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STUDY OF THE DEVELOPMENT OF PHOTONOVELA-BASED COMIC MEDIA IN PREVENTING SMOKING BEHAVIOR IN CHILDREN

La Ode Reskiaddin^{1*}, Puspita Sari², Helmi Suryani Nasution³, Andree Aulia Rahmat⁴, Yodi Prasetyo⁵

^{1,2,3,4,5}Department of Public Health Science, Faculty of Public Health, Jambi University Correspondence email: ld.reskiaddin@unja.ac.id

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ABSTRACT

The prevalence of child smokers shows an increasing trend, based on data (Riskesdas) from 2013 to 2018 there was an increasing trend of 1.9% smokers aged 10-18 years, in 2013 there were 7.2% smokers then increased to 9.1% in 2018. Various efforts have been made to prevent the increase in prevalence, one of which is through educational media. Fotonovela is one of the media that can visualize graphic images and can show public awareness. This study aims to develop comic-based photo novella educational media to prevent smoking behavior in elementary school children. This research is a Research and Development study. This research develops media with the ADDIE approach. The sample in this research was taken by purposive sampling. The media developed was tested for expert feasibility by as many as 1 linguist, 1 media expert, 1 anti-smoking activist, 1 person in the field of health promotion in Jambi city, and 30 elementary school student participants. The results stated that the average score of media experts was 87.14% (very feasible), and language experts were 84.44% (very feasible). Content validators obtained an average score of 82.5% (very feasible) and a participant group of 91.60% (very feasible). Comic-based photo novella educational media is very feasible to be applied as a learning media to prevent smoking behavior in elementary school children.

Keywords: Photonovella, Comic, Cigarette, School Children

INTRODUCTION

Smoking is one of the main risks of health problems in many countries around the world. According to WHO, the number of smokers is 22.3% of the world's population, including 36.7% of all men and 7.8% of all women worldwide in 2020. According to Drope, 1.3 billion people smoke among 942 million male smokers and 175 million female smokers aged 15 years and over (Drope and Schluger, 2018; World Health Organization, 2022)

Smoking behavior has not only increased in adults. However, there is an

increase in prevalence among children and adolescents. Basic Health Research (Riskesdas) data shows an increasing trend of 1.9% of smokers aged 10-18 years from 2013 to 2018, from 7.2% in 2013 to 9.1% in 2018 (Ministry of Health RI, 2018).

Global Adult Tobacco Survey (GATS) data shows that the number of adult smokers has increased from 60.3 million in 2011 to 69.1 million in 2021. This shows an increase of 8.8 million people. Smoking behavior has not only increased in adults, but there has been an increase in prevalence among children

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and adolescents. Basic Health Research (Riskesdas) data shows an increasing trend of 1.9% of smokers aged 10-18 years from 2013 to 2018, from 7.2% in 2013 to 9.1% in 2018 (U.S. Centers for Disease Control and Prevention (CDC), 2022; Ministry of Health RI, 2018).

According to data from the 2019 Global Youth Tobacco Survey (GYTS), the number of smokers of school children aged 13-15 years was 19.2%, including 35.6% male smokers and 3.5% female smokers. While smokers who have ever smoked as much as 40.6% (World Health Organization, 2019). Based on the results of the study some smoking students started smoking for the first time since sitting in grade 2 and 6 elementary school for reasons of curiosity about cigarettes, seeing parents, and peer pressure (Utami and Suhartini, 2018). Research conducted in 4 elementary schools on the outskirts of Banda Aceh found that as many as 46 6th-grade elementary school students had smoking behavior (Rezeki and Utari, 2021).

Photonovela is one of the media that can visualize graphic images and can show public awareness. Photonovella is also often used with the term comic. Comics are visual communication media that have the power to provide information and stimulate the imagination so that it is easy to understand and understand because comics combine images and writing arranged in one storyline (Superman et al., 2020).

advantages of comics themselves can explain the content of the material in the form of stories accompanied by illustrative images, comic media consists of many colors so that it attracts the spirit to learn and makes it easier for us to translate stories into pictures. The disadvantage is that special skills are needed to deliver messages and make them because there are only visual images (Sutiyono and Nurya, 2020).

