

WORKSHOPS AND DEMONSTRATIONS OF MAKING HEALTH PROMOTION MEDIA BASED ON ANIMATED VIDEOS USING SIMPLE APPLICATIONS

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Abstract

The rapid development of technology can increase access to communication and health information so that it is easily spread widely through the reach of the Internet network. The dissemination of health information through health promotion efforts is no longer monotonous because there are currently many internet platforms that can make opportunities for us to disseminate health information. We should balance the development of increasingly advanced technology. Therefore, health experts are needed who can make one of the visual video media in the form of animated videos by utilizing simple applications. The method used in this activity is by providing steps for using the application through practice and demonstration. The result of this activity is an increase in participants' understanding before being given a presentation and after being given a presentation by the speaker. It is hoped that after the end of this activity participants can be more expert and willing to learn the progress of other applications and with this activity, participants can add insight.

Keywords: Animation, Promkes Media, Visual Video.

INTRODUCTION

The Health Office is the implementing element of the Medan City Government in the health sector led by a head of the health office who is responsible to the Regional Head through the Regional Secretary. The Medan City Health Office or commonly abbreviated as DKK Medan is located on Jalan Rattan No. 1 Medan Petisah Complex. This office oversees 39 Puskesmas Induk (13 Inpatient Puskesmas and 26 Outpatient Puskesmas) and 41 Auxiliary Puskesmas (Pustu) located in 21 Districts throughout Medan City. The Health Office has the task of carrying out part of regional household affairs in the health sector to support the achievement of community welfare efforts in the health sector and carry out assistance duties in their field of duty.

For this reason, the role of the Health Office should no longer be a means of treatment and rehabilitation services only but also be improved on promotive and preventive efforts. Therefore, health promotion (promkes) is one of the mandatory efforts in the Health Office. At this time technological developments make communication increasingly rapid which has

increased access to various health-related information.

Of course, changes in digital technology bring major changes in the field of health promotion. At this time, digital health promotion should be used to improve public health to be more optimal. As quoted from Leonita and Jalinus in 2018, Not only a means to find health information but also a means of interacting, for example with other people who have similar health problems. In addition to receiving additional information, users also receive social support to improve the quality of their health.

According to Aryani, et al., 2021 health promotion through social media-based videos using various social media platforms such as TikTok, YouTube, and Instagram is a form of health promotion that has the opportunity to grow rapidly in the future. This is in line with data on social media users in Indonesia in 2020 which shows that as many as 130 million people use Facebook and 63 million people become Instagram users (Kemp, 2020) and teenagers are the highest users of social media with a presentation of 75.50% (Aprilia et al., 2020). This shows that people are more likely to spend their time accessing social media.

For this reason, reliable health promotion personnel are needed in making health promotion videos. But unfortunately, the health promotion workers in the Medan City Health Office are not all proficient in making animated videos, there are even some health promotion workers who have not been able to make health promotion animation videos with simple applications. Because health promotion personnel have never received information and training before in making animated videos through simple applications such as simple health promotion media. Therefore, the team conducted a workshop on making animated videos as a health promotion medium using Canva, KineMaster, and CapCut applications.

IMPLEMENTATION METHOD

The method carried out is a workshop that lasts for 1 day on Friday, February 17, 2023, at 10.00 WIB until it is completed. The target of this service activity is health workers who have activities in health promotion to the community totaling 8 health workers. The location of this activity is in the workspace of health promotion workers in the Medan City health office. This workshop uses face-to-face or direct methods with speakers who have mastered the stages or ways to make animation videos using simple software applications, namely Canva, KineMaster, and CapCut.

The presentation of material is displayed in the form of a video for each step of making an animation. Then a simulation is carried out using an animation program so that participants can know directly the program and they can immediately apply it. The speaker also provided tutorial videos and video results that were ready. Before starting the workshop, the speaker distributes a pre-test that must be answered by workshop participants, and after the workshop, the speaker will distribute a post-test that must also be answered by workshop participants.

RESULTS AND DISCUSSION

Participants in this activity were 9 people who were part of the Medan City Health Office Employees, Health Empowerment, and Promotion Staff. This activity was carried out at 10.00 WIB until it was completed in the office of the Medan City Health Office Health Promotion Section This activity focuses on providing education, and information to employees, especially the health program section in developing additional insights in making information media or educational media in the form of animated videos using simple software applications.

Health promotion media using animated videos is considered more effective in increasing mothers' knowledge and attitudes about balanced nutrition. (Febriani C.A et al. 2019). Applications are introduced and demonstrated using simple applications, namely cap cut, canva, and kinemaster applications. In line with (Rido Pebri Pratama, 2017) that health program activities with the use of audiovisual media (video) are more effective in increasing knowledge about drugs compared to the use of leaflet media. Furthermore, research (Ina Kuswanti & Lusa Rochmawati, 2021) stated that health promotion efforts using audiovisual media are more effective in increasing pregnant women's understanding of HIV prevention.



