

ABSTRAK

Kebiasaan mengonsumsi minuman beralkohol dapat menyebabkan beberapa masalah kesehatan. Penyalahgunaan konsumsi minuman beralkohol menyumbang 5,9% penyebab kematian di seluruh dunia. Perilaku mengonsumsi alkohol umumnya disebabkan oleh beberapa faktor. Berdasarkan *Theory Planned Behavior* (TPB), penentu perilaku yang paling dekat adalah niat. Sistem sosial disekitar secara signifikan memprediksi niat untuk mengonsumsi alkohol. Faktor berbasis situasi yang dapat memicu respon emosional impulsif mungkin merupakan fokus intervensi yang harus dikembangkan. Penelitian ini bertujuan untuk merancang sebuah video edukasi berbasis TPB untuk menurunkan niat mengonsumsi alkohol. Penelitian menggunakan desain quasi-eksperimental dengan pendekatan *pretest-posttest control group* yang melibatkan 120 mahasiswa, masing-masing 60 responden pada kelompok video edukasi dan kelompok presentasi. Pengukuran dilakukan pada tiga waktu, yaitu *pretest*, *posttest 1*, dan *posttest 2*. Analisis data menggunakan uji Friedman, Wilcoxon, Mann-Whitney U, serta korelasi Spearman.

Hasil penelitian menunjukkan bahwa seluruh konstruk *Theory of Planned Behavior* mengalami perubahan signifikan dalam masing-masing kelompok ($p < 0,05$). Video edukasi terbukti lebih efektif dibandingkan presentasi dalam menurunkan sikap yang mendukung konsumsi alkohol baik pada efek langsung maupun efek bertahan, serta lebih efektif meningkatkan persepsi kontrol perilaku pada efek bertahan ($p < 0,05$). Tidak ditemukan perbedaan bermakna antara kedua kelompok pada norma subjektif dan intensi, meskipun penurunan intensi terjadi secara signifikan pada masing-masing kelompok. Persepsi kontrol perilaku menunjukkan hubungan paling kuat dengan intensi mengonsumsi alkohol. Disimpulkan bahwa video edukasi berbasis *Theory of Planned Behavior* efektif memperkuat determinan internal perilaku, khususnya sikap dan persepsi kontrol perilaku, namun perubahan intensi yang lebih besar memerlukan pendekatan tambahan yang melibatkan faktor sosial.

Kata Kunci: *Theory of Planned Behavior*; video edukasi; sikap; persepsi kontrol perilaku; intensi; alkohol; mahasiswa.

ABSTRACT

Habitual alcohol consumption can lead to various health problems. Alcohol misuse contributes to 5.9% of deaths worldwide. Alcohol consumption behavior is generally influenced by several factors. Based on the Theory of Planned Behavior (TPB), intention is the most proximal determinant of behavior. The surrounding social system significantly predicts the intention to consume alcohol. Situational factors that may trigger impulsive emotional responses could become an important focus for intervention development. This study aimed to develop a TPB-based educational video to reduce the intention to consume alcohol.

This study employed a quasi-experimental design with a pretest–posttest control group approach involving 120 university students, consisting of 60 respondents in the educational video group and 60 respondents in the presentation group. Measurements were conducted at three time points: pretest, posttest 1, and posttest 2. Data were analyzed using the Friedman test, Wilcoxon test, Mann–Whitney U test, and Spearman correlation test.

The results showed that all constructs of the Theory of Planned Behavior experienced significant changes within each group ($p < 0.05$). The educational video was proven to be more effective than presentations in reducing attitudes that support alcohol consumption, both in direct and sustained effects, and was also more effective in improving perceived behavioral control in the sustained effect ($p < 0.05$). No significant differences were found between the two groups in subjective norms and intention, although intention significantly decreased within each group. Perceived behavioral control showed the strongest relationship with the intention to consume alcohol. It can be concluded that the TPB-based educational video was effective in strengthening internal determinants of behavior, particularly attitudes and perceived behavioral control; however, greater changes in intention require additional approaches involving social factors.

Keywords: Theory of Planned Behavior; educational video; attitude; perceived behavioral control; intention; alcohol; university students.