

TRAINING ON MAKING SHORT VIDEOS TO SUPPORT THE PROVISION OF EDUCATION TO TECHNOLOGY-BASED COMMUNITIES

Immanuela Puspasari Saputro*¹, Angelia Melani Adrian², Junaidy Budi Sanger²

Univesitas Bina Nusantara¹, Universitas Katolik De La Salle Manado²

immanuela.puspasari@binus.ac.id¹, madrian@unikadelasalle.ac.id², jsanger@unikadelasalle.ac.id²

Abstract

DAGUSIBU is one of the programs of the Indonesian Pharmacists Association that aims to provide education on how to get, use, store, and dispose of medicines correctly. Before the pandemic, socialization of this program is conducted by gathering the public in a place and health workers providing education directly. However, the Covid-19 pandemic has changed many settings, including how DAGUSIBU education is provided. Instagram is one of the social media that is widely used by Indonesians. It has a feature called reels that allows the owner to upload short videos, and they will not disappear except the owner delete them. But not everyone knows how to make educational reels/stories that are interesting and aesthetic. For this reason, our team intends to provide training on making Instagram reels or stories by utilizing the Canva Application. Based on the results from the pretest and posttest questionnaires given to the participants, it can conclude that the training activities for making Instagram reels using the Canva Application can be well understood and followed by the participants.

Keywords: DAGUSIBU, Reels, Instagram, Canva

A. INTRODUCTION

The Drug Conscious Family Movement (GKSO) is a program created by the Indonesian Pharmacists Association (IAI) to increase awareness and educate the public on healthy behavior related to the use of medicines as a safe, useful, and quality health commodity (Indonesian Pharmacists Association, 2014). One of the strategies carried out in the GKSO program is to provide DAGUSIBU socialization. This program aims to inform the public about the importance of understanding the use of drugs properly and correctly. DAGUSIBU stands for how to get (DA), how to use (GU), how to store (SI), and how to dispose of drugs (BU) correctly (Nugraheni, Ganurmala, & Pamungkas, 2020). Optimization of drug information provision and improvement of communication capabilities delivery services should be done as widely and as much as possible

(Octavia, Zakaria, & Nurafifah, 2019) and through an interesting education (Istiqomah, Saputri, & Dona, 2021).

Before Covid-19, DAGUSIBU socialization activities were carried out by pharmacists in collaboration with various parties in the region, giving lectures to the community on procedures for obtaining medicines, storing medicines, using drugs, and disposing of drugs correctly. The activities carried out in several places such as in North Lombok Regency (Hajrin, Hamdin, Wirasisya, Erwinayanti, & Hasina, 2020), then in Puasana Village, South Konawe Regency (Zulbayu, Nasir, & Awaliyah, 2021). Education DAGUSIBU is also delivered online for adolescent children in Tualang Village, Siak Regency (Hendrika, 2022). This activity is expected to provide additional knowledge and understanding to the community to prevent drug use errors, especially in the family environment. However, after the Covid-19 pandemic, there are regulations from the government regarding restrictions on activities, face-to-face socialization is impossible. This pandemic has also resulted in a change in the consumption pattern of natural medicines by the community because of the assumption that natural medicines are harmless and have no side effects, so many people are not right in choosing which natural medicines to consume, as well as not appropriate in using the dosage (Istiqomah, Saputri, & Dona, 2021). The change in consumption of medicine patterns is triggered by a statement by the WHO that one of the efforts to prevent exposure to the virus is to increase the body's immune system, which can be obtained through the consumption of vitamins and natural medicines.

Restrictions on face-to-face activities directly challenge pharmacists to continue to socialize DAGUSIBU activities without violating the rules set by the government. An alternative solution to the above problems is to make interesting DAGUSIBU socialization videos and spread them through social media. Based on research, audio-visual can increase the effectiveness of health messages compared to using only words (Istiqomah, Saputri, & Dona, 2021). Therefore, training will be given to pharmacists so that they can make short videos about DAGUSIBU socialization using the Canva

application. Training is conducted online through zoom meetings. After attending the training, hoped that pharmacists can make aesthetic and interesting videos through color matching on the Canva application and socialize through social media.

