



Research Paper

The Influence of Jumbo Film Media on the Implementation of Strategic Management in Education and Strengthening Children's Mental Health at UMP Purwokerto Elementary School

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Abstract

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This study aims to determine the effect of Jumbo movie media on the implementation of strategic management of education and strengthening student mental health at UMP Purwokerto Elementary School. The background of this research is based on the increasing cases of mental health disorders in school-age children and the importance of an educational approach that supports students' psychological well-being. The study used a quantitative approach with a sample of 40 students, through random sampling method. Data were collected using a Likert scale questionnaire and analyzed by validity, reliability, normality, linearity, and simple linear regression tests using SPSS. The results showed that Jumbo movie media significantly influenced the strategic management of education by 38.5% and strengthening children's mental health by 42.6%. The t test showed that there was a significant effect with t values of 4.882 and 5.313 respectively ($p < 0.05$). Jumbo Movie is proven to be effective as an educational media that can increase students' emotional understanding and strengthen educational strategies that are adaptive and responsive to mental health issues. The findings make an important contribution to the development of educational policies that integrate audiovisual-based learning media to support children's mental well-being.

Keywords: Movie Media; Strategic Management of Education; Children's Mental Health

1. Introduction

Mental health is an important aspect of child development, especially in educational settings. In Indonesia, the prevalence of mental health problems among children and adolescents is increasing. According to data from the Indonesian Ministry of Health, approximately 20% of children experience mental health disorders that can negatively impact their learning process [1]



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mental health is a crucial aspect of a child's development. In addition to academic factors, psychological well-being plays a significant role in how children interact with their school environment [2]. "This impact is not only seen in declining academic performance, but also in disturbed social behavior. Cases of elementary school children involved in deviant behavior, such as premature adult crimes, show that mental health issues cannot be ignored. For example, a report from the Indonesian Child Protection Commission (KPAI) shows that cases of children involved in criminal acts are on the rise, with mental health being one of the main causes [3]. According to Ardiansyah, mental health plays an important role in individual development, especially in children and adolescents, who are in a critical phase in the formation of their identity and social abilities [4].

In this context, strategic education management plays an important role in designing and implementing programs that can support students' mental health. Strategic education management includes planning, implementing, and evaluating educational programs aimed at achieving specific goals. The stigma surrounding mental health remains a barrier to implementing mental health programs in schools. Many students and parents feel embarrassed or afraid to seek help when facing mental health challenges. "...This is consistent with findings that anxiety and behavioral problems among elementary school-aged children have increased significantly due to changes in social interaction patterns in the digital age [5]. "This can hinder efforts to create a supportive environment for mental health [6].

Using this approach, SD UMP Purwokerto can design programs that focus not only on academics but also on students' emotional and social development. Research shows that appropriate interventions in education can significantly improve students' mental health. Therefore, strengthening mental health in schools, as done at SD UMP Purwokerto, is very important. By integrating programs that support mental health, it is hoped that students will be better prepared to face challenges, both in and outside of school.

One of the first steps in strategic management taken by SD UMP is to analyze students' mental health needs. Through surveys and interviews with students, teachers, and parents, the school identified the problems faced by students and formulated appropriate programs. For example, if it was found that many students experienced anxiety before exams, then a stress management training program could be implemented. "...program design that supports students' mental health. Effective strategic educational management must be able to integrate the academic curriculum with character development [7]. "Research data shows that students who are trained in stress management have better academic performance than those who are not trained [8].

One innovative approach that can be used is through film. The film *Jumbo*, which is a local product, has the potential to be an effective tool in mental health education at SD UMP Purwokerto. Wulan Nur Jatmika, a Clinical Psychology Lecturer at Gadjah Mada University, stated in the online media outlet topcareer.id that a number of social realities in the film *Jumbo* reflect the influence of family and environment on children's psychological conditions [9]. Wulan also highlighted the issue of child bullying in the relationship between Don and Atta in the film *Jumbo*. According to her, bullying is a real and complex problem in children's environments. Both perpetrators and victims are at risk of developing mental health problems in the future. "...a real and complex issue in children's environments. Bullying not only has physical consequences but also leaves long-term psychological trauma that hinders self-actualization [10]. " Thus, this film is not only entertaining but also conveys moral and emotional messages that can help students understand and manage their feelings. In this way, the film can serve as an engaging and relevant educational tool for the younger generation.