This is in line with research conducted by Arimurti on 79 fifth-grade students at SDN Sukasari 4 Tangerang City showing a score of 71.7 points in the post-test group who were given comics treatment on 4 balanced nutrition messages compared to the treatment score which was only given a balanced nutrition guidebook scored 58.3 points (Handayani and Purnasari, 2021). In another study showing the same results conducted on female students of SMP Negeri 2 Sragen, the average attitude score in the experimental group increased after being given a health education lecture using comic media from 53.20 ± 4.511 to 62.24 ± 5.192 (Mariyaningsih, 2018). Therefore, it is necessary to develop effective educational media to improve the knowledge and behavior of the community, especially students in efforts to prevent smoking behavior at school age.

RESEARCH METHODS

This research uses a qualitative approach with a modified RnD model from Borg and Gall. The stages in this method include 1) preliminary study, 2) planning, 3) design development, 4) limited field test, 5) revision of limited field test results, 6) wider field test, 7) revision of wider field test results, 8) trial, 9) final product; 10) dissemination and implementation. This research uses the ADDIE approach. The steps in the ADDIE theoretical model have five stages: Analysis, Design, Development, Implementation and Evaluation.

The subject of this research is comic media designed based on the results of interviews with research informants in this study: 1 linguist, 1 health official, 1 anti-smoking activist, 1

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obtain

(266-279)

criticism,

media expert, and 30 students of the participant group. The sample was taken purposively, purposive sampling is a sampling technique with certain considerations.

Design development was done with the Pixton web program and layout and text development was done on the Canva web program. Design development with the Pixton web program founded by Clive Goodison in 2008 and redesigned in 2010 is known for its system that allows dynamically comics property tools every aspect of the comic with click-n-drag controlled is movements, Pixton provides several category options according to profession and purpose of use, namely Pixton for Educator, Pixton for Student, Pixton for Parents, Pixton for Business.

Data analysis in this study uses a

questionnaire is qualitative data which is quantified using a Likert scale with five-level criteria and then analyzed through the calculation of the average percentage of item scores on each answer to each question in the questionnaire. This research has been submitted to the ethics commission of the University of Fort De Kock Bukittinggi Number 1234/KEPK/IX2023.

description of the opinions, suggestions,

and evaluator responses obtained from the assessment sheet. Furthermore, a trial

will be carried out, the assessment will be

recorded with an assessment sheet to

improvements, and input. The results of

the descriptive analysis will be used to

improve the media to see the success and

attractiveness of the media. Data from the

suggestions,

RESULTS Respondent characteristics

The characteristics of the respondents in this study are at Table 1.

Respondents in this study included linguists, media experts, professionals in the field of health promotion, and grade VI elementary school students.

Table 1. Respondent Characteristics

Respondent	Age	Gender	Description
SF	31	Female	Content Validator
SM	36	Female	Content Validator
SA	28	Male	Language Validator
IN	30	Female	Media Validator
YS	13	Male	Partisipans
AN	13	Female	Partisipans
AG	13	Female	Partisipans
NS	12	Male	Partisipans
SD	13	Male	Partisipans
YI	13	Male	Partisipans
WN	13	Female	Partisipans
ND	13	Male	Partisipans
TS	12	Female	Partisipans
AP	12	Female	Partisipans
AF	13	Male	Partisipans
NB	12	Male	Partisipans
YM	13	Male	Partisipans

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Respondent	Age	Gender	Description
WD	13	Female	Partisipans
HZ	13	Male	Partisipans
SL	13	Male	Partisipans
HZ	13	Male	Partisipans
SF	13	Male	Partisipans
OL	12	Female	Partisipans
SL	13	Male	Partisipans
GJ	13	Female	Partisipans
MM	13	Male	Partisipans
MF	13	Male	Partisipans
AG	13	Male	Partisipans
MA	13	Female	Partisipans
ZN	13	Male	Partisipans
LF	13	Male	Partisipans
MD	13	Female	Partisipans
RY	13	Female	Partisipans
HS	13	Male	Partisipans
Total	34	Respondents	•

Comic Making

The steps of making comics include identifying potential problems, collecting and processing data or information, product design, and product development. The potential of this research is as an information medium to disseminate knowledge about smoking in elementary school children. Some problems related to smoking activity. 1) knowledge of the dangers of smoking among students is still low. 2) high smoking activity in the community. 3) the increase of smokers in

elementary school children. In conducting research through information sources such as digital books, journals, and health articles related to research needs.

