

## ABSTRACT

### DIFFERENCES IN THE INFLUENCE OF ANIMATED VIDEO MEDIA AND MENSTRUAL HYGIENE LECTURES ON PERSONAL HYGIENE BEHAVIOR DURING MENSTRUATION

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**Background:** Lack of menstrual hygiene behavior often occurs among teenagers. Data in East Java, especially the Sine district, is that 70% of teenage girls suffer from vulva itching and 90% of teenage girls have poor menstrual hygiene practices. Preliminary research results showed that 8 out of 10 teenage girls in Ketanggung Sine Ngawi Hamlet complained of itching in their genitalia during menstruation. Handling menstrual hygiene behavior provides education through animated videos and lectures. Animated videos can increase enthusiasm and attract listeners' attention. Lectures are used to convey material regarding menstrual hygiene with the lecture method being able to convey the material in depth. **Objective:** To identify differences in menstrual hygiene behavior using animated video media and lectures in Ketanggung Sine Ngawi Hamlet which was held in April – May 2024. **Research Method:** Quantitative research method, true experimental type, population of 70 teenagers and a sample of 32 respondents. The sampling technique was purposive sampling using the simple random sampling method. Research instruments: observation sheet and questionnaire sheet. Mann Whitney test data analysis techniques. **Results:** The results of the Mann Whitney test showed that the average increase in the experimental group was 22.81% and the control group was 10.19%, it was found that the p value was  $0.000 < 0.05$ , meaning that  $H_a$  was accepted and  $H_0$  was rejected. **Conclusion:** There is a difference in increasing menstrual hygiene behavior using animated video media and lectures in Keborne Sine Ngawi Hamlet.

**Keyword :** action, menstrual hygiene, lectures, animation videos