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The Effect of Si Oto Video on the Level of Knowledge of Traditional Medicine in Dempel Hamlet, Dokoro Village, Wirosari Sub-District, Grobogan

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ABSTRACT

Video is a collection of images in a frame that is projected through a projector with a certain mechanism so as to produce images that appear to move. The purpose of this study was to determine the effect of SI OTO video on the level of knowledge of traditional medicine in Dempel Hamlet, Dokoro Village, Wirosari Grobogan District. The chosen research approach involves quantitative methodology, specifically employing an experimental design known as the one-group pretest-posttest without control design. This method is utilized to assess the impact of an intervention on the experimental group. The population and sample in this study were residents of Dempel Hamlet, Dokoro Village, Wirosari Subdistrict, Grobogan with a sample size of 276 people using purposive sampling technique. The collection was done by distributing knowledge questionnaires about traditional medicine. Data analysis used is univariate analysis and using Wilcoxon test. The results of descriptive statistics explained the mean value of the pretest was 1.92 and the mean value of the posttest was 2.73. This shows an increase in scores from pretest to posttest. The results of the Wilcoxon test show that the significance value is < 0.05, meaning that there is a significant difference in pretest and posttest scores in knowing the effect of the SI OTO video on the level of knowledge of traditional medicine in Dempel Hamlet, Dokoro Village, Wirosari Grobogan District.

Keywords: *Traditional Medicine, SI OTO Video, Knowledge Level*

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INTRODUCTION

The use of traditional medicine as an alternative or complement to conventional medicine has become a hallmark of public health systems in various

parts of the world. Along with the development of information technology, especially through video media, there is a great opportunity to increase public understanding of traditional medicine (Saputra et al., 2023). In our increasingly diverse society, the use of traditional medicine reflects the rich cultural and experiential heritage of our ancestors. However, while traditional medicines are often passed down through generations, the level of public understanding of their potential and risks is often limited (Julung et al., 2018). Therefore, innovative educational efforts are needed to improve public knowledge.

Video media, as a form of multimedia content, offers the ability to convey information visually and audibly (Setiyanto et al., 2023). This power can be utilised to overcome communication barriers that may arise in the delivery of complex information such as traditional medicine. Information system videos have great potential as an engaging and effective educational tool (Khaira, 2021).

In some cases, the use of traditional medicines without adequate knowledge can cause negative impacts on public health. Some traditional medicines may contain active compounds that are toxic or potentially damaging to certain organs if used in high doses or incorrectly (Sari, 2006). The use of traditional medicines together with other prescription or non-prescription medicines can lead to unwanted drug interactions. These may alter the effects of the drug, increase or decrease the effectiveness of the drug, or cause serious side effects (Firdausia et al., 2023). Some individuals may experience allergic reactions to ingredients contained in traditional medicines. These can range from mild reactions such as hives and skin rashes to serious allergic reactions such as shortness of breath or anaphylactic shock. The use of traditional medicine that does not meet hygiene and sanitation standards can lead to the spread of infectious diseases (Fikayuniar & Gunarti, 2022). Many traditional medicines are marketed without adequate scientific research or clear labelling of their ingredients and side effects. This may lead to consumers being unaware of the potential risks associated with the use of certain traditional medicines. Some communities tend to rely on traditional medicine as the only form of treatment, ignoring medical treatment that may be required. Delay in obtaining adequate medical care can result in further disease progression and complications that may have been avoided (Novita et al., 2023). This challenge underscores the importance of improving public understanding of the nature, benefits, and risks of traditional medicine. Video information systems are considered as a potential solution to address the lack of such information.

This study aims to evaluate the positive effect of using a traditional medicine information system video on people's knowledge level. With a focus on innovative educational approaches, this study will assess the extent to which information system videos can improve people's understanding of traditional medicine and the impact on their decision to use such medicine. Through this research, it is expected to find empirical evidence on the effectiveness of information system videos in increasing the level of public knowledge. The results of this study are expected to provide

constructive input for the design of better health education programmes, especially in the context of traditional medicine use.

By outlining the context and relevance of this research, it is hoped that this study can provide a better understanding of the role of video information systems in improving public knowledge about traditional medicine, and at the same time provide a foundation for further efforts to optimise the use of traditional medicine in public health practice.

RESEARCH METHODOLOGY

The research method used in this study is experimental with a qualitative approach, namely known experiment design one group pre test-post test without control design. Control design uses a questionnaire sheet given before and after the distribution of the SI OTO video with the aim of determining the effect of an action on the experimental group that received the intervention.

The sample size in this study was 276 out of 890 respondents from Dempel Hamlet, Dokoro Village, Wirosari Grobogan Subdistrict, which was calculated based on the Slovin formula with a confidence level of 95% and an error of 5%. The sampling technique used was purposive sampling, which included inclusion criteria; local residents aged > 16 years, willing to fill out a questionnaire, and have or have not attended health promotion counselling.