B. RESEARCH METHOD

Community service activities for pharmacists in the Indonesian Pharmacists Association organization were held online through a Zoom meeting on September 24, 2022. The tools and materials needed in this training are some sample photos of the drugs and applications of Canva. Before making short videos using the Canva application, participants who do not have an account will be guided to register first.

Before the training begins, the team prepares in advance. First, identify what the needs of participants are in conducting DAGUSIBU education. The second is to prepare training materials for making Instagram reels (short videos) using the Canva Application. Third, prepare the pretest and posttest using Google Forms. The fourth provided training and asked the participants to practice making Instagram reels about DAGUSIBU socialization. The fifth evaluate the participants' understanding before and after attending the training. The evaluation is done to determine the extent of participants' understanding of matching aesthetic colors in making Instagram reels using the Canva Application.

C. RESULTS AND DISCUSSION

During the Covid-19 pandemic, there is a tendency for a change in people's consumption patterns of vitamins and natural medicines. Therefore, education of DAGUSIBU by pharmacists needs to be improved again by utilizing the help of information technology. This reel training is given using the Canva application using templates from Instagram social media. Indonesia is the fourth country in the world where most people are active Instagram users, so that this social media can be used as a technology-based educational tool (Anisah, Sartika, & Kurniawan, 2021). In addition, Instagram is different from other social media because it has a reel feature, so they are

appropriate for use as interesting educational media (Husna, Milataka, Fitriani, & Ardi, 2021). The training was attended by 44 participants from the Indonesian Pharmacists Association organization. The training material consists of three parts. First, an explanation of the color and color space. Mix and match aesthetic colors, and practice using the Canva application. Participants were enthusiastic about participating in the training. Enthusiastic participants can be seen from the questions submitted through the chat room.

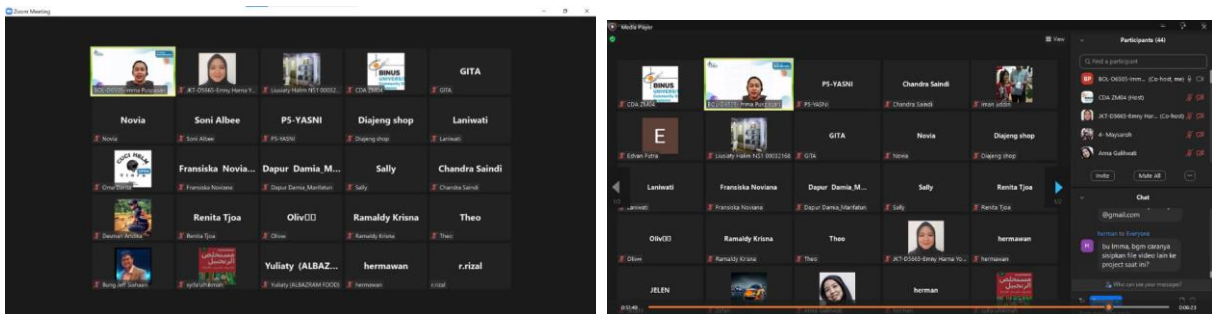


Figure 1. Training Participants

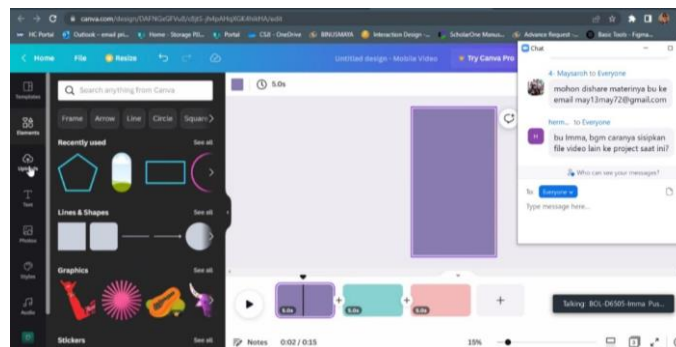


Figure 2. Canva Application Demo

The first material is color which explains the wavelength of color and color space acceptable to the human eye and the colors commonly used in electronic items such as televisions, computers, and smartphones. The spectrum with the longest color wave is red, and the shortest is purple. At the same time, the color space often used in electronic goods is RGB or red, green, and blue. The use of RGB color space is related to human eye cone cells divided into three parts, each with a different color sensitivity corresponding to the color spectrum that the human eye can see.

