



Development of an Educational Video on Physical Health in Family Life for the Socialization of the “STOPAN JABAR” Program

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ABSTRACT

The problems identified are the limited physical teaching resources and the absence of adequate. This research is motivated by the implementation of socialization programs that require educational media innovations that can support socialization activities effectively. The purpose of research is to develop physical health education video in family life at program socialization. The method in this study is a mix method using the ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model and the research and development (R&D) approach. The subject of this study consisted of three media validators and materials, and two representatives of resource persons for a limited trial. Based on the results of media and material validation, physical health education video in family life at program socialization obtained criteria. Based on the results of user assessments, physical health in family life is very suitable to be used in program socialization. The results of the study recommend to socialization participants to apply the information obtained and look for additional information, to program resource s to use physical health education in family life as a supporting medium for the socialization of "STOPAN JABAR" program, and to researchers who continue this research such as testing the effectiveness of using physical health education video in family life at program socialization.

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1. INTRODUCTION

In Indonesia who are still unmarried are only 68.29% of the total number of adolescents in Indonesia. Married is only 68.29% of the total number of Indonesian adolescents, while adolescents who already have a marital status reach 30.61% of the total number of Indonesian adolescents. Marital status reaches 30.61% of the total number of Indonesian teenagers. Research shows that poverty is the main driver of child marriage in developing countries. For women in developing countries. Child marriage can occur against the background of parents who want to improve the economic welfare of the family. Parents who want to improve the economic welfare of the family. Case studies in research conducted by [Hidayatulloh et al. \(2018\)](#) girls in low-income households are considered an economic burden and marriage is considered a solution as an economic burden and marriage is considered a solution to escape poverty. Research conducted by [Desiyanti \(2015\)](#) states that the factors of knowledge, role and parenting of parents as the urgency of marriage. Parents as the urgency of child marriage.

Family life education is an effort to increase the knowledge and skills of individuals in the family to function properly and optimally. Family science with family life education has a correlation in the economic, educational and parenting aspects of the family. Family as the smallest social group consisting of father, mother, children who are bound in a legal and religious marriage relationship ([Mizal, 2014](#)). Relationships in the family involve parental affection for children so that they have a sense of responsibility. The family has a crucial role in developing the social aspects of an individual so that they can develop mentally and physically. Families need to pay attention to aspects contained in the physical health of the family ([Irawan, 2022](#)).

Family physical health is the main foundation for sustainable community development ([Hidayat, 2021](#)). Currently, the challenges in maintaining family health are increasingly complex. Until now Indonesia is still facing health problems that need to be resolved. These health problems include high maternal and child mortality rates, increasing disease prevalence and various other challenges related to accessibility and understanding of health. In an effort to improve family health, physical health education has an important role as one of the transformation instruments. Physical health education contains information, knowledge and health skills that can be effectively disseminated to the community, including mothers and children ([Yulia et al., 2018](#)). One of the physical health education in the family is carried out through the socialization activities of the 'STOPAN JABAR' program held in Tasikmalaya.

The socialization of the "STOPAN JABAR" program in Tasikmalaya is a form of commitment to prevent child marriage. At the socialization there were resource persons from the University of Education Indonesia, Bogor Agricultural University, Siliwangi State University and Sunan Gunung Djati State Islamic University. Based on the results of observations on the implementation of the program, there is a need for renewal in the delivery of training materials and media. The training media used is visual media in the form of powerpoint causing the material to be less understood by participants who differ based on educational background, age and learning style ([Hadi, 2017](#)). The heterogeneous conditions of the participants' backgrounds indicate that there is an urgency to develop educational videos that are more systematic and interesting for prospective facilitators.

This educational video was developed with the consideration that during socialization, not all socialization participants can absorb and remember the important things. Educational videos are considered more effective because this media can be heard and seen to present information in a fun, interesting form. Some video functions include attentional functions,

namely, directing attention to concentrate on the information presented, affective functions, namely, when listening to information through the media and cognitive functions, seen from remembering information through the visual stage (Simamora & Hasugian, 2020).

Based on the description of the phenomenon that has been described, it can be used as a reference to assist the West Java Province Women's Empowerment, Child Protection and Family Planning Office in preventing and handling cases of child marriage which can be done through educational videos. Educational videos have advantages that can attract public interest to get to know more about preventing child marriage so that it can be utilized by the community so that it can be easier to interpret the material presented. The author is interested in conducting research related to the media entitled "Development of Educational Videos on Physical Health in Family Life at the Socialization of the STOPAN JABAR Program". This research has a correlation with the science of Family Welfare Education which is relevant to the concentration of Family Science.