The next stage is product design and development. At this stage, researchers manage information and data into a script to create a script that is reflected in pictorial media in the form of comics. There are several stages as follows. 1) Determination of ideas based on data on the prevalence of smokers and conditions in the field.



Image 1. Character Introduction

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2) Creating a story with a hybrid story theme, the plot in this study is a forward plot; 3) Determining age-segmentation; 4) Compile a detailed story framework as a guide so that the story does not get out of the idea and theme that has been determined; 5) Create characters and roles that can be applied to the characters; 6) Designing characters, the design is divided into 2 developments, namely design

development with the Pixton web program and layout and text development with the Canva web program.

Feasibility Test

1. Media Expert Validation

results of validation by experts/professionals in media related to the content of media aspects are as follows:

Aspect/	Value	Total	Max value	%
Indicator		indicator		
Design		30	35	85.71
Cover attractiveness	5			
A font size of comic text	3			
The shape of the picture	5			
Image compatibility with writing	4			
Character expression in the picture	4			
Color composition	4			
Information Media		31	35	88.57
Attracts the reader's attention	4			
Make it easy for readers to	5			
understand the story				
Fosters the reader's curiosity	5			
Able to add insight into smoking	4			
activities in elementary school				
students				
Comic images match the	4			
expressions of comic characters				
Interesting comic character design	5			
Total	61	61	70	87.14

^{*}Feasibility (%): Very feasible (80%-100%), Feasible (60%-79%), Fair (40%-59%), Inappropriate (20%-39%, and Very Inappropriate (0%-19%)

Based on the data from assessment results of the media validators above the design aspect obtained a feasibility level with very feasible criteria of 85.71%, in the aspect of information media the feasibility level obtained very feasible criteria of 88.57%. It can be concluded that the media expert validation

assessment obtained an average score of 87.14% with very feasible criteria.

2. Linguist Validation

The validation results ofby experts/professionals in language related to language aspects are as follows:



Table 3. Recapitulation of Language Validators

Aspect/ Indicator	Value	Total indicator	Max value	%
Writing		25	30	83.33
Content conformity with EYD	4			
writing	_			
Clarity of language used	5			
Clarity in providing information	5			
Accuracy of language	3			
Effective and efficient use of	4			
language				
Communicative use of language	5			
View		17	20	85
Clear writing order	4			
The attractiveness of comic writing	4			
Alignment of images with writing	5			
Ease of understanding the flow	4			
through the use of language				
Language		17	20	85
The language used is	4			
communicative				
The language used is easy to	5			
understand				
Accuracy of terms in comics	3			
The attractiveness of the comic	5			
design				
Total	59	59	70	84.44

^{*}Kelayakan (%): Sangat layak (80%-100%), Layak (60%-79%), Cukup (40%-59%), Kurang Layak (20%-39%, dan Sangat Tidak layak (0%-19%)

Based on the data from the assessment of language validators above, the writing aspect obtained a level of feasibility with very feasible criteria of 83.33%, on the display aspect the feasibility level obtained very feasible criteria of 85%. In the linguistic aspect, the eligibility criteria are very feasible with 85%. It can be concluded that the linguist validation assessment obtained an average score of 84.44% with very feasible criteria.

3. Content Validation

The results of validation by experts/professionals in the field of health promotion related to comic content are

Table 4.

