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UTILIZATION OF SHORT EDUCATION MEDIA (SEM) WITH SHORT MOVIES ON ADOLESCENTS' KNOWLEDGE AND ATTITUDES ABOUT RISKY SEXUAL BEHAVIOR

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ABSTRAK: PEMANFAATAN SHORT EDUCATION MEDIA (SEM) DENGAN SHORT MOVIE TERHADAP PENGETAHUAN DAN SIKAP REMAJA TENTANG PERILAKU SEKSUAL BERESIKO

Latar Belakang: Kejadian HIV/AIDS terus meningkat sejak tahun 2022- 2024. Saat ini negara Indonesia berada di peringkat ke-14 dunia untuk jumlah total orang yang hidup dengan HIV (ODHIV) dan peringkat ke-9 untuk infeksi baru HIV. Sebagian besar sebaran kasus HIV dan AIDS terdapat pada kelompok umur produktif hal itu terlihat sebesar 5.81 % penderita HIV berada pada usia remaja yaitu 15-19 tahun. Remaja memiliki perilaku khas seperti bereksperimen, mengambil risiko, dan proses mencapai kematangan seksual dan reproduksi. Oleh karena itu, dibutuhkan intervensi yang tepat untuk meningkatkan pengetahuan dan sikap tentang kesehatan reproduksi remaja salah satunya dengan penggunaan media short movie. Tujuan: Mengetahui efektivitas pemanfaatan Short Media Education terhadap pengetahuan dan sikap remaja tentang perilaku seksual beresiko. Metode: Metode penelitian ini menggunakan quasi experiment dengan desain penelitian *pre-test post-test one group*. Sampel dalam penelitian ini adalah remaja usia 16-18 tahun. Sampel yang digunakan dalam penelitian sebanyak 76 orang. Pengumpulan data dengan cara pengisian kuesioner yang telah teruji validitas dan reliabilitasnya, yang diberikan pre dan post intervensi berupa menonton short movie. Hasil: Hasil penelitian menyatakan pemanfaatan SEM efektif terhadap peningkatan pengetahuan remaja dengan p value 0,009 dan sikap remaja dengan p value 0,000 tentang seks bebas. Kesimpulan: pemanfaatan SEM efektif meningkatkan pengetahuan dan sikap remaja tentang seks bebas pada remaja usia 16-18 tahun. Saran : Pemanfaatan Short Movie Education disarankan sebagai alternatif media dalam memberikan pendidikan kesehatan untuk meningkatkan pengetahuan dan sikap remaja terkait perilaku seksual beresiko.

Kata Kunci : Short movie; Pengetahuan; Sikap; Remaja; Perilaku Seksual Beresiko,

ABSTRACT

Background: The incidence of HIV/AIDS continues to increase from 2022-2024. Currently, Indonesia is ranked 14th in the world for the total number of people living with HIV (PLHIV) and 9th for new HIV infections. Most of the distribution of HIV and AIDS cases is in the productive age group, it can be seen that 5.81% of HIV sufferers are in adolescence, namely 15-19 years old. Adolescents have typical behaviors such as experimenting, taking risks, and the process of reaching sexual and reproductive maturity. Therefore, appropriate interventions are needed to improve knowledge and attitudes about adolescent reproductive health, one of which is by using short movie media. Objective: To determine the effectiveness of using Short Media Education on adolescents' knowledge and attitudes about risky sexual behavior.. Method: This research method uses a quasi-experimental research design with a pre-test post-test one group. The sample in this study were adolescents aged 16-18 years. The sample used in the study was 76 people. Data collection by filling out a questionnaire that has been tested for validity and reliability, which was given pre and post intervention in the form of watching a short movie. Results: The results of the study stated that the use of SEM is effective in increasing adolescent knowledge with a p value of 0.009 and adolescent attitudes with a p value of 0.000 about free sex. Conclusion: The use of SEM is effective in increasing adolescent knowledge and attitudes about free sex in adolescents aged 16-18 years. Suggestion: The use of Short Movie Education is recommended as an alternative media in providing health education to increase adolescent knowledge and attitudes regarding risky sexual behavior.

Keywords: Short Movie Education Media; Knowledge; Attitude; Adolescent; Risky Sexual Behavior

INTRODUCTION

The incidence of HIV/AIDS has continued to rise in Indonesia from 2022 to 2024. Currently, Indonesia ranks 14th in the world for the total number of people living with HIV (PLHIV) and 9th for new HIV infections. Indonesia also ranks first in Southeast Asia as the country with the highest number of people living with HIV (PLHIV) (UNAIDS, 2024); (Kemenkes RI, 2025).