After analyzing the needs, the next step was to design a program involving the use of film media, namely the film Jumbo. Furthermore, based on information from one of the UMP elementary school teachers and the online media outlet liputan6.com, the film viewing activity involved 47 minibuses to transport 557 students to a cinema in Purwokerto. Unexpectedly for the UMP elementary school management, the activity went viral on social media [11]. "Collaboration between schools and families in supporting mental health programs is key to the successful implementation of strategic educational management [12]."

The next activity was a group discussion, where students shared their feelings and experiences. This discussion is important for building students' social and emotional skills. Research shows that group discussions after watching a film can improve students' understanding of mental health and reduce stigma surrounding mental health issues [13]. Furthermore, program evaluation is also an important part of strategic educational management. SD UMP Purwokerto conducts periodic evaluations to measure the effectiveness of the programs that have been implemented. "...supporting children's mental well-being. The integration of technology and popular media into educational strategies is an urgent necessity to address the psychological challenges facing future generations [14]."

Through this research, it is hoped that the extent to which the Jumbo film is effective in integrating strategic education management and becoming a tool that supports the strengthening of students' mental health can be discovered. The benefits of this research will not only be felt by SD UMP Purwokerto, but can also serve as a reference for other schools in developing strategic educational management and similar mental health programs. Thus, this research is expected to make a significant contribution to improving the quality of education and mental health in Indonesia.

2. Method

This research is quantitative in nature, using an associative approach to determine the relationship between independent and dependent variables. The purpose of this study is to analyze the influence of Jumbo films on the implementation of strategic educational management and the strengthening of children's mental health. According to Sugiyono population is a generalization area consisting of objects and/or subjects that have certain qualities and characteristics determined by researchers to be studied, and then conclusions are drawn [15]. The population in this study was all 557 students of UMP Purwokerto Elementary School. The sampling technique used was simple random sampling, which is the random selection of samples from all members of the population so that each individual has an equal chance of being selected. The sample size was set at 40 students from grades 4, 5, and 6, who were considered representative of the population based on considerations of time and resource efficiency. The sample used was considered to have more experience and understanding in using technological devices than the lower grades.

Data collection in this study was conducted through the distribution of closed questionnaires using a 1–5 Likert scale. This instrument was designed to measure three main variables, namely Jumbo film media as the independent variable (X), the implementation of strategic educational management (Y1), and the strengthening of children's mental health (Y2) as the dependent variables. The instrument was developed based on relevant theoretical indicators, then tested for validity and reliability. In addition to questionnaires, this study also used observation techniques. Observation techniques were used to observe the application of strategic educational management in strengthening mental health through Jumbo film media. Observation was used to support the data obtained to truly describe the actual conditions.

Data analysis was performed using SPSS version 22.0, which included prerequisite tests (normality and linearity tests), hypothesis testing (simple linear regression), and correlation tests. The normality test was performed using Kolmogorov-Smirnov, while the linearity test was used to ensure that the relationship between variables was linear. Hypothesis testing was performed by comparing the calculated t-value and the table t-value at a significance level of 5%, as well as considering the p-value. The results of the analysis were used to determine the extent of the influence of film media on the two dependent variables, namely strategic management of education and students' mental health.

To ensure the quality of the research instruments, validity and reliability tests were conducted. The validity test was performed using the Pearson Product Moment correlation technique, where the analysis results showed that all instrument items had a correlation coefficient (r) value greater than 0.50 and a significance value of less than 0.05. This indicates that all items in the questionnaire are valid and capable of measuring the intended variables. Furthermore, the reliability test was conducted using Cronbach's Alpha coefficient. The test results showed that the alpha value for all variables was above 0.60, namely 0.731 for the Jumbo film media variable (X), 0.833 for the strategic education management variable (Y1), and 0.814 for the child mental health strengthening variable (Y2). Thus, the instrument was declared to have a good level of reliability and consistency in measuring each indicator of the research variables.

