



Effectiveness of Educational Videos on Improving Elementary School Children's Knowledge of Safe Touches: A Quasi-Experimental Study

Risna Damayanti*, Nuraspina, Erviana, Eva Yuliani, Sastriani, Irna Megawaty

Fakultas Ilmu Kesehatan, Universitas Sulawesi Barat, Majene, Indonesia

*Correspondence Address: risnadamayantiharis86@gmail.com

Article Info

Article History

Received: Jul 23, 2025

Revised: Aug 15, 2025

Accepted: Aug 22, 2025

Keywords:

*Children's
Knowledge, Safe
Touches, Educational
Videos*

ABSTRACT

Sexual violence againsts children is one of the increasingly alarming issues that is rising every year. One effective effort needed to prevent the problem of sexual violence is to provide sex education from an early age to both children and parents through safe touches program. The purpose of this research is to determine the effectiveness of educational videos in increasing children's knowledge about the safe touches. This study employs a quantitative research design with a quasi-experimental approach utilizing the pretest-posttest one-group method. The research was conducted in March 2025 at SD Negeri No. 10 Galung, Banggae subdistrict, Majene regency. The sample consisted of 36 respondents selected using a total sampling method. The research results show that before the intervention 29 (80.6%) children had poor knowledge and 7 (19.4%) children had good knowledge, after conducting the Wilcoxon test, the Asymp.sig (2-tailed) value obtained was 0.001, indicating a significant increase in knowledge after providing video-based education to children about safe touches at SD Negeri 10 Galung. The conclusion of this research suggest that the provision of educational videos effectively increases knowledge about safe touches among elementary school children, thereby reducing the risk of sexual violence in the community.

INTRODUCTION

Child sexual abuse is an increasingly alarming issue that continues to rise each year. At present, numerous new cases have been found in which children are not only victims but also perpetrators of sexual violence against other children. This phenomenon shows that children now face a dual risk-both as victims and as perpetrators-indicating that their safe spaces are becoming increasingly limited. One of the factors that complicates the handling of such cases is the low level of awareness among children who become victims, as they are often unable to recognize that the experiences they have gone through constitute a form of sexual abuse (Arimbi, 2023).

Cases of child sexual abuse have shown a significant upward trend and have become an urgent global concern. According to a 2021 report by the United Nations (PBB), it is estimated that 1 in 5 boys and 1 in 3 girls experience sexual abuse during childhood. The latest report from the World Health Organization (WHO) in 2023 revealed that approximately 1 in 3 women,

or around 736 million females, have experienced physical and sexual violence in their lifetime. These figures reflect a troubling consistency over the past decade (WHO, 2023). Child sexual abuse remains a serious issue in Indonesia. According to the 2023 report by the Indonesian Child Protection Commission (KPAI), the majority of complaints received in the special child protection category involved victims of sexual abuse, accounting for 14% or a total of 252 cases (KPAI, 2023).

Data from the Majene Police and Hospital show that in 2022, there was a significant increase in cases of sexual violence against children in Majene district, with a surge of 35.1% to 57 cases. In the middle of the same year, there were recorded cases of sexual violence against children committed by close family members (Majene Police, 2022), meanwhile, based on a report by the Majene Regency Women's Empowerment and Child Protection Office (PPPA) in 2023, there were 17 cases of sexual violence, and 7 of them involved as victims (PPPA Majene, 2023).

Sexual violence can occur anywhere, regardless of age, gender, socioeconomic or certain racial groups; all parties can be at risk of becoming victims (Guastaferrero et al., 2023). Sexual violence against children can have a serious impact on a child's survival and development. The impact includes a variety of psychological and physical disorders, such as anxiety, aggressive behavior, excessive suspicion, long-term psychological trauma, depression, suicidal tendencies, identity disorders, low self-esteem, substance abuse, damage to the reproductive organs, unnatural sexual behavior, fear of parents of certain places, and decreased academic achievement (Kurniawati et al., 2024).

One of the effective efforts needed to prevent the problem of sexual violence is to conduct sex education from an early age, both to children and parents, through the Safe Touches program. This program is a form of primary prevention strategy for child sexual abuse (CSA) that is universal and school-based, and has been proven effective through an evidence-based approach. The program also emphasizes that if a child experiences inappropriate touching, it is not their fault, and it is important to report it immediately to a trusted adult (Mozid et al., 2024).

Safe touches education can be provided through video media. Video media is one of the effective media to help students receive information more easily, tends to be more interesting to students, and makes it easier for them to understand the material presented (Nugrahmi et al., 2024). Health education and promotion through the use of video media is effective in increasing the knowledge of elementary school-age children about the prevention of sexual violence (Faustina et al., 2022).

Based on this, the researchers want to test the safe touches program that has been developed in New York in the form of educational videos aimed at increasing children's knowledge about safe touches in Indonesia, specifically in the Majene area of West Sulawesi.