Based on the results of the assessment of data from two validators of consisting validators from Indonesian **Public** Health Promoter Association (PPKMI) and the Indonesian Tobacco Control Research Network (ITCRN) above, the assessment of the learning media aspect obtained a feasibility level with very feasible criteria of 95%, in the content aspect the feasibility level with very feasible criteria of 78%, in the linguistic aspect the feasibility level with very feasible criteria of 77.5%, in the display aspect the feasibility level with very feasible criteria of 80%.

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Table 4. Recapitulation of Content Validators

Aspect/	Value	Total	Max value	%
Indicator	varae	indicator	Wida value	70
Learning Media		38	40	95
Comic media support for teenagers	10	20	10	,,
Ease of media to increase awareness	8			
of smoking	O			
The ability of media to increase	10			
students' knowledge	10			
Media's ability to approach teenagers	10			
Content	10	39	50	78
The material presented is complete	9		20	70
and clear				
Smoking can attract read comics	7			
about the dangers of no interest	,			
The information presented is clear	8			
Comics are easy to understand	8			
Comic attractiveness	7			
Language	•	31	40	77.55
The language used is communicative	8	01	••	,,,,,,
The language used is easy to	8			
understand	O			
Accuracy of terms in comics	8			
The attractiveness of the comic	7			
design	,			
View		24	30	80
Attractiveness of writing, product	7			00
design	,			
Attractiveness of comic cover color	8			
Clear comic text writing	9			
Total	132	132	160	82.5

^{*}Feasibility (%): Very feasible (80%-100%), Feasible (60%-79%), Fair (40%-59%), Inappropriate (20%-39%, and Very Inappropriate (0%-19%).

Based on the assessment above the assessment score of the two validators obtained an average score of 82.5% with a very feasible category.

Revised

The revisions or improvements made by media validators include those related to the inconsistency of the sentences used and the role of each character in the story. "Inconsistency: at the beginning "Gemar", at the end becomes "Gema". Some word typos." (IN, 30 Years old)

Action: Checking for typos and correcting. The following figure shows a typing error of the word "gema" which should have used the word "gemar". Comparison before and after correction as in Figure 2 below:





Before



After Improvement Image 2. Typo Fix

Then the revision related to the mention of the role of each character in accordance with the instructions.

"At the beginning, it may be necessary to

mention the roles of Maya, Rudi, and Syamsul's friends to help visualize the characters." (IN, 30 Years old)

Action: Role enhancement.

Before improvement



After Improvement



Image 3. Example Before Character Role Improvement

Then the validator also provided suggestions regarding the way the information was delivered.

"In the story, it might also be better if Syamsul told his father. Not through his mother. Because fathers 'usually' listen more to their children. Hehe "(IN, 30 Years old)

Action: No changes were made, because communication in the family, which is a form of interaction between spouses or parents and children or between family members, conveys the message as desired, so the author can choose how to convey the desired message (Rahmawati and Gazali, 2018).

In addition, revisions or improvements from content validators related to the comics made are **LLDIKTI Wilayah X**

improvements to the character introduction section that is more detailed and not just the name. Then, the use of language that is not standardized or adjusts to the target of comic media.

Revisions related to the character introduction at the beginning of the comic that need more detail.

"Good but can still be improved, characters are too alike, character introduction can be more than names, comic flow is too slow, too much writing." (SM, 36 Years old).

Action: Improvements to the character introduction section. according to image 3.

Then revise the use of language that is not standardized or adjusts to the target of comic media.

"Since this comic is aimed at children 273



and teenagers, it should use the language of young people, make more slang, and not be too stiff to be more interesting and communicative. The use of the word I is inconsistent, in some conversations it uses the word me. Then the school uniforms in the comic should be made more real, for

example, wearing high school uniforms (white and gray) or junior high school uniforms (white and blue). This better describes the context of Indonesian students." (SF, 31 Years old).

Action: Language improvement as suggested.

aku taku



Before improvement
Image 4. Improved language use that is more relevant to the target audience

The revisions or improvements given by language validators related to comic media are the uniformity of the language used and the streamlining of the space on the comic slides for the placement of conversation columns.

The validator suggested homogenizing the language used.

