

ABSTRAK

Masalah kesehatan reproduksi terutama kanker serviks masih banyak terjadi di Indonesia dan merupakan ancaman besar bagi kesehatan dan kehidupan wanita. Terdapat teknik skrining yang efektif, murah serta memiliki sensitivitas dan spesifitas cukup baik untuk mencegah kanker serviks yang dikenal dengan nama Inspeksi Visual Asam Asetat (IVA). Salah satu faktor yang dapat mempengaruhi keikutsertaan seseorang dalam melakukan pemeriksaan IVA adalah sikap. Pembentukan sikap dipengaruhi oleh adanya media pendidikan kesehatan. Penelitian ini bertujuan untuk menganalisis efektivitas pendidikan kesehatan melalui video “Mari Ber-IVA” terhadap sikap WUS dalam melakukan pemeriksaan IVA.

Jenis penelitian ini adalah penelitian kuantitatif menggunakan desain *Quasi Experimental* dengan pendekatan *Nonequivalent Control Group Design*. Populasi dalam penelitian ini adalah wanita usia subur (WUS) yang telah menikah di wilayah kerja Puskesmas Tanah Kali Kedinding Surabaya pada bulan desember 2022 sebanyak 100 orang. Sampel dalam penelitian ini adalah sebagian WUS yang telah menikah sebanyak 30 orang yang terbagi menjadi 2 kelompok yang diambil dengan menggunakan teknik *simple random sampling*. Teknik pengumpulan data menggunakan kuesioner sebagai instrumen penelitian. Analisis data menggunakan Uji *Wilcoxon Signed Rank Test*.

Hasil penelitian sebelum mendapatkan pendidikan kesehatan melalui video “Mari Ber-IVA” sebagian besar responden atau sebanyak 18 orang (60%) masih memiliki sikap negatif dan setelah mendapatkan pendidikan kesehatan melalui video “Mari Ber-IVA” hampir seluruh responden yaitu 26 orang (86,7%) memiliki sikap menjadi positif. Hasil Uji *Wilcoxon Signed Rank Test* didapatkan nilai $p = 0,000$ lebih kecil dari nilai alpha ($p < \alpha (0,05)$) yang artinya H1 diterima, yaitu pendidikan kesehatan melalui video “Mari Ber-IVA” efektif terhadap sikap WUS dalam melakukan pemeriksaan IVA.

Berdasarkan uraian diatas dapat disimpulkan bahwa pendidikan kesehatan melalui video “Mari Ber-IVA” efektif terhadap sikap WUS dalam melakukan pemeriksaan IVA. Tempat penelitian diharapkan dapat memberikan pendidikan kesehatan mengenai pemeriksaan IVA kepada WUS melalui berbagai media pendidikan terutama melalui media video.

Kata Kunci : Pemeriksaan IVA, Sikap, Video, Wanita Usia Subur

ABSTRACT

Reproductive health problems, especially cervical cancer are still prevalent in Indonesia and are a major threat to the health and lives of women. There is a screening technique that is effective, affordable and has good sensitivity and specificity to prevent cervical cancer known as Visual Inspection of Acetic Acid (VIA). One of the factors that can influence a person's participation in conducting an IVA examination is attitude. Attitude formation is influenced by the presence of health education media. This study aims to analyze the effectiveness of health education through the "Mari Ber-IVA" video on the attitude of women of reproductive age in conducting VIA examinations.

This type of research is quantitative research using Quasi Experimental design with Nonequivalent Control Group Design approach. The population in this study were married women of reproductive age in the working area of the Tanah Kali Kedinding Surabaya Health Center in December 2022 as many as 100 people. The sample in this study was a portion of women of reproductive age who had married as many as 30 people divided into 2 groups taken using simple random sampling technique. Data collection techniques using a questionnaire as a research instrument. Data analysis using the Wilcoxon Signed Rank Test.

The results of the study before getting health education through the video "Mari Ber-IVA" most respondents or as much as 18 people (60%) still have a negative attitude and after getting health education through the video "Mari Ber-IVA" almost all respondents, as much as 26 people (86.7%) have a positive attitude. The results of the Wilcoxon Signed Rank Test obtained a value of $p = 0.000$ smaller than the alpha value ($p < \alpha (0.05)$) which means that H_1 is accepted, namely health education through the video "Mari Ber-IVA" is effective on the attitude of women of reproductive age in conducting IVA examinations.

Based on the description above, it can be concluded that health education through the video "Mari Ber-IVA" is effective on the attitude of women of reproductive age in conducting VIA examination. The research site is recommended to provide health education about VIA examination to women of reproductive age through various educational media, especially through videos.

Keywords: VIA Examination, Attitude, Video, Women of Reproductive Age.