

ABSTRAK

Pendahuluan: Kanker serviks (CA Cerviks) merupakan salah satu penyebab utama kematian akibat penyakit ginekologi, terutama di negara berkembang. Penyakit ini dapat disembuhkan jika dideteksi dan ditangani secara dini. Salah satu upaya pencegahan adalah dengan melakukan deteksi dini melalui pemeriksaan IVA. Edukasi melalui media short movie dapat menjadi sarana efektif untuk meningkatkan pemahaman dan motivasi wanita usia subur dalam melakukan pemeriksaan tersebut. Penelitian ini bertujuan untuk menganalisis pengaruh edukasi short movie terhadap motivasi wanita usia subur dalam melakukan pemeriksaan IVA. **Metode:** Penelitian ini menggunakan desain *quasi experiment* dengan *non-equivalent group design*. Populasi adalah 110 wanita usia subur di Desa Kademangan, Kecamatan Mojoagung, Kabupaten Jombang, pada Desember 2024. Sampel sebanyak 96 orang dipilih secara *purposive sampling*, dibagi menjadi dua kelompok: intervensi (edukasi dengan short movie) dan kontrol (edukasi dengan video animasi). Instrumen penelitian berupa kuesioner, dianalisis menggunakan uji *Wilcoxon Signed Rank Test* dengan α 0,05. **Hasil:** Terdapat pengaruh edukasi *short movie* terhadap motivasi wanita usia subur dalam melakukan pemeriksaan IVA dengan $p\text{-value } 0,000 < 0,05$. **Kesimpulan:** Edukasi *short movie* memberikan pengaruh positif terhadap motivasi wanita usia subur dalam melakukan pemeriksaan IVA di Desa Kademangan, Kecamatan Mojoagung, Kabupaten Jombang. Kedepannya diharapkan agar wanita usia subur dapat meningkatkan pemahaman tentang motivasi sebagai upaya melakukan pemeriksaa IVA.

Kata kunci : *Edukasi, short movie, motivasi, WUS, IVA test.*

ABSTRACT

Introduction: *Cervical cancer (CA cervix) is one of the leading causes of death due to gynecological diseases, particularly in developing countries . However, if identified and treated early, there is a good chance that this illness can be healed. The Visual Inspection with Acetic Acid (VIA) test is one of the affordable and efficient early detection techniques. Unfortunately, the participation rate of women of reproductive age (WRA) in undergoing the VIA test remains low, frequently as a result of a lack of drive and understanding. Education through audio-visual media, such as short movies, is considered an effective method to improve understanding and motivation regarding early cervical cancer detection. The purpose of this study is to examine how WRA's motivation to undergo VIA screening is impacted by brief film-based instruction.***Method:***This study employed a quasi-experimental design with a non-equivalent group design approach. In December 2024, there were 110 women of reproductive age living in Kademangan Village, Mojoagung District, Jombang Regency. A total of 96 respondents were selected through purposive sampling and divided into two groups: the intervention group (education via short movie) and the control group (education via animated video). A questionnaire was employed as the research tool to gauge participants' motivation levels both before and after the intervention. The Wilcoxon Signed Rank Test was used to evaluate the data, and $\alpha = 0.05$ was chosen as the significance level. Results: With a p-value of 0.000 ($p < 0.05$), the findings demonstrated a substantial impact of brief film-based instruction on raising the motivation of women of reproductive age to undertake VIA screening.***Conclusion:***Short movie-based education has been proven effective in enhancing the motivation of women of reproductive age to undergo VIA screening in Kademangan Village, Mojoagung District, Jombang Regency. This approach is expected to be further developed as part of community health education programs to raise awareness and promote preventive measures against cervical cancer.*

Keywords: *education, short movie, motivation, women of reproductive age, VIA test.*