

INTISARI

Latar Belakang: Prevalensi Diabetes Melitus (DM) Tipe 2 di Indonesia mengalami peningkatan, termasuk pada kelompok usia muda seperti mahasiswa Universitas Gadjah Mada. Gaya hidup tidak sehat yang umum dijumpai di kalangan mahasiswa, seperti kurangnya aktivitas fisik, konsumsi makanan manis berlebih, dan kurang istirahat mempertinggi risiko DM Tipe 2. Padahal Universitas Gadjah Mada (UGM) sebagai institusi pendidikan yang berkomitmen menjadi Health Promoting University. Dibutuhkan media edukasi yang tepat sasaran dan menarik berupa video promosi kesehatan pencegahan penyakit DM Tipe 2 untuk mendorong kesadaran pencegahan DM Tipe 2 dikalangan mahasiswa.

Metode: Penelitian kualitatif dengan bagian kecil dari desain Participatory Action Research (PAR). Data dikumpulkan melalui wawancara mendalam terhadap 20 mahasiswa UGM dari fakultas kedokteran dan Ilmu Komunikasi, pakar bidang kesehatan, media dan komunikasi. Perancangan video dan produksi konten video dilakukan berdasarkan hasil *need assessment* lalu dilakukan evaluasi formatif terhadap video dengan kuisisioner skala linkert dan pertanyaan terbuka.

Hasil: Informan, mahasiswa generasi Z memiliki kebiasaan konsumsi makanan dan minuman manis, begadang, aktivitas fisik dan olahraga rendah. Sehingga beresiko terkena diabetes melitus tipe 2. Mereka menyukai edukasi melalui video singkat, sekitar 1 menit, relevan dengan kehidupan sehari-hari. Dibawakan secara santai oleh talent berusia muda dan terpercaya. Video harus menarik pada 3-8 detik pertama. Pendekatan emosional dan humor dapat menarik perhatian, memudahkan pemahaman. Ilustrasi, motion graphic, teks dan music memperjelas pesan. Isi video yang diinginkan; dampak, faktor resiko, tanda awal, pencegahan, serta edukasi dasar DM. Video hasil penelitian, bercerita mengenai mahasiswa yang memiliki lifestyle buruk akhirnya mengalami tanda DM. Temannya memberikan pesan untuk mengubah lifestyle lebih sehat. Isi pesan dinilai jelas dan tepat sasaran. Ilustrasi dinilai relevan dengan lifestyle mahasiswa. Bagian video yang paling diingat informan adalah visualisasi gaya hidup, ajakan kuat di akhir video untuk mencegah DM Tipe 2 sejak usia muda. Temuan menunjukkan bahwa video singkat berbasis partisipasi audiens efektif dalam promosi kesehatan mahasiswa.

Kesimpulan: Video live action singkat, dengan isi konten relevan, informal, menghibur, menarik secara visual dan audio lebih disukai oleh mahasiswa. Video tersebut mampu meningkatkan daya tarik dan efektif meningkatkan pemahaman pada pesan edukasi pencegahan Diabetes Melitus.

Kata kunci: Video edukasi, promosi kesehatan, Diabetes Melitus Tipe 2, mahasiswa, participatory action research

ABSTRACT

Background: *The prevalence of Type 2 Diabetes Mellitus (T2DM) in Indonesia is increasing, including among younger age groups such as university students at Universitas Gadjah Mada (UGM). Unhealthy lifestyles commonly found among students—such as lack of physical activity, excessive consumption of sugary foods and drinks, and insufficient rest—heighten the risk of developing T2DM. Meanwhile, UGM is committed to becoming a Health Promoting University. Therefore, there is a need for targeted and engaging educational media in the form of health promotion videos for the prevention of T2DM to raise awareness among students.*

Methods: *This qualitative study with a small part a Participatory Action Research (PAR) design. Data were collected through in-depth interviews with 20 UGM students from the faculties of Medicine and Communication Sciences, as well as experts in health, media, and communication. Video content was designed and produced based on a needs assessment and formatively evaluated through Likert scale questionnaires and open-ended questions.*

Results: *The student informants, belonging to Generation Z, reported frequent consumption of sugary foods and beverages, sleep deprivation, and low levels of physical activity—all contributing to an increased risk of T2DM. They preferred short videos (around 1 minute) that are relatable to their daily lives, delivered casually by young and credible talents. Videos must be engaging within the first 3–8 seconds. Emotional and humorous approaches helped attract attention and enhance understanding. Illustrations, motion graphics, text, and music were effective in clarifying the message. The preferred content included: impacts, risk factors, early signs, prevention, and basic T2DM education. The video created in this study told the story of a student with an unhealthy lifestyle who eventually developed early symptoms of diabetes, followed by a peer encouraging healthier lifestyle changes. The message was deemed clear and well-targeted. The illustrations were considered relevant to student lifestyles. The most memorable part for informants was the lifestyle depiction and the strong call to action at the end to prevent T2DM from a young age. The findings indicate that short, audience-participatory videos are effective tools for student health promotion.*

Conclusion: *Short live-action videos with relevant, informal, entertaining content and appealing visual and audio elements are preferred by students. Such videos successfully enhance appeal and effectively improve understanding of T2DM prevention messages.*

Keywords: *Educational video, health promotion, Type 2 Diabetes Mellitus, university students, participatory action research*