3. Result and Discussion

Presenting the Results

The validity test

The validity test results are presented in Table 1 below:

Table 1. Validity Test Results				
Variable	Item	R	Significance	Description
Jumbo Film Media (X1)	Item 1	0,695	0,000	Valid
	Item 2	0,674	0,000	Valid
	Item 3	0,617	0,000	Valid
	Item 4	0,784	0,000	Valid
	Item 5	0,706	0,000	Valid
Implementation of Strategic Management in Education (Y1)	Item 1	0,784	0,000	Valid
	Item 2	0,866	0,000	Valid
	Item 3	0,652	0,000	Valid
	Item 4	0,848	0,000	Valid
	Item 5	0,750	0,000	Valid
Strengthening Children's Mental Health (Y2)	Item 1	0,734	0,000	Valid
	Item 2	0,810	0,000	Valid
	Item 3	0,834	0,000	Valid
	Item 4	0,836	0,000	Valid
	Item 5	0,589	0,000	Valid

Source: Processed Primary Data (2025)

From the validation test results, all variables have a correlation value (r) greater than 0.50, meaning that all variables/instrument items are valid.

Reliability Test

Table 2. Reliability Test Results

Variabel	Alpha	Description
Jumbo Film Media (X1)	0,731	Reliabel
Implementation of Strategic Education Management (Y1)	0,833	Reliabel
Strengthening Children's Mental Health (Y2)	0,814	Reliabel

Source: Processed primary data (2025)

Based on the results of the overall reliability test analysis, it can be said to be reliable because the Cronbach's alpha coefficient value is greater than 0.6.

Prerequisite Test

A normality test was conducted to test whether all variables were normally distributed or not. To determine whether data is normal, the sig value must be > 0.05 ; otherwise, if the sig value is < 0.05 , the data is considered abnormal. The results of the normality test are as follows:

Table 3. Normality Test

Variabel	Value	Description
Jumbo Film Media (X1)	0,017	Normal
Implementation of Strategic Education Management (Y1)	.0,006	Normal
Strengthening Children's Mental Health (Y2)	0,029	Normal

Based on the results of the normality test using Kolmogorov-Smirnov and Shapiro-Wilk in the table above, it can be seen that the significance value or p-value < 0.05 , so it is normally distributed. The linearity test aims to determine whether two variables have a significant linear relationship or not. The results of the linearity test in this study are as follows:

Table 4. Linearity Test

		Sum of Squares	df	Mean Square	F	Sig.
Strengthening Children's Mental Health * Jumbo Film Media	Between Groups	(Combined)	193.517	6	32.253	4.742 .001
		Linearity	178.152	1	178.152	26.192 .000
		Deviation from Linearity	15.365	5	3.073	.452 .809
	Within Groups		224.458	33	6.802	
	Total		417.975	39		
Strategic Education Management * Jumbo Film Media	Between Groups	(Combined)	123.067	6	20.511	4.372 .002
		Linearity	107.104	1	107.104	22.827 .000
		Deviation from Linearity	15.962	5	3.192	.680 .641
	Within Groups		154.833	33	4.692	
	Total		277.900	39		

Based on the linearity test results in the table above, it can be seen that the significance value or p-value in the linearity row is < 0.05 and in the deviation from linearity row is > 0.05 , thus indicating linearity.

Hypothesis Test

Table 5. Hypothesis Test Results, X1 against Y1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.385	.369	2.120
Predictors: (Constant), Jumbo Film Media				

The table above shows that the r-square value is 0.385 or 38.5%, which means that Jumbo film media has a 38.5% effect on the implementation of strategic education management.

