

ABSTRACT

Introduction: Based on data from the Jambi Health Office in 2023, Tanjung Jabung Barat Regency has the lowest implementation of health promotion in schools. The lack of student knowledge regarding the PHBS (Clean and Healthy Living Behavior) indicator of healthy snacks can lead to various health problems.

Method: This research used a quantitative method with a quasi-experimental design, applying a one-group pretest-posttest approach. A total of 30 fifth-grade students at MI Hidayatus Syam were selected using purposive sampling. Data were collected through questionnaires administered before and after the intervention, and analyzed using a paired t-test.

Result: The results showed that the Smart Box PHBS (Clean and Healthy Living Behavior) media on healthy snacks had a significant effect on increasing students' knowledge and attitudes at MI Hidayatus Syam. The average knowledge score increased from 54.00 to 73.00 (an increase of 19.00%, $p=0.001$), while the average attitude score rose from 58.50 to 75.08 (an increase of 16.58%, $p=0.001$). This demonstrates that the media was effective in enhancing students' understanding and attitudes toward healthy snacks.

Conclusions: Based on the findings, the Smart Box media was effective in improving students' knowledge and attitudes regarding PHBS indicators of healthy snacks. Therefore, the Smart Box can serve as an innovative tool for health promotion among school-aged children, particularly in raising awareness about healthy snack choices.

Keywords: Smart Box; Knowledge; Attitude; PHBS; Healthy Snacks

ABSTRAK

Latar Belakang: Berdasarkan data Dinas Kesehatan Jambi tahun 2023, Kabupaten Tanjung Jabung Barat paling rendah melaksanakan promosi kesehatan di sekolah. Kurangnya pengetahuan siswa dalam PHBS indikator jajanan sehat dapat menyebabkan berbagai masalah kesehatan.

Metode: Penelitian ini menggunakan metode kuantitatif dengan desain quasi experiment, menggunakan rancangan one group pretest-posttest. Sampel sebanyak 30 siswa kelas V MI Hidayatus Syam dipilih dengan teknik purposive sampling. Data dikumpulkan melalui kuesioner sebelum dan sesudah intervensi, lalu dianalisis menggunakan uji paired t-test.

Hasil: Hasil penelitian menunjukkan bahwa media *Smart Box* PHBS jajanan sehat berpengaruh signifikan terhadap peningkatan pengetahuan dan sikap siswa MI Hidayatus Syam. Rata-rata skor pengetahuan awal meningkat dari 54,00 menjadi 73,00 (kenaikan 19,00%, $p=0,001$), sedangkan rata-rata skor sikap meningkat dari 58,50 menjadi 75,08 (kenaikan 16,58%, $p=0,001$). Hal ini membuktikan bahwa media tersebut efektif dalam meningkatkan pemahaman dan sikap siswa mengenai jajanan sehat.

Kesimpulan: Berdasarkan hasil penelitian media *Smart Box* efektif dalam meningkatkan pengetahuan dan sikap siswa mengenai PHBS indikator jajanan sehat. Oleh karena itu, media *Smart Box* dapat menjadi inovasi dalam promosi kesehatan pada anak usia sekolah dalam mengenal PHBS khususnya jajanan sehat.

Kata Kunci: Smart Box, Pengetahuan, Sikap, PHBS, Jajanan Sehat

