



THE EFFECT OF USING KBS1B IEC VIDEOS ON EASE, KNOWLEDGE, AND ATTITUDES OF ONE-MONTH INJECTABLE CONTRACEPTIVE ACCEPTORS

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ABSTRACT

According to the World Health Organization (WHO) in 2022, the use of family planning in Asia has increased. In Indonesia, the coverage of contraceptive methods within family planning programs is substantial. The role of family planning programs has a significant impact on both women's and men's reproductive health. This study aims to assess the effectiveness of video media in influencing the convenience, knowledge, and attitudes of one-month injectable contraceptive acceptors at PMB I in Sumedang Regency. The study used research (quasi experimental research) with pre and post test design with control group. This research was conducted in July - August 2024 at PMB I Sumedang Regency. The sample in this study consisted of mothers who had attended more than two follow-up visits for 1-month injectable contraceptives. The sampling technique uses total sampling, with a total of 60 respondents, divided between intervention and control groups, with pretest and posttest conducted. An Independent Sample t-test was used for data analysis. The respondents were predominantly between 31-45 years old (63.3%). In both the intervention and control groups, 50% of respondents were aged 30 years or younger. The majority of respondents had an education level of elementary, middle, or high school, and most were unemployed or homemakers. The normality test results were found to be insignificant, prompting the use of non-parametric analysis. The results showed that respondents' knowledge about 1-month family planning ($p=0.000$), attitudes ($p=0.095$), and ease of use ($p=0.000$) were better in the intervention group using video compared to the control group using leaflets. The conclusion of this study is that video media proved more effective in improving user convenience, knowledge, and attitudes compared to leaflets. Thus, video is a more readily accepted form of media in the community.

Keywords: attitude; convenience; effectiveness; family planning; knowledge

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INTRODUCTION

Contraception in family planning is a method used to prevent pregnancy, which can be either temporary or permanent. The central goal of the national family planning initiative is to fulfill the public's need for high-quality reproductive health and family planning services. This aims to lower maternal mortality (MMR) and infant mortality (IMR) rates, while addressing various reproductive health challenges, ultimately promoting the creation of small, healthy families (Rahayu and Sinaga., 2024). As reported by BKKBN in 2020, only 8.5% of active family planning participants used implant contraceptives. This is significantly lower compared to the 72.9% who opted for injectable contraceptives, 19.4% who used pills, and 8.5% who chose IUDs. In terms of effectiveness, injectable and pill methods are short-term contraceptives with lower efficacy compared to Long-Acting Reversible Contraceptives (LARC) like implants, IUDs, and permanent methods such as MOW and MOP. This trend,

observed annually, suggests that a larger proportion of participants prefer short-term contraceptive methods (Indonesian Ministry of Health., 2022).

Each year, millions of women globally experience pregnancy, which can either be planned or fall under the category of Unintended Pregnancy (UPP). A planned pregnancy happens when it is deliberately timed and occurs under favorable circumstances. However, various factors lead to some women not wanting to become pregnant, resulting in unplanned pregnancies (Yusof et al., 2018). In Indonesia, it is estimated that approximately 17.5% of pregnancies each year are unintended, according to the 2019 Program Accountability Performance Survey (SKAP). Additionally, data from the 2017 Indonesian Demographic and Health Survey (SDKI) revealed that 8% of births were delayed from when they were initially desired, while 7% of births were not desired at all. Unintended pregnancy is one of the factors of maternal mortality in Indonesia. In Indonesia, according to Maternal Perinatal Death Notification (MPDN) data, the Ministry of Health's maternal death recording system, the maternal mortality rate in 2022 reached 4,005 and in 2023 increased to 4,129. This case, known as unwanted pregnancy, occurs because one or both partners are not ready to face changes with the burden of children. These unwanted pregnancies are not only about pregnancies outside of marriage, but also about pregnancies within marriage that occur because they are too young, too old, and too frequent. These "too" pregnancies carry a high risk (Kementrian Kesehatan RI., 2022).