This study used the SI OTO video to see the effect of health promotion on the level of knowledge of residents in Dempel Hamlet, Dokoro Village, Wirosari District, Grobogan.

The analyses used in this study include; Levene test (> 0.05) to see the homogeneity or similarity of the variants of the data being compared. Followed by the Wilcoxon test to determine the effect of health promotion through the SI OTO video on the level of knowledge of traditional medicine of respondents, with a ρ-value <0.05 which indicates that Ho is rejected. This means that there is a significant influence of the SI OTO video between the level of knowledge of residents of Dempel Hamlet, Dokoro Village pretest and posttest given health promotion about traditional medicine.

RESULT AND DISCUSSION

This study was conducted in 2023 in Dempel Hamlet, Dokoro Village, Wirosari District, Grobogan with 276 respondents. Research data were obtained through filling out questionnaires covering the characteristics of respondents and the effect of SI OTO videos on the level of knowledge of traditional medicine.

Characteristics of Respondents on the Effect of SI OTO Video on the Level of Community Knowledge about Traditional Medicine

The characteristics of respondents on the effect of SI OTO video on the level of public knowledge about traditional medicine can be seen in Table 1.

Table 1. Characteristics of Respondents on Knowledge of Traditional Medicine

Characteristics	**N**	**Percentage (%)**
Age		
17 17 - 25 years	19	6,9
26 - 35 years	60	21,7
36 - 45 years	76	27,5
46 - 55 years	64	23,2
> 55 years	57	20,7
Education		
No School	0	0
SD	211	76,4
SMP	53	19,2
HIGH SCHOOL / VOCATIONAL SCHOOL	12	4,30
Higher Education	0	0
Jobs		
CIVIL SERVANTS	21	7,60
TNI / POLRI	0	0
Private	0	0
Self-employed	0	0
Housewife (IRT)	0	0
Farmer	255	92,40

Age is one of the characteristics of respondents in Table 1, which shows that the age of 36-45 years has the highest value with a percentage of 27.5%. This is because this age is a productive age that easily understands traditional medicine and is most prevalent in Dempel Village. Productive age is an age that has the capacity to capture and develop one's mindset, making it easier to dig up information (Tobing et al., 2021).

Education can increase public awareness of the risks associated with using traditional medicines that are not scientifically tested or do not meet safety standards. A more educated community tends to be more aware of the potential dangers and side effects that may occur. However, Table 1 shows that primary school education has the highest value with a percentage of 76.4%. This is influenced by local traditions and understanding, where children around 15-20 years old are required to get married, so children of this age cannot continue their education to the next level. Education helps people develop information assessment skills, including information on traditional medicine. Trained communities can distinguish between reliable and unreliable sources of information, allowing them to make smarter decisions regarding the use of traditional medicines (Nekada et al., 2020).

People working in the agricultural sector have specialized knowledge of the plants or natural ingredients used in traditional medicine. Direct experience with

nature and expertise in traditional medicinal plants can shape their knowledge. This can be seen in table 1 which shows that the highest percentage of knowledge about traditional medicine based on occupation is farmers at 92.40%. The geographical location of Dempel Village is in a mountainous area with a hard soil structure, making it very suitable for the surrounding community to farm. In line with research conducted by (Atikah et al., 2022), it is explained that some respondents have a livelihood as farmers, because this work is the main job to meet their needs and has become a culture that is difficult to leave.

Effect of SI OTO Video on Traditional Medicine Knowledge Levels

Knowledge about a treatment can affect a person's level of trust in that treatment. A person who is very knowledgeable tends to choose treatment that is considered safe and beneficial for him (Yulianto et al., 2023). By using video media to promote health, it is hoped that the dissemination of SI OTO videos can increase people's knowledge about traditional medicine, especially in Dempel Hamlet, Dokoro Village, Wirosari Subdistrict, Grobogan.

a. Description and categories of respondents' knowledge level before and after the distribution of SI OTO video

Table 2. Description and categories of respondents' knowledge level before and after SI OTO video dissemination

No	Rate	**Minimum**	**Maximum**	**Mean**
1.	Before (Pretest)	1	3	1,92

	Knowledge Level	**F**	**%**
	Good	32	11,6
	Fair	189	68,5
	Less	55	19,9

No	Value	**Minimum**	**Maximum**	**Mean**
2.	After (Posttest)	2	3	2,73

	Knowledge Level	**F**	**%**
	Good	202	73,2
	Fair	74	26,8
	Less	0	0

Table 2 explains that the average value of the knowledge level of the Dempel Village community before the distribution of the SI OTO video was 1.92 with a description of the level of knowledge categorized as sufficient at 68.5%. This is influenced by the level of knowledge of the community who are quite aware of the

benefits of using traditional medicine. It is known that the geographical location of the Dempel Village area is very strategic, because there are many traditional medicinal plants that are easy to grow and multiply. Research conducted by (Sagai et al., 2021) explained that some people were quite familiar with the use and utilization of traditional medicine before health counseling was conducted. Knowledge increases through health promotion, which can change a person's mindset in ability, addressing various problems objectively, and cognitive processes (Sumartini et al., 2020).