The estimated number of people living with HIV in Indonesia is between 564,000 and 570,000. By the end of 2024, there will be approximately 2.42 million children and adolescents aged 0-19 living with HIV worldwide. If narrowed down to the age group of 15-19, approximately 1 million adolescents in this age group are HIV positive (UNAIDS, 2024). The prevalence of HIV and AIDS in men is higher than in women, at 72%. The majority of HIV and AIDS cases are in the productive age group, as seen in 5.81% of HIV sufferers being teenagers, namely 15-19 years old (Kemenkes RI, 2025).

Recently, many risky sexual behaviors of adolescents have been found, including 4.92% of adolescents who have been sexually active, namely 56.9% kissing on the lips (kissing), 30.7% kissing limited to the neck area and above (necking), 13.8% touching sensitive body parts (petting), 7.2% oral sex, 5.5% anal sex and 14.7% have had sexual intercourse (intercourse) before marriage. The prevalence of risky sexual behavior, the percentage of female adolescents in sexual intercourse is higher at 54% compared to male adolescents, 46% have had sexual intercourse before marriage because of mutual love (Anggraini et al., 2022). This risky behavior is one factor contributing to the increasing number of HIV/AIDS cases in Indonesia. However, there are many other factors contributing to the persistently high incidence of HIV/AIDS in Indonesia, including the low level of understanding among adolescents about reproductive health. Adolescent Reproductive Health is a topic that the public, especially adolescents, need to understand so they have accurate information about the reproductive process and the various factors surrounding it. With accurate information, it is hoped that adolescents will develop responsible attitudes and behaviors regarding reproduction. Lack of reproductive health outreach and education can lead to undesirable outcomes, including sexually transmitted infections, early pregnancy, and abortion, which can lead to maternal morbidity and even mortality (BKKBN, 2020).

Many believe that reproductive health education remains taboo, preventing young people from receiving adequate education about it. This

phenomenon increases the risk of various reproductive health problems, such as divorce, unwanted pregnancies, infant malnutrition, STIs, and low premarital immunization coverage, especially among individuals with low health literacy levels, such as those in non-medical communities (Rashdan et al., 2021).

To ensure adolescents fully absorb the material presented in health education, appropriate methods and media must be selected. In addition to face-to-face methods, health education activities can be combined with other media, such as audio, audiovisual, and multimedia (Anggraini et al., 2022).

This is important because adolescents have typical behaviors such as experimenting, taking risks, and the process of reaching sexual and reproductive maturity. Therefore, appropriate interventions are needed to improve knowledge and attitudes about adolescent reproductive health, one of which is by using short films or audio-visual media (Handayani et al., 2025). This is in line with what Blum Ross stated that film and video making have emerged as popular tools for engaging young people across social, economic, ethnic, or geographic boundaries. Young people have long been a key constituency for community media projects in part because young people are considered to have greater familiarity with digital media and are most responsive to the 'pull' of technology (Blum-ross, 2017). So this is an appropriate alternative in conveying information in the form of health education to adolescents.

The difference in previous studies only used brochures and SEM media in the form of educational videos, animations, but in this study the use of SEM media in the form of short movies that are popular among today's teenagers so that SEM education in the form of short movies can reach the affective realm of teenagers, promote reflective attitudes and connect the lessons learned through short movies with the lives of teenagers. This media is very relevant and strategic in the era of modernization. In addition, the variables in previous studies only explored the relationship between SEM use and knowledge. While the variables in this study, in addition to analyzing knowledge, also analyze adolescent attitudes regarding risky behavior so that this is different from previous studies. Therefore, this study can overcome the gaps from previous studies.

RESEARCH METHODS

The research design used was a Quasi-Experimental study with a Pre- and Post-test without control (without a control group), meaning the

researcher only performed an intervention on one group without comparison. The effect was assessed by comparing the post-test and pre-test scores after being given the short movie. In this study, observations were conducted twice: before the experiment and after the experiment. The observation before the experiment is called the pre-test, and the observation after the experiment is called the post-test.

