

Knowledge, Attitudes and Behaviors by Providing Health Education through Electronic Media (Radio) to the People of Kediri City

Ridha Rachmathiany^{1*}, Riza Yuliawati²

Universitas STRADA Indonesia

*Corresponding author: ridha@strada.ac.id

ABSTRACT

Health education delivered through digital media, especially radio, continues to play a crucial role in the distribution of health information to the public. This study aims to examine the extent of public understanding, attitudes, and actions after receiving health education through radio in the Kediri City area. The research design applied is descriptive with quantitative methods. There were 11 respondents who were selected using purposive sampling. The tool used in this study is a questionnaire to measure knowledge, attitudes, and behaviors. The research findings showed that respondents had good knowledge of 45.45% (5 respondents), good attitudes were 90.9% (10 respondents) and sufficient behavior was 45.45% (5 respondents). So that it can show that health information broadcast via radio can be well received by the public. Meanwhile, to take action requires a process and motivation again. Health education through radio is quite effective in improving public understanding, attitudes, and actions. Radio is still considered relevant as a medium for health promotion among the community.

Keywords: Attitude, Behavior, Education, Health, Knowledge, Radio

INTRODUCTION

Radio is a type of electronic media used for the dissemination of health promotion programs. By using radio, commercialized broadcasts can reach all levels of society. This is due to the wide coverage of radio broadcasts that can reach all corners of Indonesia or even the whole world through live streaming. Health promotion initiatives are part of the educational process for the community. (Government Regulation No.88, 2021)

Based on information from the Central Statistics Agency (2019), the proportion of people involved in listening to radio was recorded at 13% in 2018. This figure represents a significant decrease compared to the 50.29% recorded in 2003. Likewise, the percentage of individuals who read magazines or newspapers decreased dramatically to 14.92% in 2018, when compared to 23.7% in 2003. (Aziz, 2021)

Mass media functions as a window that provides a view to the public about outside events, reflects various events that take place in the social environment and describes conditions objectively, acts as an interpretive tool and guide for various issues that arise with uncertainty or diverse choices, as well as a forum to present various information and ideas to the public, encouraging responses and feedback. and function as a partner in communication that allows interaction to occur. Mass media creates information that becomes knowledge for all its users. (Gejir, 2017 in Utami, 2022). Mass media, especially radio, presents not only entertainment but information about health, political news, and so on. Health education is very

important for the community. Radio can urge the public to take care of their health as informed by the speakers in the talk show.

Based on the description above, the author is very interested in researching the knowledge, attitudes and behaviors of the community related to the provision of education through radio. The researcher took the title "Knowledge, Attitudes and Behaviors with the Provision of Health Education through Electronic Media (Radio) in the Community of Kediri City".

METHODS

The method used in this study is descriptive with a quantitative approach. The population in this study is the entire community in Kediri City. The sample is some of the people in Kediri City totaling 11 people. The sampling technique used is purposive sampling with the inclusion and exclusion criteria determined. The inclusion criteria are respondents who are willing to become respondents, respondents who are private or state employees, and students. The implementation was carried out in Kediri City. The instrument used is a questionnaire. The questions consisted of 15 questions consisting of 6 questions about knowledge, 6 questions about attitudes and 3 questions about behavior. The research time is from October 1, 2025 to October 31, 2025.

RESULTS AND DISCUSSION

Table of Knowledge Dissemination by Providing Health Education through Media Electronics (Radio) in the Community of Kediri City

No.	Categories	Frequency	%
1.	Good	5	45,45
2.	Enough	4	36,36
3.	Less	2	18,18
	Quantity	11	100

Based on the table above, it can be shown that almost half of the respondents have good knowledge, which is 45.45% of the 11 respondents.

Table of Attitude Distribution by Providing Health Education through Electronic Media (Radio) to the People of Kediri City

No.	Categories	Frequency	%
1.	Good	10	90,9
2.	Enough	1	9.09
3.	Less		
	Quantity	11	100

Based on the table above, it can be shown that almost all respondents have a good attitude, which is 90.9% (10 respondents).

Table of Behavioral Disciplining by Providing Health Education through Electronic Media (Radio) to the People of Kediri City

No.	Categories	Frequency	%
1.	Good	4	36,36
2.	Enough	5	45,45
3.	Less	2	18,18
	Quantity	11	100

Based on the table above, it can be shown that almost half of the respondents have sufficient behavior, which is 45.45% (5 respondents).

Health counseling is one way to disseminate information about health. This activity can be carried out directly in the form of face-to-face meetings and carried out using mass media. One of them is radio, radio is useful in delivering information, learning, modifying behavior and entertaining for the community. Mass communication is a communication process that takes place by sending messages to a mass audience. Radio as an audio medium mainly stimulates the sense of hearing to convey verbal messages. (Novitasari, et al., 2023). In today's digital era, radio does have to compete with television and the existence of internet media. Even radio is considered old or can be called old-fashioned. Even so, radio is still accepted by the Indonesian people. (Annisa and Affandi, 2023)

Through health education using radio media, it was shown that respondents had good knowledge, which was 45.45% (5 respondents), good attitude, which was 90.9% (10 respondents), and sufficient behavior, which was 45.45% (5 respondents). So it can be concluded that health information broadcast through radio can be well received by the public. Meanwhile, to take action requires a process and motivation again. (Notoadmodjo, 2014 in Widdefrita, 2023) namely knowledge is the result of knowledge that occurs through sensory processes, namely the eyes and ears with certain objects. The formation of a new behavior, especially in adults, begins with cognitive play. That is, the subject knows the material first so that it generates new knowledge and subsequently causes an inner response in the form of the subject's attitude towards the known object.

Changes in a person's behavior can occur due to two things, namely coercion using regulations and legislation, or awareness through a long process starting from providing information and education that aims to increase one's knowledge. Increasing knowledge through health education results in lasting behaviors. (Sembada, et al., 2022)

In-depth knowledge can form positive attitudes, which in turn encourage better behavior in health. This is in line with the theory of Lawrence Green who states that knowledge is an early factor in behavioral change in the health sector. Radio, as an audio medium, allows health information to be conveyed continuously, which helps to strengthen public understanding. Even though it is considered an old medium, radio is still widely used by the public as a means of conveying information, including health information. (Manik, 2025).

The participation of mass media, including television, print media, radio, and online platforms, has a very significant role in efforts to eradicate drugs. The media serves as the front line in formulating and declaring initiatives carried out by the government. With the insight possessed by journalists on issues related to drugs, it is hoped that the media will be able to convey accurate and correct information to the public, especially regarding issues related to prevention efforts, as well as increasing public awareness and attention. (Wulandari, 2013)

However, there are still behaviors in the sufficient category. This may be due to several factors such as limited time to listen to the radio, varying levels of education, or lack of attention to the content provided. Therefore, variations in the method of message delivery and repetition of the material are needed so that health messages can be received properly.

CONCLUSION

Radio as an electronic communication tool facilitates the process of disseminating news, including in the fields of health and health promotion. In addition, radio has enormous potential. Its advantage lies in the efficiency of space, which allows for the rapid delivery of information. Thus, radio is a very practical and efficient choice as a mass media to convey information. The results showed that the respondents had good knowledge, which was 45.45% (5 respondents), good attitude, which was 90.9% (10 respondents) and sufficient behavior, which was 45.45% (5 respondents).

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