Unintended pregnancies resulting from family planning failures can have significant repercussions (Maretta et al., 2023). On a personal level, they can harm a woman's physical and mental well-being, increasing the likelihood of pregnancy complications and leading to heightened stress and anxiety (Asy'ariyah et al., 2023). From a societal perspective, these pregnancies can disrupt family relationships, impose financial burdens, and contribute to larger social challenges such as poverty and restricted access to education. The problem of unwanted pregnancies also leads to abortion, low birth weight babies, and premature pregnancies because mothers who experience unwanted pregnancies have a tendency not to come to health services so this is a negative impact in the field of health services, unwanted pregnancies affect the welfare of both mothers and children. Unwanted pregnancies are caused by unhealthy behaviors and conditions before or during pregnancy such as rape; already having too many children; having a health problem or medical history that can be transmitted to the child; fetal defects; too young age; irresponsible partner; and most importantly in married families is the lack of knowledge about contraceptives. (Rahayu and Sinaga., 2024).

The family planning program is one of the most important national development programs to create a prosperous Indonesian family. In accordance with Law No. 10/2012 on Population Development and Family Welfare Development, it is stated that the Family Planning Program (KB) is an effort to increase awareness and participation of the community through maturation of marriage age, birth control, fostering family resilience and improving family welfare to create a small, happy and prosperous family. Family planning also means controlling the number and spacing of children's births, to avoid temporary pregnancies by using contraception while avoiding permanent pregnancies can be done by sterilization. In order to (Ekarini., 2008). The role of the family planning program is very influential on a person's reproductive health, both for female reproductive health and male reproductive health. The role of family planning for women's reproductive health includes avoiding the dangers of infection, eclampsia, abortion, obstetric embolism, complications of the puerperium (postpartum) period, and the occurrence of bleeding caused by frequent labor. The

family planning program also plays a role in health. One of the keys to the success of the national family planning program is the involvement of all parties, both from government institutions, the private sector, the community and in a smaller scope is the involvement of all family members themselves. Providing sufficient knowledge about the family planning program to family planning acceptors can provide an understanding that it is important to conduct family planning re-visits to prevent unwanted pregnancies. This study aims to assess the effectiveness of video media in influencing the convenience, knowledge, and attitudes of one-month injectable contraceptive acceptors at PMB I in Sumedang Regency.

METHOD

This quantitative research utilized a quasi-experimental design. The sample consisted of one-month injectable contraceptive acceptors at PMB I in Sumedang Regency during August 2024. Participants were selected using a total sampling technique, adhering to both inclusion and exclusion criteria for data collection. The sample for this study consisted of 60 respondents, which were divided into 2, namely 30 controls and 30 interventions. Total Sampling is a sampling technique where the number of samples is the same as the population. The reason for taking total sampling was because the population was less than 100 (KB 1 month). Data collection starts from, Searching for journals related to the problem to be researched, Determining the research location in PMB I Sumedang Regency, Carrying out a preliminary research study by looking at the research location, Requesting permission from the head of PMB I Sumedang Regency, Determining the sample through appropriate screening or filtering, with predetermined inclusion criteria, Conducting a Pretest, namely testing the knowledge and attitudes of KB Acceptors in reviewing informative videos about the importance of KB repeat visits in July - August 2024, Providing informative video media to KB Acceptors to be used to increase knowledge and attitudes about the importance of making family planning repeat visits, Conducting evaluations or testing the knowledge and attitudes of Family Planning Acceptors in assessing the importance of re-visiting family planning after being given treatment (Posttest) in July - August 2024. Data analysis was carried out using the SPSS program package including univariable and bivariable analysis. Data analysis was carried out after conducting a data normality test. Descriptive analysis is used to describe, illustrate, describe, or elaborate on each research variable and produce frequency distributions, percentages, mean, standard deviation, minimum, and maximum scores so that they are easy to understand. Descriptive statistical calculations using the SPSS 21 application. Bivariate analysis to test the use of KBs1b videos. Analysis was carried out based on the initial values in the digital group. The analysis in this study is nonparametric using the Wilcoxon test. The study took place in August 2024 and received ethical approval from STIKes Dharma Husada under the clearance number 194/KEPK/SDHB/B/VIII/2024. The study duration was one month.

RESULT

The characteristic results of this study contained in table 1 are the average age of respondents is 31-45 years (63.3%) for the intervention group while for the control group the average age is ≤ 30 years (50%). This is in line with previous research which states that the fertile age of marriage is 15-49 years of age (Yusof et al., 2018).