The population of this study was all 315 male and female students aged 16-18 (grades 10-12) at SMKN 3 Linggabuana Purwakarta. Prior to data collection, the researcher explained the purpose of the study and the confidentiality of data. Respondents were then asked to voluntarily answer the questionnaire and participate in the study. The questionnaire was validated and reliable, with a Cronbach's α of 0.953. The sample size was calculated using the Slovin formula. The sample size required to achieve a 90% confidence interval and a 10% margin of error was 76 respondents. The sampling technique used in this study was purposive sampling, which is a sampling method that selects samples that meet the research criteria within a specific time period, thus meeting the required sample size or intentionally selecting samples according to the required sample requirements. The requirements or criteria used in this study include inclusion and exclusion criteria. A questionnaire was used as a data collection tool. Data processing and analysis in this study were carried out through bivariate data analysis with the Paired Sample T-Test (normally distributed data).

RESEARCH RESULTS

Univariate Analysis

Table 1
Respondent Characteristics by Gender

Gender	N	%
Male	44	57.90
Female	32	42,10

Based on table 1, the results show that the majority of respondents were male, namely 44 people (57.90%)

Table 2
Frequency Distribution of Knowledge Before Being Given Short Educational Movie (SEM)

Knowledge	N	%
Good	37	48.69
Not Good	39	51.31

Table 2 illustrates that prior to the Short Movie Education (SEM) intervention, participants' knowledge levels were predominantly in the poor category, with 39 individuals (51.31%), whereas 37 individuals (48.69%) demonstrated good knowledge.

Table 3
Frequency Distribution of Knowledge After Being Given Short Educational Movie (SEM)

Knowledge	N	%
Good	55	72.36
Not Good	22	27.64

Table 3 indicates that after the Short Movie Education (SEM) intervention, the majority of participants achieved a good level of knowledge, totaling 55 individuals (72.36%), whereas 22 individuals (27.64%) remained in the less good category.

Table 4
Frequency Distribution of Attitudes Before the Short Educational Movie (SEM)

Attitudes	N	%
Positive	34	44.74
Negative	42	55.26

Table 4 illustrates that prior to the Short Movie Education (SEM) intervention, participants' attitudes were predominantly classified as less good, with 42 individuals (55.26%), whereas 34 individuals (44.74%) were categorized as having good attitudes.

Tabel 5
Frequency Distribution of Attitudes After the Short Educational Movie (SEM)

Attitudes	N	%
Positive	49	64.48
Negative	27	35.52

Table 5 indicates that after the Short Movie Education (SEM) intervention, the majority of participants exhibited positive attitudes, with 49 individuals (64.48%) categorized as good, whereas 27 individuals (35.52%) remained in the less good category.

Bivariat Analisis

Purwakarta in 2025.

Table 6
Analysis of the Use of Short Educational Movies (SEM) on Adolescents' Knowledge of Casual Sex

Variable	Mean	SD	S.E	P Value
Pretest	0,49	0,503	0,058	0,009
Posttest	0,28	0,450	0,052	0,009

Based on Table 6, the results of the Paired Sample T-Test show a p-value of 0.009 (p-value <0.05), indicating that there was a significant difference between the results of the 76 respondents before and after the intervention of using Short Education Movies (SEM) on adolescents' knowledge. The findings demonstrate that the obtained significance value (p = 0.000) is below the threshold of 0.05, indicating that the null hypothesis (H₀) is rejected, while the alternative hypothesis (H_a) is accepted. The findings support the research hypothesis, demonstrating that the implementation of Short Education Movies (SEM) has a significant effect on increasing adolescents' knowledge related to casual sex at SMKN 3 Linggabuana Purwakarta in 2025.

Table 7
Analysis of the Use of Short Educational Movies (SEM) on Adolescents' Attitudes About Free Sex

Variable	Mean	SD	S.E	P Value
Pretest	0,00	0,000	0,000	0,000
Posttest	0,36	0,482	0,055	0,000

Table 7 demonstrates that the Paired Sample T-Test yielded a p-value of 0.000 (p < 0.05), confirming the presence of a statistically significant difference in adolescents' attitudes before and after the Short Education Movie (SEM) intervention across all 76 respondents. The findings demonstrate that the obtained significance value (p = 0.000) is below the 0.05 threshold, indicating that the null hypothesis is rejected and the alternative hypothesis is accepted. This result provides evidence that the implementation of Short Education Movie (SEM) significantly enhances adolescents' positive attitudes toward free sex among students at SMKN 3 Linggabuana

DISCUSSION

The Effectiveness of Using SEM (Short Education Movie) with Short Movies on Adolescents' Knowledge about Risky Sexual Behavior

Based on the knowledge aspect before being given SEM with short movies, it can be seen that the respondents' knowledge that fell into the good category of knowledge was 48.69% and after being given SEM with short movies, the respondents' knowledge in the good category increased to 72.36%, so it can be concluded that there was an increase in knowledge in the good category of 23.67%. Statistically, a p value of 0.009 was found (p-value <0.05), meaning that from 76 respondents there was a significant difference between the results of knowledge before and after the intervention of using short movies about risky sexual behavior.

