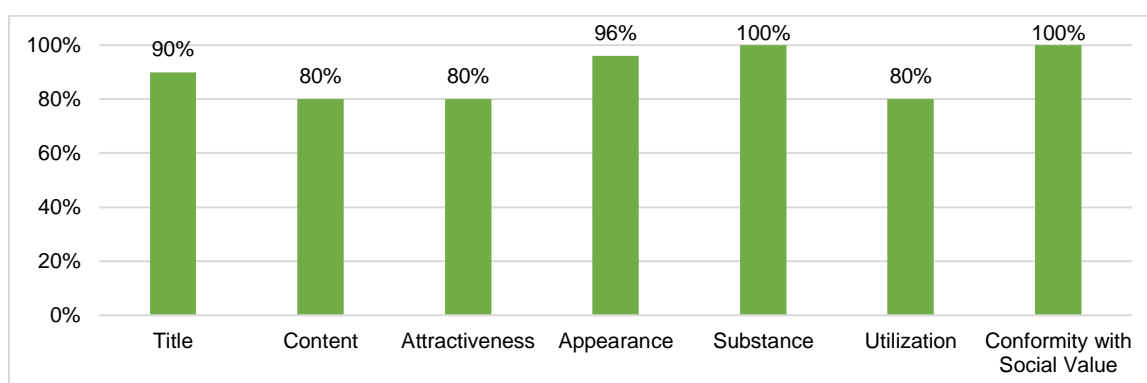


Figure 1. Results of consultations on making educational videos in regional languages by supervisors

Based on the graph above, the results of the consultation on making educational videos in regional languages by the supervisors obtained a percentage score for each aspect, namely the title aspect with a percentage of 90%, the content aspect 80%, the attractiveness aspect 80%, the appearance aspect 96%, the substance aspect of the information needed 100 %, utilization aspect 80% and conformity aspect with social values 100%. 6 aspects are included in the very good category and 1 aspect is included in the very good category for use.

The material in the regional language educational video media in the form of animations on control compliance and taking medication for hypertensive patients is good because the percentage result was 86% based on consultations from supervisors. This means that making regional language educational videos and the material is very good for animated video media regarding control compliance and taking medication. This is in line with Maulana's (2009) research. Video is also a good learning medium because there are many five senses. The eyes channel knowledge to the brain (approximately 75% to 85%), while 13% to 25% of human knowledge is obtained and channeled through the other five senses.

2. Supervisor Validation

The validation results of making regional language educational video media regarding control compliance and taking hypertension medication based on supervisor validation are presented in the following graph.

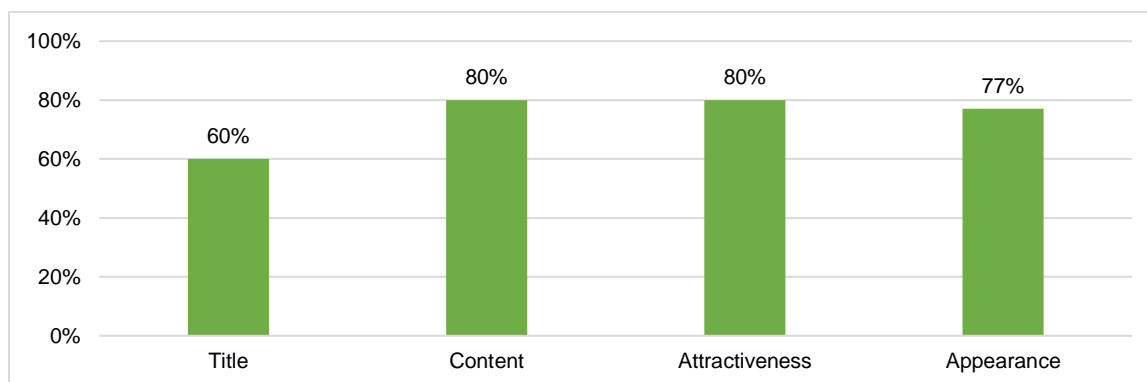


Figure 2. Assessment percentage results from supervisor

Based on the graph above, the results of the validation assessment by the supervisor obtained a percentage score for each aspect, namely the title aspect with a percentage of 60%, the content aspect 80%, the attractiveness aspect 80%, and the appearance aspect 77%. Where these 4 aspects are included in the very good category to use. There have been several revisions to the material in educational video media.

Table 2. Supervisor Revision Results

Improvement Suggestions	Improvement Results
Audio It is best to add audio to strengthen the process of conveying the message to the target	Addition voice over which was filled by student voices and collaborated with volunteers (PKM Panti) to fill in the voices
Title and message development Start with the title of the video and writing on the collaboration between the nursing master and PKM Panti	Added video title that reads "The Importance of Controlling Medication Taking for Hypertension Patients"

Questionnaire Results

The results of the questionnaire on regional language educational video media regarding compliance with control and taking medication in hypertensive patients are as follows.