Table 6. Results of Hypothesis Testing X1 against Y2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.653 ^a	.426	.411	2.512
Predictors: (Constant), Jumbo Film Media				

The table above shows that the r square value is 0.426 or 42.6%, which means that Jumbo films have a 42.6% effect on strengthening mental health.

Table 7. Simple Linear Regression Results, X1 against Y

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.119	3.688		1.117	.271
	Jumbo Film Media	.799	.164	.621	4.882	.000
a. Dependent Variable: Implementation of Strategic Education Management.						

Regression Equation for Prediction, $Y1 = a + b1.X1$

Strategic Education Management = $4.119 + 0.799.X1$

T count = 4.882

T table = 1.686 (df = $40 - 2 = 38$)

Therefore, $t_{\text{calculated}} > t_{\text{table}}$, meaning that there is a significant effect of jumbo film media on the implementation of strategic management in education. Based on Table 9, the results of simple linear regression coefficients obtained the following regression equation: $Y1 = a + b1.X1$, namely $Y = 4.119 + 0.799X$. This change is an increase if b is positive and a decrease if b is negative. From the coefficients of the simple linear regression equation above, it is known that the constant of 4.119 indicates that if the jumbo film media variable is zero or fixed, it will increase the implementation of strategic management in education by 41.19%. If the jumbo film media variable increases by 1 unit, it will increase strategic management in education by 0.799 units or 79.9%.

In the output table of the simple linear regression equation coefficients above, the t-value for jumbo film media is 4.882. With a degree of freedom (df) = $N - 2 = 40 - 2 = 38$, the t-table is 1.686. Therefore, it can be concluded that $t_{\text{count}} > t_{\text{table}}$, namely $4.882 > 1.686$, so H_0 is rejected

and H_a is accepted. This means that there is a significant effect of jumbo film media on the implementation of strategic management in education at SD UMP Purwokerto.

Table 8. Simple Linear Regression Results, X1 against Y2

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	T
		B	Std. Error	Beta	
1	(Constant)	3.400	4.371		778
	Jumbo Film Media	1.030	.194	.653	5.313
a. Dependent Variable: Strengthening Children's Mental Health					

Regression Equation for Prediction, $Y_1 = a + b_1.X_1$

Mental Health Strengthening = $3.400 + 1.030.$ Jumbo Film Media

T count = 5.313

T table = 1.686 (df = $40 - 2 = 38$)

Therefore, t calculated > t table, meaning that there is a significant effect of jumbo film media on strengthening children's mental health. Based on Table 8 of the simple linear regression results, the following regression equation is obtained: $Y_1 = a + b_1.X_1$, namely $Y = 3.400 + 1.030X$. This change is an increase if b is positive and a decrease if b is negative. From the coefficients of the simple linear regression equation above, it is known that the constant of 3.400 indicates that if the jumbo film media variable is zero or fixed, it will increase the implementation of strategic education management by 3.400%. If the jumbo film media variable increases by 1 unit, it will increase strategic education management by 1.030 units or 103%. In the output table of the simple linear regression equation coefficients above, the t-value for jumbo film media is 5.313. With a degree of freedom (df) = $N - 2 = 40 - 2 = 38$, the t-table is 1.686. Therefore, it can be concluded that $t_{count} > t_{table}$, namely $5.313 > 1.686$, so H_0 is rejected and H_a is accepted. This means that there is a significant effect of jumbo film media on strengthening the mental health of children at SD UMP Purwokerto.

4. Discussion

The discussion of this study shows that Jumbo films have a significant influence on the implementation of strategic educational management and the strengthening of children's mental health. Critically, these findings indicate that narrative-visual educational approaches such as films can be transformative tools in primary education, particularly in shaping students' emotional and social awareness. From the perspective of film media theory in learning, as stated by Susilana, Arsyad, and Trianton, films are not only a means of entertainment but also a source of information and a tool for shaping values. In this context, Jumbo serves as an effective medium for conveying moral and psychosocial messages, as it is able to depict real situations that are relatable to children's lives, such as bullying, family dynamics, and social pressures that affect mental health.