METHODS

This research is a quantitative study with a quasi-experimental design using a one-group pretest-posttest method, applying the Wilcoxon test to analyze the differences in respondents' knowledge before and after the intervention. The study was conducted in March 2025 at Elementary School No. 10 Galung Banggae District, Majene Regency. The population in this

study consists of all students in grades 1,2, and 3, totaling 36 individuals. The sampling technique used is probability sampling with total sampling resulting in 36 respondents.

The instrument used in this research is the Child Sex Abuse (CSA) questionnaire focused on children's sex education knowledge (Guastaferrero et al., 2022). The questionnaire consists of 10 questions with answer choices for each question: correct, score=2, unsure, score=1, incorrect, score=0. One question serves as a practice question (cats are better than dogs) to ensure that students understand the response items. Three other items assess the school environment (I enjoy coming to school every day, I have good friends in my class, my school is a fun and safe place to visit), and the remaining six items focus on knowledge related to children's sexual matters. The educational video was adapted from the New York Society for the Prevention of Cruelty to Children (NYSPCC) on YouTube, translated into Indonesian. This video has been tested on 20 students at SDN 049 Lemo, Matakali District, Polewali Mandar Regency.

The research was conducted over 3 days. The first thing the researchers did when meeting the respondents was to distribute flyers explaining the research activities and parental/guardian consent forms to involve their students in the study. On the following day, the researchers distributed and explained the questionnaire about safe touches to the respondents. After filling out the questionnaire, a safe touches video was shown to the respondents would fill out the same questionnaire agains as before.

RESULTS

The univariate and bivariate analyses in this study are:

Table 1. Frequency Distribution of Respondent Characteristics

Respondent Characteristic		n	%
Class	1	10	27,8
	2	15	41,7
	3	11	30,6
Gender	Male	11	30,6
	Female	25	69,4
Age	7 years	13	36,1
	8 years	11	30,6
	9 years	12	33,3
Total		36	100

Source: Primary Data 2025

Based on Table 1. The average number of respondents was in class 2 with 15 people (41.7%), the majority were female with 25 people (69.4%), and 13 people aged 7 years old (36.1%).

Based on table 2 above, the average (mean) score was obtained at 5.31 with a standard deviation of 1.411. after video-based education was provided, the average (mean) score increased to 9.72 with a standard deviation of 1.759. the results of the Wilcoxon test showed an Asymp.sig (2-tailed) value of 0.001, indicating a significant improvement in knowledge after

video-based education on safe touches was given to children at SD Negeri No. 10 Galung, Banggae District, Majene Regency.

Table 2. Distribution of Children's Knowledge Changes After Safe Touches Educational Video Intervention

Knowledge	Pre-test			Post-test			<i>p-Value</i>
	n	%	Mean	n	%	Mean	
Less	29	80,6	5,31 (1,411)	0	0	9,72 (1,579)	0,001
Good	7	19,4		36	100,0		
Total	36	100		36	100		

Source: Primary Data (Processed), 2025

DISCUSSION

Children's knowledge before being given video-based safe touches education

Based on the results of the study, there were 29 (80.6%) of the 36 respondents who had less knowledge, this is because they still do not understand about safe touch for their limbs, they cannot distinguish about the personal parts of the body that can and should not be touched and how the concept of body safety in the event of unsafe touch in children. The researcher also argues that general understanding or formal education, such as the Safe Touches program has not yet become a systematic curriculum at the elementary school level, this topic is also still considered taboo and sensitive, so it is not discussed openly in the family or school environment. Some parents are worried when giving explanations about sex education because they are afraid that the information conveyed is not appropriate, they view introducing sex education to children as a complex matter. Errors in this communication process can have a negative impact on children's development (Hardiyanti, 2023).

This is strengthened by the results of Salehah's research (2024) which says that early childhood does not understand sex education, including the difference between affectionate treatment and unnatural treatment, some of the factors that cause this are obstacles in communication with parents who feel uncomfortable discussing sex education openly, education about sexuality in schools is often not optimal, both in terms of material and teaching approaches that are not adjusted to the level of development of the child's age. In addition, environmental influences, especially through media and technology, are often a source of inaccurate information (Shalehah et al., 2024). Research Kurniawati (2024) said that knowledge about sex in children can prevent sexual deviations. Sexuality education is very important to be given to children according to their age to protect children from sexual abuse and violence, as well as to help them build a healthy understanding of their bodies and sexuality (Kurniawati et al., 2024).

Children's knowledge after being given video-based safe touches education

Based on the results of the research conducted after the intervention, all respondents were at a good level of knowledge (100%). The results of this study significantly show an increase in knowledge in school children after being given video-based safe touches education. Video as an educational medium has a positive impact on conveying information and increasing

understanding in children. Video combines visual and auditory stimuli, when more than one sense is used in learning, information is easier to process and remember by the brain, helping children to be more enthusiastic in learning and increasing their curiosity. Enhancing knowledge through educational video media can equip children with a better understanding of safe touches, enabling them develop protective skills from an early age. This can be integrated in to school health programs as well as community education activities. This intervention has the potential to reduce the risk of sexual abuse of a developmental environment for children.

