***Abstract:*** *Physical activity is an activity carried out in a physical and healthy condition based on the ability of the individual's body.* [*Based on a preliminary study of the phenomenon for respondents*](http://www.u-dictionary.com/home/word/Based%20on%20a%20preliminary%20study%20of%20the%20phenomenon%20for%20respondents%20who%20perform%20physical%20activity%20but%20still%20do%20not%20know%20enough%20about%20physical%20acidity./from/en/to/hi)[*who perform the physical activity but still do not know enough about*](http://www.u-dictionary.com/home/word/Based%20on%20a%20preliminary%20study%20of%20the%20phenomenon%20for%20respondents%20who%20perform%20physical%20activity%20but%20still%20do%20not%20know%20enough%20about%20physical%20acidity./from/en/to/hi) *physical activity. This research uses pre-experimental quantitative research with the one-group pretest-posttest method.* [*The*](http://www.u-dictionary.com/home/word/The%20population%20in%20this%20study%20is%20followers%20of%20social%20media%20instragrams%20researchers%2C%20as%20many%20as%2038/from/en/to/hi)[*population in this study is followers of social media Instagram researchers, as many as 38.*](http://www.u-dictionary.com/home/word/The%20population%20in%20this%20study%20is%20followers%20of%20social%20media%20instragrams%20researchers%2C%20as%20many%20as%2038/from/en/to/hi) *The technique of placing the sample in this research is systematic sampling and purposive sampling.* [*The research was conducted online from September 2020 - April 2021.*](http://www.u-dictionary.com/home/word/Research%20was%20conducted%20online%20in%20September%202020-april%202021./from/en/to/hi) *Data analysis was processed using the Wilcoxon signed-rank test. The results showed that the Wilcoxon test was the Z value = - 4.023, at the 5% significance level with the p asymp value Sig. (2-tailed) of 0.000.* [*0,000 points less*](http://www.u-dictionary.com/home/word/0%2C000%20points%20less%20than%20%3c%200.05%2C%20hence%20it%20states%20that%20%22ha%20is%20accepted%22%2C%20meaning%20that%20there%20is%20a%20comparison%20during%20pretest%20and%20posttest./from/en/to/hi)[*than < 0.05, hence it states that "ha is accepted," meaning that there is a comparison during pretest*](http://www.u-dictionary.com/home/word/0%2C000%20points%20less%20than%20%3c%200.05%2C%20hence%20it%20states%20that%20%22ha%20is%20accepted%22%2C%20meaning%20that%20there%20is%20a%20comparison%20during%20pretest%20and%20posttest./from/en/to/hi)[*and posttest.*](http://www.u-dictionary.com/home/word/0%2C000%20points%20less%20than%20%3c%200.05%2C%20hence%20it%20states%20that%20%22ha%20is%20accepted%22%2C%20meaning%20that%20there%20is%20a%20comparison%20during%20pretest%20and%20posttest./from/en/to/hi) *It* [*might say that this research has the effect of education through video media on*](http://www.u-dictionary.com/home/word/One%20might%20say%20that%20this%20study%20has%20influenced%20teaching%20via%20video%20media%20on%20the%20knowledge%20of%20physical%20activity%20for%20social%20media%20users./from/en/to/hi)[*knowledge of physical activity for Instagram social media users.*](http://www.u-dictionary.com/home/word/One%20might%20say%20that%20this%20study%20has%20influenced%20teaching%20via%20video%20media%20on%20the%20knowledge%20of%20physical%20activity%20for%20social%20media%20users./from/en/to/hi)

***Keywords: Education, Video Media, Knowledge, Physical Activity, Instagram***

***Abstrak:*** *Aktivitas fisik merupakan aktivitas yang dilakukan dalam kondisi sehat fisik dan mental atas kesanggupan tubuh individu. Berdasarkan studi pendahuluan terhadap fenomena yang dialami responden yaitu responden melakukan aktivitas fisik tetapi masih belum mengetahui dengan benar aktivitas fisik. Penelitian ini bertujuan agar dapat mengetahui pengaruh edukasi media video terhadap pengetahuan tentang aktivitas fisik bagi pengguna social media Instagram. Penelitian ini menggunakan penelitian kuantitatif pre experimental dengan metode one group pre test post test. Populasi dalam penelitian ini adalah followers pengguna social media Instagram peneliti, sejumlah 38 responden. Teknik penentuan sampel pada penelitian ini merupakan sampling sistematis dan purposive sampling. Penelitian dilaksanakan pada bulan September 2020-April 2021 secara online. Analisis data diolah menggunakan Uji Wilcoxon signed rank test. Hasil penelitian menunjukan dari uji wilcoxon yaitu nilai Z = -4.023, pada taraf signifikasi 5% dengan p value asymp Sig. (2-tailed) sebesar 0,000. Nilai 0,000 lebih kecil dari < 0,05, maka dinyatakan bahwa “Ha diterima”, artinya adanya perbandingan ketika pretest dan posttest. Dapat dikatakan penelitian ini yaitu ada pengaruh edukasi melalui media video terhadap pengetahuan tentang aktivitas fisik bagi pengguna social media Instagram.*

***Kata Kunci: Edukasi, Media Video, Pengetahuan, Aktivitas Fisik, Instagram***