

**PROGRAM STUDI S1 KEBIDANAN FAKULTAS KESEHATAN DAN
INFORMATIKA INSTITUT KESEHATAN PAYUNG NEGERI
PEKANBARU**

Penelitian, 08 Juli 2025

Sarah Nabila

**Pengaruh Edukasi Kesehatan Berbasis Media Sosial Whatsapp Grup Tentang
Kanker Serviks Terhadap Pengetahuan dan Sikap Wanita Usia Subur di
Puskesmas Sungai Apit**

Xi + 59 Halaman + 11 Tabel + 9 Lampiran

ABSTRAK

Kanker serviks adalah kanker yang terjadi pada leher rahim, organ yang menghubungkan rahim dengan vagina. Penggunaan media sosial seperti whatsapp grup sebagai media edukasi efektif dalam meningkatkan pengetahuan dan sikap WUS. Penelitian ini bertujuan mengetahui pengaruh edukasi berbasis WhatsApp grup tentang kanker serviks terhadap pengetahuan dan sikap WUS. Penelitian menggunakan metode *kuantitatif* dengan desain *Quasi Eksperimen* model *One Group Pre-Test dan Post-Test*. Dilaksanakan pada Februari–Agustus 2025, dengan populasi 150 wanita usia subur dan sampel 60 orang yang dipilih menggunakan *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis secara statistik untuk membandingkan hasil sebelum dan sesudah intervensi. Hasil menunjukkan dari 60 responden yang telah menikah, 38 orang (63,3%) berusia 21–35 tahun, dan 21 orang (35,0%) berusia >35 tahun. Sebelum edukasi, 56 orang (93,3%) memiliki pengetahuan rendah. Setelah edukasi, pengetahuan meningkat signifikan menjadi 58 orang (96,7%). Sebelum intervensi, 40 orang (66,7%) memiliki sikap negatif terhadap kanker serviks. Setelah edukasi, sikap positif meningkat menjadi 56 orang (93,3%). *Uji Wilcoxon Signed Ranks Test* menghasilkan *p-value* 0,000 ($p < 0,05$), menunjukkan adanya hubungan signifikan antara edukasi berbasis WhatsApp grup dengan peningkatan pengetahuan dan sikap. Kesimpulannya, edukasi kesehatan menggunakan WhatsApp grup efektif meningkatkan pengetahuan dan membentuk sikap positif wanita usia subur terhadap kanker serviks.

Kata Kunci: Kanker Serviks, Pengetahuan dan Sikap, Wanita Usia Subur
Daftar Bacaan: 51 (2017–2024)

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**The Influence of Social Media-Based Health Education on Cervical Cancer
through WhatsApp Groups on the Knowledge and Attitudes of Women of
Childbearing Age at the Sungai Apit District Health Center**

Xi + 56 Pages + 11 Tables + 9 Appendices

ABSTRACT

Cervical cancer is a type of cancer that occurs in the cervix, the organ that connects the uterus to the vagina. The use of social media, such as WhatsApp groups, has been proven effective as an educational medium to improve knowledge and attitudes among women of reproductive age. This study aims to determine the influence of health education delivered through WhatsApp groups about cervical cancer on the knowledge and attitudes of women of reproductive age. Methods This research applied a quantitative approach with a Quasi-Experimental design using the One Group Pre-Test and Post-Test model. The population consisted of 150 women of reproductive age, while the sample included 60 participants selected through purposive sampling. Data were collected using questionnaires and analyzed statistically to compare results before and after the intervention. Results Among the 60 married respondents, 38 (63.3%) were aged 21–35 years, and 21 (35.0%) were older than 35 years. Before the education, 56 respondents (93.3%) had low knowledge. After the education, knowledge significantly increased, with 58 respondents (96.7%) achieving higher knowledge levels. Regarding attitude, before the intervention, 40 respondents (66.7%) showed negative attitudes toward cervical cancer. After the intervention, 56 respondents (93.3%) demonstrated positive attitudes. The Wilcoxon Signed Ranks Test produced a p-value of 0.000 ($p < 0.05$), indicating a significant relationship between WhatsApp group-based education and the improvement of knowledge and attitudes. Conclusion Health education using WhatsApp groups is effective in improving knowledge and fostering positive attitudes toward cervical cancer among women of reproductive age.

Keywords: *Cervical Cancer, Knowledge and Attitudes, Women of Childbearing Age*

References: 51 (2017–2024)