This research is in line with the results of Vidayanti et al (2020) show that sex education media through animated videos affects increasing students' knowledge about sexuality, video-based animation media acts as an effective interactive means in increasing the concentration and understanding of school-age children towards early sex education, to prevent deviant behavior and incidents of sexual harassment (Vidayanti et al., 2020). Research by Triwono and Estria (2022) said that providing sexual education through animated videos can provide individual knowledge in introducing sexual education to children. This is evidenced by the results of good knowledge from all respondents (Triwiono & Estria, 2022). The use of animation video media in learning can stimulate the enthusiasm of early childhood learning and direct their attention to the material presented, animation has an important role in the world of education, especially in helping children understand the concept of patterns and improve the quality of the teaching and learning process (Riyana et al., 2020).

CONCLUSION

The results of this study show that there is a significant increase in children's knowledge about safe touches after being given education through video. The safe touches program can be included in the education curriculum for elementary school children as one of the efforts to prevent sexual violence against children. Education about safe touches also needs to involve family members.

ACKNOWLEDGMENTS

We are grateful for the support from the Principal and Teachers of State Elementary School. 10 Galung Banggae District, Majene Regency, and students who were willing to become respondents during the study

REFERENCES

- Arimbi, A. (2023). *Pengaruh Pemberian Layanan Informasi Sebagai Pencegahan Terhadap Perilaku Pelecehan Seksual pada Anak Usia Sekolah di SMP Negeri 12 Kota Jambi*. UNIVERSITAS JAMBI.
- Faustina, M. E., Djaali, N. A., & Pambudi, E. S. (2022). Studi Kasus Peningkatan Pengetahuan dan Sikap Terhadap Pencegahan Pelecehan Seksual Melalui Media Video dan Leaflet Pada Siswa Sekolah Dasar di Manggarai Timur. *Jurnal Kesehatan Masyarakat Perkotaan*, 2(1), 12–22.
- Guastafarro, K., Holloway, J. L., Trudeau, J., Lipson, L. B., Sunshine, S., Noll, J. G., & Pulido, M. L. (2022). Virtual delivery of a school-based child sexual abuse prevention program: a pilot

- study. *Journal of Child Sexual Abuse*, 31(5), 577-592.
- Guastaferro, K., Shipe, S. L., Connell, C. M., Holloway, J. L., Pulido, M. L., & Noll, J. G. (2023). Knowledge gains from the implementation of a child sexual abuse prevention program and the future of school-based prevention education. *Journal of Child Sexual Abuse*, 32(7), 845-859.
- Hardiyanti, D. (2023). Upaya pengenalan seks usia dini untuk mencegah kekerasan seksual pada anak. *Manggali*, 3(1), 190-204.
- KPAI. (2023). *Data Kasus Perlindungan Anak dari Pengaduan ke KPAI tahun 2023*. <https://www.kpai.go.id/>
- Kurniawati, D. A., Octivania, R., Putri, M., Fatimah, T., Firmansyah, N., & Noviyanti, A. (2024). Edukasi Dini Siswa SD dalam Mengenal Privasi Tubuh "AKU JAGA, AKU AMAN." *Jurnal Pelayanan Dan Pengabdian Masyarakat Indonesia*, 3(3), 196-204.
- Mozid, N. E., Espinosa, R. N., Grayson, C., Falode, O., Yang, Y., Glaudin, C., & Guastaferro, K. (2024). Piloting an alternative implementation modality for a school-based child sexual abuse prevention curriculum. *International Journal of Environmental Research and Public Health*, 21(2), 149.
- Riyana, E., Solfiah, Y., & Chairilisyah, D. (2020). Pengembangan Video Animasi Terhadap Pengetahuan Konsep Pola Anak Usia 5-6 Tahun. *Jurnal Review Pendidikan Dan Pengajaran*, 3(2), 255-263. <https://doi.org/10.31004/jrpp.v3i2.1230>
- Shalehah, H., Di'ab Ibthihaq, B., Kholifah, S., Irfan, A., & Safriana, S. (2024). Pendidikan Seks Pada Anak Usia Dini: Belajar Aman, Bermain Aman. *Jurnal Malikussaleh Mengabdi*, 3(1), 80-86.
- Triwiono, N., & Estria, S. R. (2022). The Effect of The Animation Video "Known and Protect Yourself" on Knowledge About Sexual Harassment in Children's Elementary School 2 Cinyawang, Patimuan District. *Proceedings Series on Health & Medical Sciences*, 3, 134-137.
- Vidayanti, V., Tungkaki, K. T. P., & Retnaningsih, L. N. (2020). pengaruh pendidikan seks dini melalui media video animasi terhadap peningkatan pengetahuan anak usia sekolah tentang seksualitas di sdn mustokorejo yogyakarta. *Jurnal Formil (Forum Ilmiah) KesMas Respati*, 5(2), 203-2014.
- WHO. (2023). *World Health Organization Indonesia*.