"The content of comic dialog can still be

improved because there is a lot of dialog writing that is not/less standard. Its use can still be improved. If the whole is standardized, then standardize it from beginning to end. If you want to use colloquial language, then uniformize it." (SA, 28 Years old).

Action: Uniformize the language.



Before improvement After Improvement
Image 5. Improving the content of the dialog by homogenizing the use of language

The validator also suggested making improvements to streamline the space on the comic slides for the placement of conversation columns.

Nggak boleh merokok syam.. kalau ketahuan guru nanti kamu kena marah

"The dialogue is too centered on one side but there is also too much empty space. Could be rearranged." (SA, 28 Tahun)

Action: Improvement as suggested.

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Before improvement

After Improvement

Image 6. Improvement of dialog conversation column between characters

Product Trial

Table 5. Product Trial

Table 5. Product Trial					
Aspect/	Value	Total	Max value	%	
Indicator		indicator			
Design		1374	1500	91.60	
Using comics makes it easier for	133				
me to get new insights					
I can learn comic media alone or	134				
together					
Comic media is easy for me to	142				
use					
The colors used in comics are	139				
interesting to me					
The colors used in comics for me	137				
are fun					
The images used in comics are	137				
interesting to me					
The title of the comic is	139				
interesting for me to read					
The writing used in comics is	138				
interesting to me					
The size of the comic is not too	134				
big so it's easy for me to carry it					
around					
I am interested in reading with	141				
comic media					
Total	1374	1374	1500	91.60	

*Feasibility (%): Very feasible (80%-100%), Feasible (60%-79%), Fair (40%-59%), Inappropriate (20%-39%, and Very Inappropriate (0%-19%).

Based on the data from the participant group results above, consisting of 30 group participants with 10 aspects of assessment, it obtained a level of feasibility with very feasible criteria of 91.60%. After conducting product trials on media experts,

linguists, validators from agencies, and participant groups the product obtained a feasibility level of "Very Feasible" from all validators so there was no need to retest.

DISCUSSION

This type of development research

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includes potential problems, data collection, product design, product validation, product revision, field testing, product revision, field operational test, revision, final product and mass production (Sugiono, 2016).

In the early stages of this research, problems, and potentials related to the topic being developed were identified. Problems in general can be found by the method of literature study or through observation (field observation) (Syafnidawaty, 2020). This research was conducted through literature studies related to potential problems through several literacy sources, namely digital books, journals, and health articles.

When the problem can be shown factually and up-to-date, the next step is to collect various information that will be useful as material for product design with the ultimate goal of overcoming the problem (Sugiono, 2016). In the next stage, researchers designed the product with Pixton web program tools. Pixton can motivate various learners because it is creative, interactive, and fun (Hidayah, 2019). This research also uses the Canva web program to get effective visual media in conveying information.

The media developed by researchers consists of 53 pages, each of which has 3 themes. Theme 1 tells about cigarettes and their dangers, theme 2 tells the benefits of quitting smoking, and theme 3 tells about e-cigarettes (Vape) and their dangers. Researchers continue the validation stage which aims to assess the products that have been made or developed. Design validation is a process of activities to assess whether the product design will rationally be more effective than the first or not. The validation stage in this study consisted of 2 content validators, 1 language validator, and 1 media validator showing the overall average result of the experts as much as 85.65%. In conducting product validation, it is necessary to present several experts or competent experts to be able to assess the product, and each expert should assess the design (Sugiono, 2016).

Aspects assessed by media validators in the form of design assessment and educational media. The purpose of design validation is to determine the quality of the design in terms of appearance, attractiveness, and others. illustrations using a variety of attractive and contrasting colors in the image will have an effect in the form of student interest in learning the material and making students happy (Mawanto, Siswono and Lukito, 2020).

The aspects assessed by linguists are in the form of writing assessment. Good and correct Indonesian is used accordance with existing Indonesian language rules. These rules are in the form of spelling rules, words, sentences, and paragraphs (Yustiani, 2022). A sentence has a very important role, especially in terms of communicating in writing, clear meaning is the key to the success of the writer in giving ideas to the reader (Trismanto, 2016). The purpose language validation is of course to determine the quality of the language used in the media. This validation is seen from the aspects of the level of development of target, straightforward, language rules, and communication (Tastin, Sholikhah and Sulastri, 2021).