2. METHODS

The research model used is ADDIE (Analyze, Design, Development, Implementation, Evaluation) explains the flow of the ADDIE development model in five stages as follows (Cahyadi, 2019):

2.1. Analysis

At this stage the researcher conducts the analysis stage, analysis is the stage where the researcher analyzes the needs regarding the needs of family life educational videos according to the needs of the socialization resource person of the "STOPAN JABAR" program. This analysis is needed to determine the goals and objectives of video development. The analysis was carried out by conducting observations and interviews with program socialization participants.

2.2. Design

At this stage the researchers designed a physical health education video. The first step taken in designing the module is to create a storyboard as a reference for making educational videos, after which it is continued with making videos that are adapted to the storyboard.

2.3. Development

At this stage, researchers will develop a physical health education video in family life using the animaker application. The educational video that has been made will be validated or assessed the feasibility of the educational video design by academic experts and practitioners and then given suggestions and input for video development.

2.4. Implementation

Implementation was conducted on a limited basis with 2 participants from the socialization program. The researcher provided a link to the video that had been developed to the resource persons to be observed.

2.5. Evaluation

The evaluation stage is the process of giving an assessment of physical health education videos in family life by users, namely program socialization resource persons. The user response sheet distributed to the resource person is a Likert scale of 1 - 5.

3. RESULTS AND DISCUSSION

Based on interviews and classroom observations, it was discovered that the educational media currently used by teachers was still limited in its ability to visually present the learning material comprehensively. Most of the existing materials, such as textbooks or teacher-created slides, lack interactive or visual elements that support diverse learning styles—particularly visual and kinesthetic learners. This limitation hinders students' understanding, especially in topics like physical health, which involve anatomical functions, preventive behaviors, and real-life applications. Therefore, alternative learning media are urgently needed—ones that can present physical health education in a more structured, visual, and engaging manner (Tidjani, 2017). Recent educational studies emphasize the importance of multimodal media to enhance comprehension and motivation among students, especially in science-related content (Gupta et al., 2022). Interactive media, such as educational videos, simulations, and animations, have been shown to significantly improve conceptual understanding and student engagement (Lee & Kim, 2021).

In the design stage of this alternative media development, a storyboard was created to guide the production of an educational video about physical health in the family environment. A storyboard is a sequential visual representation of scenes, complete with descriptions and specifications of each component—such as images, narration, text overlays, and timing. It serves as a planning tool that helps the content creator map out the narrative structure and ensure alignment between visual and instructional objectives. According to Afandi (2011), key components of a storyboard must include titles, illustrations or visual representations, time duration for each segment, and audio cues. Moreover, current media design research stresses that storyboards not only guide technical production but also enhance pedagogical coherence and learner experience (Zhao et al., 2023). Effective educational videos incorporate visual storytelling principles, chunked information, and multimedia learning theory to ensure cognitive load is minimized and key concepts are retained (Mayer, 2021).

Therefore, the storyboard functions not just as a creative draft but as a pedagogical blueprint for delivering content effectively and interactively. The video development process follows the pre-made design and storyboard, using the Animaker application. Animaker is software that provides various features for creating animated videos, such as handwriting animation, transition effects, icons, cartoon animation, and background music. The resulting video will go through a validation stage by academic experts and practitioners to ensure the quality and suitability of the material (see **Figure 1**).

