

EFFECTIVENESS OF EDUCATIONAL VIDEOS THROUGH TIKTOK SOCIAL MEDIA ON INCREASING ANTIBIOTIC KNOWLEDGE IN PHARMACY STUDENTS AT NOOR HUDA MUSTOFA UNIVERSITY

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ABSTRACT

Inappropriate use of antibiotics can lead to resistance, becoming a global health problem. Education through social media, especially TikTok, is considered effective in reaching the younger generation in delivering health information. This study aims to determine the effectiveness of educational videos through TikTok on increasing antibiotic knowledge in Pharmacy students at Noor Huda Mustofa University.

This study used a one group pretest-posttest design with 100 pharmacy student respondents. The instrument was a pretest and posttest questionnaire which was analyzed using the Wilcoxon test.

The results showed an increase in knowledge from the category of knowledge of students divided into good (11%), fair (46%), and poor (43%). less educational, there was an increase to good (42%) and fair (58%) without the less category. Wilcoxon test showed a p value = 0.000 ($p < 0.05$), indicating a significant improvement.

Educational video through TikTok is effective in increasing antibiotic knowledge among Pharmacy students. Social media can be a powerful educational tool in health campaigns.

Keywords: Antibiotics, Educational, TikTok, Knowledge, Pharmacy Students