The data in table 2 shows an N-Gain value of 0.783 on the intervention group knowledge variable. Based on the N-Gain score criteria table, the N-Gain value obtained is included in the high criteria category. This means that the intervention "KBs1b video media" is effective as an IEC media on injectable family planning acceptors. While in the attitude variable of the intervention group, the N-Gain score was 0.602. Based on the N-Gain score criteria table, the

N-Gain value obtained is included in the moderate category. This means that in the intervention group the attitude of "KBs1b video media" is quite effective as IEC media on injectable family planning acceptors.

Table 1.

Distribution of Respondents' Characteristics between Intervention and Control Groups

Variables	Intervention		Control		p-value
	f	%	f	%	
Age	30	30	30		0,954
≤30 years	9	30	15	50	
31-45 years old	19	63,3	14	46,7	
>45 years	2	6,7	1	3,3	
Education	30	30	30		0,414
Elementary, Middle, High School	27	90	25	83,3	
D3/D4/S1	3	10	5	16,7	
Jobs	30		30		0,314
Work	7	23,3	3	10	
Not working	23	76,7	27	90	

Table 1.

Effect of Effectiveness of Media Use

	Knowledge	N-Gain Score
Intervention		0,783
Control		0,099
Attitude		N-Gain Score
Intervention		0,602
Control		-0,046

DISCUSSION

Video media plays an important role in conveying information about the use of 1-month injectable birth control in a way that is more interesting and easy to understand than conventional educational methods, such as brochures or lectures (Febriana & Sari, 2021; Mirawati et al., 2023). The results of this study indicate that there is a significant effect of the comparison between the intervention where respondents were given a video intervention and compared to the control group where respondents were given leaflets, on aspects of knowledge, attitudes and behavior. The characteristic results of this study contained in table 4.1 are the average age of respondents is 31-45 years (63.3%) for the intervention group while for the control group the average age is ≤30 years (50%). This is in line with previous research which states that the fertile age of marriage is 15-49 years of age (Yusof et al., 2018). This is related to marriage readiness and contraceptive use (Suprihatin et al., 2023). So that it can be a motivator for Prosperous families to form families with an ideal marriage age, regulate the number, spacing of pregnancies, fostering the resilience and welfare of children (BKKBN., 2015). The safest maternal age for pregnancy is 20 - 35 years because in women starting at the age of 20 years, the uterus and other body parts are completely ready to accept pregnancy, also at that age women usually feel ready to become mothers (Nurrasyidah et al., 2017).

Thus, it means that the age of the mother at the time of pregnancy < 20 years or > 35 years has a very high risk of pregnancy and childbirth which is detrimental to the health of the mother and the child to be born (Putri et al., 2019). Maternal deaths in women who become pregnant and give birth under the age of 20 years are 2 - 5 times higher than maternal deaths that occur between the ages of 20 - 29 years (Arsesiana et al., 2022). Maternal mortality increases again after the age of 30 - 35 years (Kementrian Kesehatan RI., 2014). The majority

of respondents' education described in table 4.1 is both intervention and control groups are elementary, junior high and high school, the intervention group is more than the control group (27 respondents: 90% vs 25 respondents: 83.3%). This is in line with previous research which states that the quality of education will affect a person's knowledge where the group of uneducated pregnant women may also be related to the ignorance of these women in overcoming problems, as well as in preventing unwanted pregnancies (Herawati et al., 2020). For women with higher education, they will understand more about preventing pregnancy by utilizing the health care facilities that have been provided, including participating in family planning programs (Wahyuningsih & Tridiyawati, 2023). This is probably because women who are not educated or have low education usually tend to have a weak economic background, so children are one of the problems associated with the economy. This is in accordance with research in Iran which states that 48% of uneducated women reported experiencing unwanted pregnancies compared to 18.8% of educated women (Kementrian Kesehatan RI, 2014).