The second material is about color matching. The function of color is to provide aesthetic value and beauty. Psychologically, each color can positively and negatively affect a person. A color

design makes the design feel lively, attracts attention, evokes the atmosphere, and affects the perception of its users. Canva is a design creation application that can be used to create social media graphics, posters, and other visual content. Canva provides 100 aesthetic colors inspired by nature, food, drinks, travel, and more.

The third material is about how to make Instagram reels. This feature allows users to create short videos that are 15 seconds long. Reels will not disappear after uploading; this differs from stories that will disappear after 24 hours. By making these reels, it is hoped that socialization about DAGUSIBU can reach many people. It is currently recorded that Instagram users in Indonesia in 2022, based on the We Are Social report, are 190 million. How to make reels using the Canva application is practiced directly, and participants can follow the steps through their computer or laptop screens. For example, photos, text, audio, shapes, and color combinations use those already provided by Canva.



Figure 3. DAGUSIBU reels design

When the training begins, participants are asked to complete the pretest. The goal is to get a preliminary idea of whether participants know the extent to which participants know about the concept of aesthetic colors and color matching and making reels using the Canva application. Then after the training is completed, participants are asked to complete a post-test which aims to measure participants' knowledge after receiving training. The pretest results of the 28 participants who filled out the questionnaire obtained an average score of the participants was 6.21 out of a total of 10 scores. Three questions have answers with a correct rate below 50%. Table 1 lists questions and their percentage of truth, and Figure 4 is the pretest result. As for the post-test results, the average value of participants was 6.72, an increase of 0.51. In Table 2; two questions have answers with a correct rate below 50%. As well as Figure 5 shows the post-test results.

Table 1. List of questions and truth value (%) pretest

Questions	Value (%)
Things not included in the RGB model	13/28 = 46.42
Reel or story creation using menus	9/28 = 32.1
Making reels has a size	13/28 = 46.42

Table 2. List of questions and truth value (%) (%) post-test

Questions	Value (%)
Things not included in the RGB model	13/28 = 46.42
Reel or story creation using menus	9/28 = 32.1

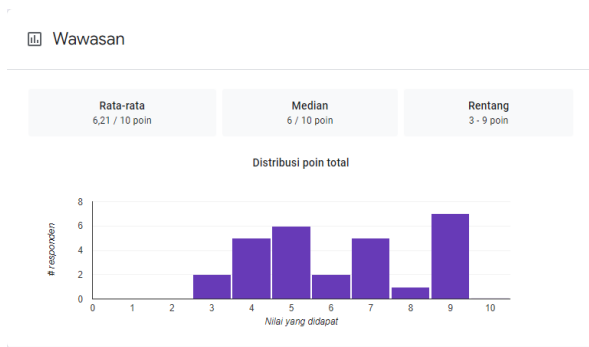


Figure 4. Pretest result

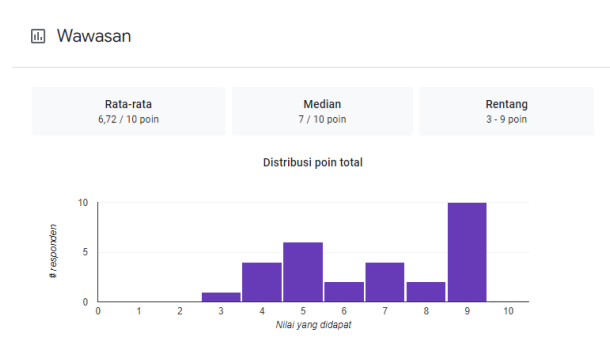


Figure 5. Post test result

D. CONCLUSION

The results obtained after the training on making short videos using the Canva application are as follows, the training can provide additional knowledge to participants about the types of colors and how to combine colors so that they look aesthetic and as well as increase participants' skills in making counseling materials in the form of short videos and disseminate them through Instagram social media. However, the results that will be obtained will be maximized if participants have first registered on the Canva Application either through the website or mobile.