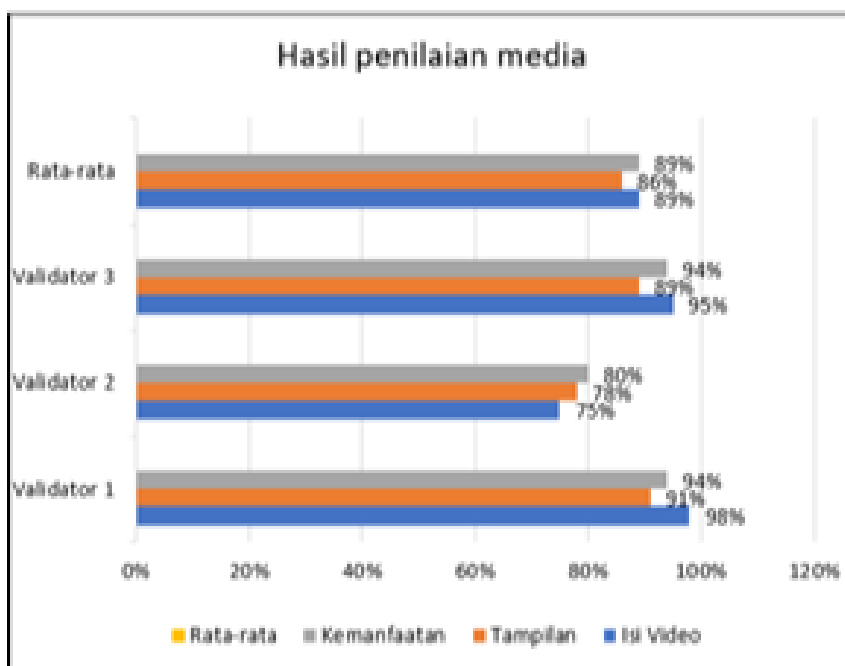


Figure 1. Media assessment results

The implementation process is carried out after making improvements based on the results of video validation, the implementation stage is carried out with a limited trial. This trial involved resource representatives and was conducted to obtain an initial evaluation before the video was widely used. The trial aims to ensure that the video is ready to be implemented effectively and efficiently. All aspects tested to the validators show that the physical health education video in family life is suitable for use in the socialization of the “STOPAN JABAR” program. Based on the suggestions from the experts, the researchers made various improvements, including making videos with a series in accordance with the video material, selecting animations or characters that are consistent with the role, not duplicate writing in the material and subtitles, consistency of the narrator's intonation, increasing the size of the subtitle text and improving voice over that has noise. The results of these improvements aim to produce a better and more suitable video.

Evaluation was conducted through a limited trial of the physical health education video in the family. User ratings indicated that the video was highly suitable, as it conveyed the message clearly and effectively, so that the information could be received and stored in long-term memory. The video was considered highly suitable because it met the characteristics of complete visualization with text, animation, sound and images, making it easy for the audience to understand (see **Figure 2**).

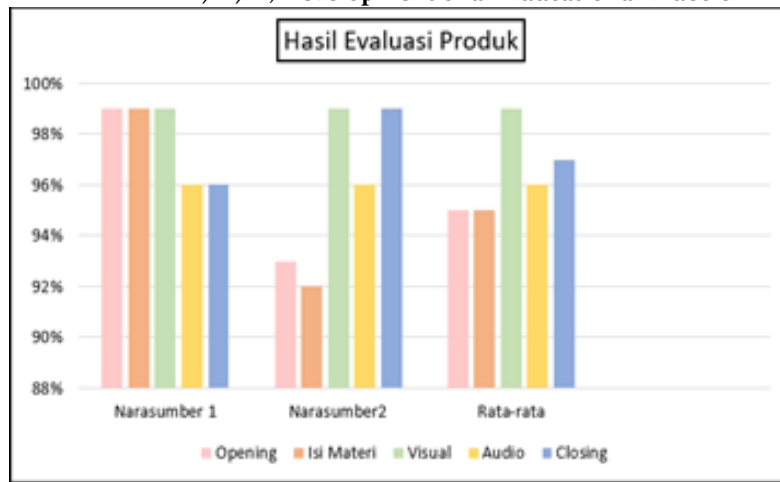


Figure 2. Product Evaluation Results

The results of the product evaluation can be analyzed that all aspects assessed state that the physical health education video in family life on the socialization of the “STOPAN JABAR” program is very feasible. Physical health education videos in family life that have passed the five stages can be accessed at the barcode scan or the following link <https://bit.ly/Kesehatanfisik> (see Figure 3).



Figure 3. Barcode scan of physical health video

4. CONCLUSION

Based on the findings and discussion, it can be concluded as follows:

- (i) Needs analysis through observations and interviews shows that the educational media that has been used in the “STOPAN JABAR” program socialization training activities does not yet have video media.
- (ii) Designing physical health videos in family life using animaker applications.
- (iii) The development of physical health education videos in family life is carried out in accordance with the storyboard. The results of video development from academic experts and expert practitioners are declared feasible to use.

- (iv) Implementation of physical health education videos in family life was carried out with limited trials to two resource persons as representatives of program socialization presenters and then given an assessment at the evaluation stage.
- (v) Evaluation was carried out by filling out a user response questionnaire which was declared very feasible to use.

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AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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