

THE EFFECTIVENESS OF HEALTH MESSAGES TO INCREASE THE WORK PRODUCTIVITY OF PERSONS WITH DISABILITIES

by Sumarjo, Sigit Nugroho, Riky Dwihandaka

ABSTRACT

This study aims to test and determine the effectiveness of this type of health message to increase work productivity which consists of motivation, knowledge, skills, attitudes and independence for people with physical disabilities. This study uses a quasi-experimental design research method with a one group time series design (pretest one post test). In this design, the first observation (pretest) was carried out after that the posttest observation. The treatment group was measured by providing the type of health message therapy on the work productivity of the physically disabled which would be identified as consisting of five (5) influencing factors, namely: (1) motivation, (2) knowledge, (3) skills, (4) attitudes and (5) independence. The research sample was taken from the existing population using a non-random sampling technique with purposive sampling method. Data collection was obtained through tests and measurements. The test instrument used to measure work productivity was using a questionnaire. The data analysis technique used is analysis of variance. The results showed that there was a significant difference between the initial variable and the final variable with a significance value (2-tailed) <0.05 through the paired t-test. Meanwhile, through the ANOVA test results obtained a significance of 0.267. So that it can be interpreted that there is a significant effect on the treatment given by health message on work productivity variables consisting of motivation, knowledge, skills, attitudes and independence for people with disabilities. The increase in work productivity that experienced the largest or most effective increase was found in the motivation variable with a percentage increase of 16.75%.

Kata Kunci: *massage, health, work productivity.*