

**PROGRAM STUDI S1 KEBIDANAN DAN PROFESI FAKULTAS
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Paquita Jafier Herrin

**Efektivitas Media Audio Visual dalam Meningkatkan Pengetahuan Akseptor
Non MKJP terhadap Kontrasepsi IUD di PMB Mutia Varina**

Xix + 72 Halaman + 17 Tabel + 11 Lampiran

ABSTRAK

Penggunaan Metode Kontrasepsi Jangka Panjang (MKJP) non-hormonal seperti IUD masih tergolong rendah yaitu 7,3% ,dan menjadi tantangan dalam pelayanan Keluarga Berencana. Salah satu penyebabnya adalah kurangnya pengetahuan akseptor Non MKJP mengenai kontrasepsi IUD. Media audio visual dinilai mampu menyampaikan informasi secara menarik dan mudah dipahami. Tujuan penelitian ini adalah untuk mengetahui efektivitas media audio visual dalam meningkatkan pengetahuan akseptor Non MKJP terhadap kontrasepsi IUD. Penelitian ini merupakan penelitian kuantitatif dengan desain pre-eksperimental one group pretest-posttest. Populasi berjumlah 60 akseptor Non MKJP di PMB Mutia Varina Kota Pekanbaru, dengan sampel sebanyak 37 responden menggunakan teknik purposive sampling. Instrumen yang digunakan berupa video animasi edukatif dan kuesioner pengetahuan IUD. Hasil pretest menunjukkan 19 responden (51,4%) berpengetahuan rendah, 17 (45,9%) cukup, dan 1 (2,7%) baik, dengan nilai rata-rata 12,65. Setelah intervensi, seluruh responden (100%) berada pada kategori pengetahuan baik dengan rata-rata skor 21,54. Hasil Uji Wilcoxon signifikan dengan nilai p-value = 0,000 ($< 0,05$), terdapat perbedaan yang signifikan antara sebelum dan sesudah intervensi. Disimpulkan bahwa Media audio visual terbukti efektif meningkatkan pengetahuan akseptor Non MKJP tentang kontrasepsi IUD. Oleh karena itu, disarankan agar tenaga kesehatan memanfaatkan media audio visual sebagai alternatif edukasi dalam promosi kontrasepsi jangka panjang di pelayanan kebidanan.

Kata Kunci: Media Audio Visual, Pengetahuan, IUD, Non MKJP

Daftar Bacaan: 86 (2019–2024)

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Paquita Jafier Herrin

Effectiveness of Audio-Visual Media in Enhancing Knowledge of IUD Contraception among Non-LTCM Acceptors at PMB Mutia Varina

Xix + 72 Pages + 17 Tables + 11 Appendices

ABSTRACT

The use of non-hormonal Long-Term Contraceptive Methods (LTCMs), such as intrauterine devices (IUDs), remains relatively low at 7.3%, posing a challenge in family planning services. One contributing factor is the limited knowledge of Non-LTCM acceptors regarding IUD contraception. Audio-visual media is considered an effective educational tool because it delivers information in an engaging and easy-to-understand format. This study aimed to determine the effectiveness of audio-visual media in improving knowledge of Non-LTCM acceptors about IUD contraception. The research employed a quantitative approach with a pre-experimental one-group pretest–posttest design. The study population consisted of 60 Non-LTCM acceptors at PMB Mutia Varina, Pekanbaru, with 37 respondents selected using purposive sampling. The instruments included an educational animated video and a structured knowledge questionnaire. Pretest results showed that 19 respondents (51.4%) had low knowledge, 17 (45.9%) had moderate knowledge, and 1 (2.7%) had high knowledge, with a mean score of 12.65. After the intervention, all respondents (100%) were in the high knowledge category, with a mean score of 21.54. The Wilcoxon signed-rank test yielded a significant result with a p-value of 0.000 (< 0.05). In conclusion, audio-visual media proved effective in increasing knowledge of IUD contraception among Non-LTCM acceptors. Therefore, it is recommended that healthcare providers utilize audio-visual media as an alternative educational method in promoting long-term contraceptive use within midwifery services.

Keywords: Audio-Visual Media, Knowledge, IUD, Non-LTCM

References: 86 (2019–2024)