In addition to training in making short videos, how to make interesting educational materials can be assembled so that the ability of extension and health workers to take advantage of technology that supports their work can increase.

E. ACKNOWLEDGEMENT

The team would like to thank to Community Development Academic (CDA) BINUS University for helping in preparing the community from the Indonesian Pharmacists Association and facilitating zoom meetings so that this training can run well and effectively.

F. REFERENCES

- Anisah, N., Sartika, M., & Kurniawan, H. (2021). The Use of Instagram Social Media in Improving Health Literacy in Students (*Penggunaan Media Sosial Instragram Dalam Meningkatkan Literasi Kesehatan Pada Mahasiswa*). *Peurawi*, 94-107.
- Hajrin, W., Hamdin, C. D., Wirasisya, D. G., Erwinayanti, G. S., & Hasina, R. (2020). Drug Management Education Through DAGUSIBU to Achieve Drug Conscious Families (*Edukasi Pengelolaan Obat Melalui DAGUSIBU untuk Mencapai Keluarga Sadar Obat*). *INDRA*, 5-7.
- Hendrika, Y. (2022). The Effect of DAGUSIBU Education on the Level of Knowledge of Tualang Village Teenagers about the Correct Use of Drugs (*Pengaruh Edukasi DAGUSIBU Terhadap Tingkat Pengetahuan Remaja Kampung Tualang Tentang Penggunaan Obat yang Benar*). *Forte*, 60-66.
- Husna, H. N., Milataka, I., Fitriani, N. J., & Ardi, A. K. (2021). Use of Instragram Stories as a Medium for Promoting Eye Health (*Penggunaan Instagram Stories sebagai Media Promosi Kesehatan Mata*). *JPP IPTEK*, 61-68.
- Ikatan Apoteker Indonesia. (2014). Guidelines for the Implementation of the Drug Conscious Family Movement (*Pedoman Pelaksanaan Gerakan Keluarga Sadar Obat*). Jakarta Pusat: IAI
- Istiqomah, G. A., Saputri, R., & Dona, S. (2021). The Effect of Educational on Traditional Drug Use Behavior in Babai Village Karau Kuala District during the COVID-19 Pandemic (*Pengaruh Edukasi Terhadap Perilaku Penggunaan Obat Tradisonal di Desa Babai*

Kecamatan Karau Kuala di Masa Pandemi COVID-19). Journal of Pharmaceutical Care and Sciences, 49-57.

Komalawati, V. (2020). Pharmacist's Responsibility in Drug Service With Prescription Medicines (*Tanggung Jawab Apoteker Dalam Pelayanan Obat Dengan Resep Dokter*). *Jurnal Porors Hukum Padjajaran, 226-245.*

Nugraheni, A. Y., Ganurmala, A., & Pamungkas, K. P. (2020). Socialization of the Drug Conscious Family Movement: DAGUSIBU on Aisyiyah Members of Surakarta City (*Sosialisasi Gerakan Keluarga Sadar Obat: DAGUSIBU Pada Anggota Aisyiyah Kota Surakarta*). *Abdi Geomedisains, 15-21.*

Octavia, D. R., Zakaria, M. S., & Nurafifah, D. (2019). Level of Public Knowledge about Rational Self-Education in Lamongan (*Tingkat Pengetahuan Masyarakat Tentang Swamedikasi yang Rasional di Lamongan*). *Jurnal Surya, 1-8.*

Zulbayu, L. A., Nasir, N. H., & Awaliyah, N. H. (2021). DAGUSIBU Education: Get, Use, Save, and Dispose of Medicine in Pugasana Village, North Moramo District, South Konawe Regency (*Edukasi DAGUSIBU (Dapatkan, Gunakan, Simpan dan Buang) Obat di Desa Pugasana, Kecamatan Moramo Utara, Kabupaten Konawe Selatan*). *Mandala Pengabdian Masyarakat, 46-51.*