Based on the knowledge aspect before being given SEM with short movies, it can be seen that the respondents' knowledge that fell into the good category of knowledge was 48.69% and after being given SEM with short movies, the respondents' knowledge in the good category increased to 72.36%, so it can be concluded that there was an increase in knowledge in the good category of 23.67%. Statistically, a p value of 0.009 was found (p-value <0.05), meaning that from 76 respondents there was a significant difference between the results of knowledge before and after the intervention of using short movies about risky sexual behavior.

Referring to the results of the study, it shows that SEM is very useful in increasing knowledge for teenagers and this technique is in accordance with the character of today's teenagers who like interactive, effective, and concise education so that they immediately understand the information provided, which is seen in the increasing number of people with good knowledge scores based on the questionnaire. Although statistically this study shows there is a significant difference between the results before and after the intervention but statistically with a p value of 0.009, but the mean result before the intervention was 0.49 and after the intervention was 0.28 decreased. According to the researcher's assumption, this decrease could occur due to several factors, including the fact that this

study used a one-group quasi-experimental design, which has limitations in terms of the absence of a control group, making it difficult for researchers to determine whether the increase in post-test knowledge was purely due to the intervention in the form of using a short movie about risky sexual behavior or was caused by other factors. In addition, limitations of this study may also occur due to respondent bias (self-report bias), adolescent respondents may not answer the statements contained in the research questionnaire honestly because respondents have a desire to appear good in the eyes of others, which can cause the survey data to be invalid. In addition, this study also has other generalization limitations in terms of sample determination which was not done randomly, which can cause potential selection bias that affects the internal validity of the research results.

Suhailah's research findings are also consistent, stating that providing health education using SEM (Short Education Movie) media can increase knowledge because through SEM (Short Education Movie) media, teenagers are invited to pay attention to the material that has been provided in the form of a short film by hearing and seeing events and images regarding premarital sex or casual sex in teenagers. Through SEM media, it is hoped that adolescents' understanding will increase, which ultimately can influence the success of the learning process (Suhailah et al., 2019).

This is also in line with research by Astri and Supradewi, which states that learning through film is a better method compared to face-to-face lectures. Short films support creative thinking and are effective when used. Unlike verbal-based education, students can only remember 70% of what is taught in the first 10 minutes and only 20% in the last 10 minutes, while learning through film has significant meaning in maintaining attention for a long time. Furthermore, short films can improve memory and understanding of film media. Currently, students are accustomed to thinking with visual and moving images related to the subject matter of knowledge contained in short films (Astri & Supradewi, 2023). Educational Short Films (SEM) are an aspect that directly/indirectly influences the level of knowledge by using SEM, teenagers are invited to pay attention to topics presented in the form of short films by seeing and hearing events and descriptions related to reproductive health (W. K. Putri et al., 2025).

Using the right media to deliver information will maximize the level of knowledge (Timiyatun et al., 2024). Using the right media in the extension process will maximize the level of knowledge. Audiovisual media, in particular, is considered more effective during extension because it is more engaging and less monotonous, making respondents curious about the video and thus watching it to the end (N. O. A. Putri et al., 2023).

The use of short film media which is a combination of images/audio/video is useful for making it easier to visualize material that is less clear if only explained verbally or through lectures (Nugrahensy & H. Andi Mariono, 2021). Audiovisual media also has better capabilities, because it includes both types of auditory (hearing) and visual (seeing) media, which means materials or tools used in learning situations to help written and spoken words in transmitting knowledge, attitudes and ideas (Sayuti et al., 2022). In addition, video media presents images and sounds which can provide opportunities for teenagers to repeat the information they receive (Najatin & Hayati, 2024). Audiovisual media is also an effective means of delivering reproductive health education and can increase adolescents' knowledge of reproductive health. Using audiovisual media, information is absorbed 50% by seeing and 10% by hearing, so providing counseling using video media allows adolescents to understand 60% of the material presented (Najatin & Hayati, 2024). Increased knowledge can occur because the sense of sight will transmit less knowledge than the sense of hearing and other senses (Fakhriza et al., 2024).