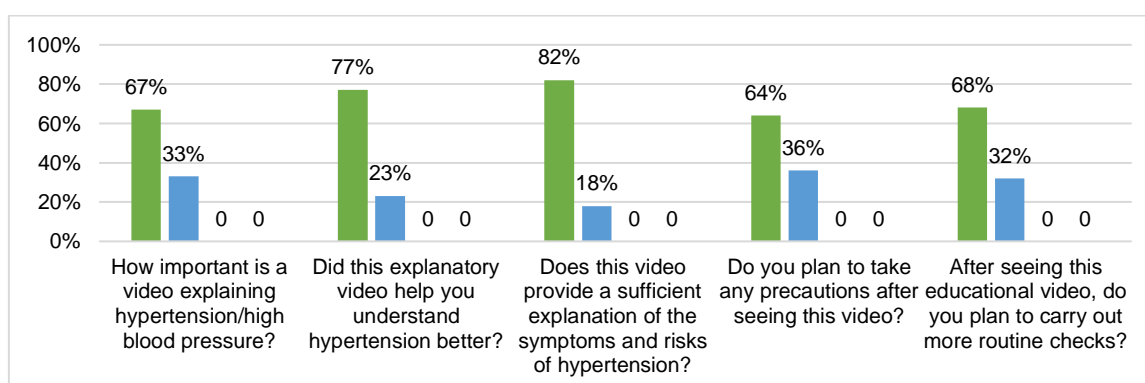


Figure 3. Results of Educational Video Media Questionnaire in Regional Languages by People Seeking Treatment at PKM Panti.

Based on the graph above, the questionnaire results show the percentage score for each question, namely answer question number 1 (one) with a percentage of 67% and 33%, answer

question number 2 (two) with a percentage of 77% and 23%, answer question number 3 (three) with a percentage of 82% and 18%, question number 4 (four) with a percentage of 64% and 36%, answer question number 5 (five) with percentages of 68% and 32%, where the five questions fell into the category of very understandable language by the public.

Question number 1. *How important is a video explaining hypertension/high blood pressure?*

Answers Very important: 30 (67%), quite important: 15 (33%) Less important: 0, Not important: 0

Question number 2. *Did this explanatory video help you understand hypertension better?*

Answers Very helpful: 35 (77%), Helpful: 10 (23%) Somewhat helpful: 0, Not helpful: 0

Question number 3. *Does this video provide a sufficient explanation of the symptoms and risks of hypertension?* Answers Very adequate: 37 (82%), Fair: 8 (18%), Poor: 0, Very poor: 0

Question number 4. *Do you plan to take any precautions after seeing this video?* Answers Yes: 29 (64%), Maybe: 16 (36%), Not sure: 0, No: 0

Question number 5. *After seeing this educational video, do you plan to carry out more routine checks?* Answers: Yes: 31 (68%), Maybe: 14 (32%), Not sure: 0, No: 0

Educational Video Media in Regional Languages Compliance Control and Taking Hypertension Medication

Regional language educational videos in the form of animations regarding compliance with control and taking hypertension medication are the media chosen by hypertension patients aged >18 years as media that can attract attention in discussing material regarding compliance with control and taking hypertension medication. This is supported by research conducted by Kapti (2013) regarding the effectiveness of video media, that audio-visual education displays movement, images, and sound, while education using print media displays the instructor's writing and voice directly, which gives a formal impression. This media offers more interesting and less monotonous media when used as educational media.

The process of developing animated video media was made in accordance with the results of a needs analysis where the use of message development, language forms, images, background music, color, duration, and content of the material presented became an attraction that needed to be considered in making animated videos for hypertensive patients aged over 18 years with an average age ranging from over 18 years to over 60 years or elderly. According to Sugiarto (2016) language is human, meaning that language is a verbal communication tool that is only possessed by humans and functions to work together. So, the use of language in this video media is designed using language that the public can understand.

Apart from that, choosing the right color is very influential in the appearance of a video; color has its own psychological impact, suggestion, and mood for the target viewer, and adding music as background sound can make the media more interesting (Sugiarto, 2016).

Quoted from Marketology regarding the duration of videos that will be uploaded to social media, for example, YouTube. The shorter the video duration, the better because most audiences get bored watching videos that are too long quickly.

CONCLUSION AND SUGGESTION

Based on the tour results, it was concluded that an animated video regarding compliance with control and taking hypertension medication in hypertensive patients is needed.

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