According to Panggalo, strategic management is a crucial step in organizational management that focuses on developing and implementing effective strategies to achieve competitive advantage. In this context, strategy encompasses not only decisions made by top management but also involves participation from all levels of the organization[16]. The results of the study show that the use of the Jumbo film medium has a significant effect on the implementation of strategic education management and the strengthening of children's mental

health at SD UMP Purwokerto. Film media as an audiovisual-based learning tool is capable of conveying strong educational messages, especially those related to social and psychological issues experienced by children. The selection of Jumbo films as a strategic learning medium is based on the relevance of their narratives, which touch on issues of bullying, family relationships, and children's emotional dynamics, which are considered capable of increasing students' awareness and empathy towards mental health issues.

Based on the regression test results, a significance value was obtained that showed a strong positive influence of film media on the two main aspects of this study: strategic education management ($t = 4.882$; sig. = 0.000) and strengthening children's mental health ($t = 5.313$; sig. = 0.000). This indicates that educational program innovations that incorporate film media not only support adaptive and participatory educational strategies but are also effective in building students' emotional awareness. These results are in line with the views of Wheelen and Hunger who emphasize that strategic management includes the process of continuous formulation, implementation, and evaluation of changes in the internal and external environment [17]. In the case of SD UMP Purwokerto, strategic management was applied starting from the analysis of student needs, the implementation of film viewing activities, to evaluation through group discussions and measurement of student perceptions. The implementation of group viewing activities involving all students and follow-up in the form of group discussions proved the effectiveness of this approach in creating a safe space for expressing feelings, sharing experiences, and building social skills. This activity is also part of the educational strategic management cycle, which begins with needs analysis, implementation, and continuous evaluation. Thus, the benefits of films can also develop students' interests and motivation [18].

The integration of film media in educational strategic management has proven to be able to encourage the creation of a learning environment that supports students' mental health, as well as becoming a model for educational intervention that can be replicated in other educational institutions. "...the film *Jumbo* had a 42.6% impact on improving mental health. Creative media-based interventions have consistently demonstrated effectiveness in reducing stress levels and improving mental health literacy among students [19]." This also reinforces the view expressed by Hidayat and Setyowati: "...one innovative approach is through film. The use of audiovisual media in education has been shown to foster deeper emotional engagement and a more profound understanding of moral concepts in children compared to conventional methods [20]."

Schools are not only places for academic learning, but also environments where children learn social and emotional skills. Educational programs focused on mental health, such as social skills training and bullying prevention programs, have been shown to be effective in improving children's mental health [21]. Programs implemented in several schools in Indonesia have shown that interventions involving social skills training can reduce bullying incidents and improve students' emotional well-being.

5. Conclusion

This study shows that Jumbo films have a significant impact on the implementation of strategic educational management and the improvement of children's mental health at SD UMP Purwokerto. Films are useful learning tools. In addition to serving as entertainment, they can convey moral, social, and emotional messages. It has been proven that Jumbo films have the ability to help students understand psychosocial issues such as bullying and family dynamics and encourage them to think emotionally through group discussions. Statistical analysis results show that this film media improves strategic educational management by 38.5% and children's mental health by 42.6%. Regression test results show a significant effect with a calculated t value

> t table and significance < 0.05, both on strategic management of education ($t = 4.882$) and on strengthening children's mental health ($t = 5.313$). These findings confirm that the use of film media in educational strategies is not merely an innovation in method; it is a strategic approach that can increase psychosocial awareness, improve social skills, and create a mentally and emotionally healthy learning environment. Therefore, other schools can use this model as a reference to develop more comprehensive and responsive educational policies and programs for students' psychosocial issues.

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Authors' contributions and responsibilities

Lies Ning Ujiyanti: conceptualization, methodology, writing – original draft, supervision. Enjang Burhanudin Yusuf: writing – review & editing, investigation, formal analysis, visualization.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

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