The use of media influences teenagers' knowledge about reproductive health, because the low knowledge of teenagers about reproductive health affects teenagers' access to information, so providing video media can be the best way to provide information to teenagers about reproductive health because it has the advantage of being able to display objects and sounds that are made in an interesting way so that teenagers don't get bored of watching them (Najatin & Hayati, 2024). Therefore, video media relies on the target's hearing and sight, where the use of audiovisuals involves all the senses, so that the more senses involved in receiving and processing information, the greater the likelihood that the content of the information can be understood and stored in memory, and with the effects of moving images and sound effects can make it easier for the audience to understand the

content of the news so that they can increase their knowledge (Maulana et al., 2023)

The Effectiveness of Using SEM (Short Education Movie) with Short Movies on Adolescents' Attitudes About Risky Sexual Behavior

Based on the attitude aspect before being given SEM with a short movie, it was seen that it was 44.74% (34 people) and after being given SEM with a short movie, the respondents showed a positive attitude that increased to 64.48% (49 people) so that it can be concluded that there was an increase in respondents with a positive attitude of 19.74%.

The mean result before the intervention was found to be 0.00 and after the intervention was 0.36, based on this, it can be seen that the mean attitude also increased by 0.36. Likewise, statistically, a p-value of 0.000 was found ($p\text{-value} < 0.05$), meaning that from 76 respondents there was a significant difference between the results before and after the intervention of using short movies on adolescents' positive attitudes about risky sexual behavior. According to the researcher's assumption, respondents had a positive attitude in this study because adolescents had good knowledge as a foundation and influenced adolescents' attitudes about risky sexual behavior.

This aligns with research by Alvionita (2022), which states that when someone gains new knowledge, such as health education through video media, their knowledge increases. This knowledge can impact attitudes compared to adolescents who do not receive health education. This, in turn, can influence SEM media's influence on adolescents' attitudes about the dangers of free sex (Alvionita et al., 2022)

However, the researcher realized that the study, with a quasi-experimental one-group design, had limitations in that there was no control group, making it difficult for the researcher to determine whether the increase in positive attitudes in this study post-test was purely due to the intervention in the form of a short movie about risky sexual behavior or caused by other factors. In addition, limitations of this study could also occur due to respondent bias (self-report bias), adolescents who became respondents may not have answered honestly the statements contained in the research questionnaire because respondents had a desire to appear to have a positive attitude in the eyes of

others, which could cause the survey data to be invalid. In addition, this study also had other generalization limitations in that the sample determination was not carried out randomly, which could cause potential selection bias that affected the internal validity of the research results.

A person's knowledge about health is closely related to their health behavior and attitudes about health (Suen et al., 2019). In research on the need for premarital care, in the form of premarital health check-up services, the decisions taken by a person are influenced by the level of knowledge about the impact of the decisions to be taken (Rashdan et al., 2021). The results showed significant differences in attitudes and behaviors related to reproductive health, sexually transmitted infections, and premarital health screenings before and after the intervention video. This reflects the importance of reproductive health education in improving knowledge, attitudes, and behaviors related to reproductive health and premarital screening programs (Rashdan et al., 2021).

The results of this study also align with Rogers' (1983) theory of the Diffusion of Innovations, which states that media sources, through the dissemination of information, influence attitudes and motivation. The stages that must be passed before an attitude toward a new idea is formed are the formation of knowledge (Maulana et al., 2023). Health education is a learning process. It helps people develop a wise attitude toward health and quality of life. It changes a person's attitude for the better. This is evident in the respondents' attitudes after counseling, which showed significant changes compared to their pre-counseling attitudes (Haq et al., 2022); (Kango et al., 2021)

CONCLUSION

The Effective Use of Short Educational Movies (SEM) in Increasing Knowledge and Providing Positive Attitudes about Risky Sexual Behavior in Adolescents at SMKN 3 Linggabuana Purwakarta

SUGGESTIONS

The use of Short Educational Movies (SEM) in the form of short movies can be an alternative medium for providing health education to adolescents to improve their knowledge and attitudes about risky sexual behavior. Furthermore, future researchers are expected to continue the research using a control group design, random

sampling techniques, and long-term follow-up to increase the validity of future research results.

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