Figure 1. Presenter Team and Event Participants

This activity was held by students of the Faculty of Public Health, Specialization in Health Science Education and Behavioral Sciences UIN SUMUT, to serve. Based on Figure 1. This activity was attended by Mrs. Faculty Field Supervisor, Mrs. Subkord of the Health Promotion Section as well as the Institute Field Supervisor, and attended by 8 Health Promotion Section Employees and 6 FKM Uinsu PKIP Specialization Students as demonstration speakers for this activity. This activity is divided into 2 parts, namely:

Preparatory Stage

In this preparation stage, the team first conducts orientation, approach, and application for permission to carry out activities to the Sub-Division of the Promkes Section of the Medan City Health Office for the holding of an animation video-making workshop. The next thing to do is the preparation stage of material exposure aids, namely in the form of projectors and laptops. Furthermore, each speaker has first made preparations in the form of making a simple tutorial summary video that will be presented. And participants are asked to install the application that will be presented and prepare a smartphone to fill out the pretest that has been prepared by the implementation team through Google form. With the preparation of

presentation aids, it can facilitate the understanding of information to participants.

Activity Implementation Stage



Figure 2. Opening by Mc

In this stage of the activity, students who act as MC (master of ceremony) first give a speech to the participants and at the same time open this activity session. Before first entering the presentation of the material, participants are required to fill out the pre-test that has been prepared through the Google form link.



Figure 3. Pre-test filling by activity participants

Shown in Figure 3. Participants of the activity are filling out the pre-test that has been prepared in advance by the team through a soft copy of the Google form. There are 10 questions in the pre-test that must be filled in by participants according to their respective understanding and abilities before entering the material session. Participants are given 10 minutes to fill out the pre-test.

After filling out the pre-test, the next activity is a presentation as well as a demonstration presented by the first speaker where the first speaker explained and introduced one of the simple applications used to edit simple animated videos and this application is considered easier to use for beginners, the application is a kine master. Where this application is classified as easy to

use for beginners that's why the speaker chose to demonstrate the application.



Figure 4. Presentation by Speaker 1

Based on Figure 4. It can be seen that the speaker is explaining, explaining as well as demonstrating the application used in video editing. The speaker explained how to use the application by displaying a video tutorial on making simple animations through the application.



Figure 5. Presentation by Speaker 2

Furthermore, after the first speaker finished presenting the activity material, it was continued by exposing the second speaker (2) where the previous speaker explained the kine master application, and the second speaker chose to explain a simple software application that is being widely used on one of the social media platforms, and most of the users are teenagers. The application in question is the Capcut application, where this application is very many users and is classified as very easy to use for beginners, here the speaker collaborates the Capcut application with the Canva application. Where the speaker, shows how to use both applications and variations of editing using this application. The speaker explained first how to make a background in the Canva application and then put it together with the CapCut application for sound and sound sorting. Furthermore, the second way is to edit directly from the application. The presentation of the material by the second speaker is the same as the presentation of the first speaker, namely by displaying the steps for using the application in the form of a video.



Figure 6. Q&A Session

After the presentation, the presentation by 2 speakers, then the question and answer session was opened and the activity respondents were asked to download one of the applications, then respondents were asked to make a simple short video based on the steps that had been described and were still accompanied by the speaker. Then this activity ended with filling out the post-test, after the presentation was carried out by the two speakers, the participants were asked to fill out the post-test so that it was used as reference material for measuring respondents' understanding after the presentation.



Figure 7. Group Photo

After the series of events was over, the Master of Ceremony closed the event and asked for a photo session with the participants. The benchmark of the results of this activity is an increase in understanding, knowledge, and increased insight before and after this activity is carried out, this is evidenced by the results of the pretest and post-test.

The pre-test results stated that 62.5% did not know of a simple application that could be used for simple animation video editing and found it difficult to edit using the application. And the post-test results stated that after being exposed to the speaker, 83.3% of respondents stated that they could understand the use of the application with a moderate level of difficulty. And respondents' understanding of the use of the application ranged from 40-85%, while in terms of practicing the application, respondents stated in the form of percent, namely 40%-90%. From several applications presented by the speaker, the respondents were younger and understand

using the CapCut application which is as many as 50% of respondents.

CONCLUSION

The implementation of this activity is a form of one of the outputs carried out by the presenting team, namely the Specialization Work Training (LKP) activity carried out at one of the Health Institutions, namely the Medan City Health Office, this activity seeks to increase the knowledge and insight of the health program staff in making simple animated videos using simple applications.

This activity will be held on Friday, February 17, 2023, at 10.00 WIB until it is finished in the office of the Medan City Health Office promkes staff, Participants in this activity are all health program staff present, totaling 9 people.

The benchmark in this activity is the pre-test and post-test given by the presenting team to the participants. The results stated a change in the level of understanding of respondents from 62.5% to 83.3% of respondents who could understand the application.

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