The average value of the knowledge level of the Dempel Village community after the distribution of the SI OTO video was 2.73 with a description of the level of knowledge categorized as good at 73.2%. This was influenced by the community's understanding of the efficacy and safety of traditional medicines explained in the SI OTO video, including; understanding of the benefits, appropriate doses, and potential risks or side effects of these traditional medicines has been well conveyed. In addition, conversations or explanations can involve the level of public trust in the information conveyed in the video, thus influencing public behavior towards the use of traditional medicines. SI OTO videos can also encourage people to seek further information according to the context and specification information of the traditional medicine video in question.

a. Data analysis

a) Homogeneity test

The homogeneity test is used to test the similarity of the variants of the data being compared, where the test used is the Levene test. The results of the homogeneity test can be seen in Table 3.

Table 3. Homogeneity Test Results of Respondents' Knowledge Level Before and After SI OTO Video Dissemination

Intervention	**Significance Value**	Description
Pretest and Postest SI OTO Video Deployment	0,335	Homogeneous

Based on the results of the homogeneity test in table 3, it shows that the significance value of the intervention activities before and after the distribution of the SI OTO video is 0.335> 0.05, meaning that there is no significant difference in variability so that homogeneity in terms of intervention activities before and after the distribution of the SI OTO video is considered.

a) T-test

The t-test used to determine the effect of the SI OTO video on the level of knowledge of traditional medicine in Dempel Hamlet, Dokoro Village, Wirosari Grobogan District is the Wilxocon test. The results of the T-test can be seen in table 4.

Table 4. Results of Differential Test of Respondents' Knowledge Level Before and After Distribution of SI OTO Video

Intervention Knowledge Level	**Mean**	**Significance Value**
Pretest	1,92	0,000
Postest	2,73	

Table 4 shows that the results of the significance value obtained are 0.000 <0.05, meaning that there is an influence of the SI OTO video on the level of knowledge of traditional medicine in Dempel Hamlet, Dokoro Village, Wirosari Grobogan District.

Health promotion serves as a means to show the message or information to be conveyed to the communicator. Therefore, health promotion cannot be separated from the media because through the media, the messages conveyed can be more interesting and understood by the target so that they can learn the message until they decide to behave positively (Ferwanda & Muniroh, 2017). Knowledge occurs after someone senses (touch, taste, hearing, sight, and smell) something. Knowledge or the cognitive part greatly influences a person's behavior (Siswanto & Lestari, 2020).

High knowledge will affect the ability to adapt and accept new things. Experience factors related to individual age also affect knowledge (Karina & Warsito, 2012). With age, a person will have more life experience and it is easier to accept behavior change, because this age is the most productive and most ideal age to play a role, especially in building health activities. The older a person is, the more mature and stronger they are in thinking and working. Personal experience is usually used as an attempt to gain knowledge by repeating the experience to solve problems that have occurred. The increase in knowledge gained can also be influenced by a person's age (Anggraini & Agustin, 2020).

One of the media and teaching aids used is the SI OTO video. SI OTO video is a recording of live images or animations of still objects projected by moving images as if alive according to the characters created. SI OTO provides knowledge about some of the advantages, benefits, uses, and how to process herbal plants into traditional medicines, such as lemongrass, ginger, aloe vera, lime, onion, and aloe vera. Figure 1 shows the SI OTO video animation.

Audiovisual media rely on the senses of hearing and vision. They have advantages, such as the ability to show objects that cannot usually be seen and describe a process precisely that can be watched repeatedly, which can encourage thinking and discussion (Prawesti & Suryadarma, 2017). The results of the study (Prasetyorini & Kustriyani, 2022) showed that respondents' knowledge increased both before and after the video was given.

Medicines derived from plant materials that exist in nature are called herbal medicines. Indonesian people have long known and used traditional medicine. Traditional medicine is usually preferred by the community because it is cheaper and easier to access. The efficacy of herbs derived from natural materials is also undoubted, but various other types of herbs still need to be studied further to find out

their benefits. The results of the study (Pane et al., 2021) show that the Pegedangan Village community still uses turmeric for the treatment of children.

CONCLUSION

The results showed that the sig value was 0.000 <0.05, which indicates that there is a relationship between SI OTO video and traditional medicine knowledge in Dempel Hamlet, Dokoro Village, Wirosari Subdistrict, Grobogan.

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