The number of respondents involved was not working or housewives with an intervention of 23 respondents (76.7%) and control 27 respondents (90%). This is in line with those involved in this study were mothers so that more respondents with satsu did not work. A person's job can describe his socioeconomic situation. Low family economic conditions affect the number of children owned, as stated above that children are a burden for the family (Kementrian Kesehatan RI., 2014). The results of the respondents' knowledge of 1-month family planning in table 4.3 are in the pretest average results between the intervention group smaller than the control group (4.63) while the control group (6.97). The posttest results obtained by the intervention group were higher (8.30) than the control group (7.17). The p-value results show a significant number, meaning that there is an effect of the intervention on the pretest and posttest values. Because of the influence, this has something to do with the education of respondents who are identified with education so that the higher the level of education a person will be easier to receive information (Darsini et al., 2019). In addition, the use of mass media will also affect it, in the era of technology, many various mass media become messengers or sources of information containing suggestions to influence knowledge about new innovations and form an opinion and public trust (Anwar et al., 2023). And also another influence is that increasing age will affect the ability and capacity that increases as well (Setyabudhi et al., 2024). The knowledge gained will increase. At the age of 41-60 years a person only maintains the achievements he has made (Darsini et al., 2019).

The results of the respondents' attitudes towards 1-month family planning described in table 4.4 are in the pretest average results between the intervention group smaller than the control group (6.03) while the control group (7.83). The posttest results obtained by the intervention group were smaller (7.23) than the control group (7.73). And the results of the p-value in this aspect of attitude are for the pretest including significant while for the posttest is not significant, meaning that the provision of videos and leaflets does not affect the attitude of the respondents. This aspect of attitude between the control and intervention groups is better in the control group where this is encouraged by the relationship to other factors such as personal experiences that affect emotional, as well as external influences or other people that affect conventional attitudes. Then the influence of one's culture that will affect the attitude that will be caused. So that in this case the influence of the intervention must be stronger than other influences in order to form the desired attitude (Widiyanto et al., 2012). The results of the behavioral aspects of respondents on 1-month family planning described in table 4.5 are the average results between the intervention group greater than the control group (28.07 vs 18.80). And the p-value result in this behavioral aspect is significant, meaning that the

provision of videos and leaflets affects the behavior of respondents. This behavioral aspect is closely related to knowledge and attitudes so that the better the results of knowledge and attitudes, the better the behavior that will be carried out. In addition, the results of this examination are assessed as a form of effectiveness of this intervention related to the use of videos which in the use of this video helps for easier absorption of material with skills (Husna et al., 2022). The motion shown in the video can be a matching stimulus or an expected response from the audience (Yanti et al., 2021). The audience gets the full content and structure of the subject matter or training (Romauli et al., 2024). The audience can also learn independently at their own pace.

The use of KBS1B videos has been proven to increase the ease of understanding information about monthly injectable contraception. This is demonstrated by research results which show that participants can access and understand information more quickly through the video medium compared to written information methods. Human understanding will be more optimal when information is presented in visual and audio form simultaneously (Hasanah et al., 2021). KBS1B videos not only present information in a more interesting and easy to digest format, but also make it easier for acceptors who may have limited understanding of text-based information. Based on the results of the effectiveness of the use of media for aspects of knowledge to be understood in understanding 1-month family planning is on average between the intervention group greater than the control group (0.683 vs 0.099). And the results of the effectiveness of the use of media for aspects of attitudes to be understood in understanding 1-month family planning are on average results between intervention groups greater than the control group (0.302 vs - 0.046). From the results of the knowledge aspect of the N-Gain criteria, it can be concluded that the provision of video intervention is in the moderate category because it is in the range of $0.3 < N\text{-Gain} < 0.7$. As for the attitude aspect, the N-Gain criteria are also in the moderate category because they are in the range of $0.3 < N\text{-Gain} < 0.7$.

Effectiveness as the ability to produce desired outcomes or achieve set goals. In the context of learning or guidance, effectiveness is achieved when students, who are expected to learn, are able to develop their potential through predetermined competencies. Over a given time frame, these competencies should be fully or successfully realized. From this definition, effectiveness is understood as the capacity to generate successful results or accomplish objectives (Martiana et al., 2022). In the wider implementation of family planning programs, the use of video as an IEC medium can be used as one of the main strategies to increase reproductive health literacy among the community. Educational videos can be disseminated through various digital platforms, such as social media and health applications, which enable people from various backgrounds to access information independently and repeatedly if needed.

CONCLUSION

The use of KBs1b video media has proven effective in enhancing the knowledge, ease of use, and attitudes of one-month injectable contraceptive acceptors at PMB I Sumedang Regency.

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