

EFEKTIVITAS PROMOSI KESEHATAN DALAM MENINGKATKAN PERILAKU PASANGAN USIA SUBUR MENGIKUTI INSPEKSI VISUAL ASAM ASETAT

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Article Info	ABSTRAK
<p>Article History: Received 28/02/2025 Revised - Accepted 18/03/2025</p>	<p>Inspeksi Visual Asam Asetat (IVA) merupakan salah satu cara yang dapat mendeteksi secara dini kanker serviks. Target pemeriksaan IVA tahun 2022 di Kabupaten Magetan sebesar 80%, pencapaiannya baru 41,7% sedangkan di Desa Wates Kabupaten Magetan belum ada wanita Pasangan Usia Subur (PUS) yang melakukan pemeriksaan IVA. Penelitian ini bertujuan untuk mengetahui efektivitas promosi kesehatan metode ceramah dalam meningkatkan perilaku wanita PUS dalam mengikuti IVA.</p> <p>Jenis penelitian eksperimen dengan rancangan <i>one group pretest-posttest design</i>. Sampel diambil dengan teknik <i>proportional random sampling</i>, besar sampel 100 orang wanita dari wanita PUS di Desa Wates, pengumpulan data menggunakan kuesioner tertutup. Hasil uji <i>Wilcoxon Signed Rank Test</i>, dengan <i>p value</i> $<0,05$ didapatkan tingkat pengetahuan 0,000, nilai Sikap 0,001 <, nilai perilaku 0,000. Kesimpulan hasil penelitian ini adalah promosi kesehatan dengan metode ceramah efektif meningkatkan pengetahuan dan membuat sikap menjadi positif sehingga terjadi perubahan perilaku wanita PUS untuk melakukan pemeriksaan IVA. It is recommended to optimize routine socialization activities with interactive lecture methods and supported by visual media so that they are more interesting and easy to understand for women in reproductive age couples (PUS).</p>
<p>Keywords: <i>Visual Inspection of Acetic Acid (IVA)</i> <i>Lecture Method Health</i></p>	<p>ABSTRACT</p> <p><i>Acetic Acid Visual Inspection (IVA) is one way that can detect cervical cancer early. The target for IVA examinations in 2022 in Magetan Regency is 80%, the achievement is only 41.7%, while in Wates Village, Magetan Regency, there are no female couples of childbearing age (PUS) who have undergone IVA examinations. This study aims to determine the effectiveness of the lecture method of health promotion in improving the behavior of PUS women in participating in IVA. Type of experimental research with a one group pretest-posttest design. The sample was taken using a proportional random sampling technique, the sample size was 100 women from PUS women in Wates Village. The independent variable was health promotion using the lecture method, the dependent variable was knowledge, attitudes and changes in behavior of women of childbearing age couples in participating in IVA. Data collection used a closed questionnaire, data analysis used the Wilcoxon Signed Rank Test statistic, with <i>p value</i> <0.05. The results of the research show that the Knowledge value is 0.000 < 0.05, the Attitude value is 0.001 < 0.05, the Behavior value is 0.000 < 0.05, then H_0 is rejected, meaning that the health promotion lecture method is effective in improving the behavior of EFA women following VIA examinations. The conclusion of this research is that health promotion using the lecture method is</i></p>

effective in increasing knowledge and creating positive attitudes so that there is a change in the behavior of PUS women in carrying out VIA examinations. It is recommended to optimize routine socialization activities with interactive lecture methods and supported by visual media so that they are more interesting and easy to understand for women in reproductive age couples (PUS).

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