



ABSTRACT

Adolescents' preferences of educational media on sugar sweetened beverages : A qualitative study

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Introduction: Adolescents consume sugar-sweetened beverages (SSBs), their primary added sugar source, daily, yet there is a considerable SSBs' knowledge, attitude, and practice (KAP) gap. Media literacy is crucial in enhancing student education and engagement through high-quality and digestible materials and methods. This study aims to identify the preferred educational media for SSBs among urban adolescents in Jakarta.

Methods: This qualitative study conducted in February 2024 involved two gender-specific focused group discussions with 20 grade 10 and 11 senior high school adolescents with low and high KAP scores, triangulated with in-depth interviews of 3 teachers and 5 experts with different backgrounds, and shared a nutrition focus. Adolescents were randomly selected from the first and last quarter overall scores by filling out the validated KAP questionnaire. The discussions and interviews were recorded, transcribed, and analysed using thematic analysis.

Result: The result discovered that urban adolescents preferred education on SSBs' side effects and ways to control them in concise, understandable, and interesting content delivered through a) animation videos with less than 3 minutes on YouTube or a series of short videos on TikTok, b) text-based digital resources (e-booklets and posters) with relevant illustrations and eye-catching colours, and c) PowerPoint and food models, as multimedia, used at interactive lectures to enhance the adolescents' engagement.

Conclusion: Urban adolescents preferred interesting educational media with coherent and relevant content, such as animation or text-based video-audio with colourful illustrations on social media, besides effective interactive lectures involving games and problem-based learning.

Keywords: Adolescents, Educational Media, SSBs socioenvironmental

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