The assessment of this content aspect is the process of studying the media prototype to be evaluated from the point of view of expertise, knowledge, and experience. The aspects assessed in this study were learning media, content, language, and appearance. The results of the evaluation that has been carried out are related to learning design, content, and related to the language used (language) (Warsita, 2013). In order for an instrument product that is done to be better, researchers need to look closely at its

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validity, so that the results can be useful when used in conducting research and producing good data (Arifin, 2017).

Based on the validation results from the validators, researchers can find out the advantages and disadvantages of the developed media so that there are some input and suggestions for products that must be improved in order to get a good comic product output in terms of the items in the comic. In the usage test, the product maker should always evaluate how the product is performing, thus after knowing the shortcomings in the comic can be used for improvement, then improvements are made according to the input and suggestions of the validator (Purnama, 2016).

At the revision stage, the educational media aspect needs improvement in the word change in the conversation sentence between the two characters in the comic. In Figure 2 above, there are indeed word writing errors that refer to different meanings. The importance of writing the correct word in the sentence to help clarify the information so that the message is not misleading for the reader. Misleading is a form in the process of disseminating information whose content is partially true or indeed all information is true but still forms an opinion or behavior that is not good (Thoriq Tri Prabowo, 2022). Then, improvements are needed in the direct mention of the role of each character in the developed media. This aims to make it easier for readers to recognize the characters in the comic. in detail, the mention of this role serves as a form of characteristic given to each character that will distinguish one from the other, this is in line with McCloud's opinion in Noinda's research (2022) which states that in designing comics, especially character characters, they must have different and distinct characteristics (Poeng, 2023).

In the language aspect, there are

several improvements related to the use of language that is adapted to the target of information media, using standard language or language that readers are interested in. in this part of the language, the improvement refers to the uniformity of the language to be used. Using non-standard or standard language, so that if one of them is chosen it needs to be equalized as a whole. Researchers determine by using non-standard language. With the reason that it is easier to be accepted by the target audience, namely teenagers. Indeed, sentences/dialogues are very important when communicating either orally or in writing by composing good sentences, when communicating individuals will be able to provide many things to be able to express feelings and messages to others (Syahrita, 2017). In this aspect, it also provides suggestions

regarding the effectiveness of the space in the picture in the placement of dialog

columns. In addition, it also functions as an

aesthetic value in every image in the

comic.

In the aspects of content and appearance, researchers made improvements to the initial part of the character introduction which was directed to be more detailed not only on the name. Researchers added characters characters in general. This is so that readers can immediately understand the characteristics of each character before entering the storyline. Then another revision is the use of more contemporary language. This aims to make readers who are contemporary teenage children more interested in reading and easy to understand the message to be conveyed in the comic. in line with Sudirman's opinion, it is stated that the affirmation of understanding is dynamic with the content, indeed what is expected is creative, understanding will produce the right thoughts and imagination. If the target

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really understands then of course they can have problems at work (Yonanda, 2017). After revision and validation, a simulation was carried out on a group of participants at SD Negeri 92 Jambi City as many as 30 students. The product can be applied after all workflows are in accordance with the revisions that have been given (Sugiono, 2016).

CONCLUSIONS

research resulted This comic-based photonevella through several stages of development. The results of the validation test of linguists, media, and experts in the field of health showed comics in the "Very Feasible" category with an average result of 85.65%. Meanwhile, the results of the field test in the group showed the feasibility level of "Very Feasible" with a score of 91.60%. Comics are made with several stages starting from determining the theme, making scripts, making characters, and validation tests to validators as many as 4 people each are media, content/content, and language validators who then revise the product. The last stage was a direct trial of a group of participants of 30 students at SD Negeri 92 Jambi City.

RECOMMENDATION

Comics are one of the health promotion media that can attract students' attention so that a need for animation development using 3-dimensional characters in order to provide new variations on comic media.

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