

ABSTRAK

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EFEKTIVITAS EDUKASI BERBASIS VIDEO TERHADAP PERSEPSI DAN PENGAMBILAN KEPUTUSAN IBU HAMIL TRIMESTER III DALAM PEMILIHAN METODE KONTRASEPSI PASCASALIN

xv + 109 Halaman + 12 Tabel + 3 Gambar + 20 Lampiran

Pemilihan kontrasepsi setelah melahirkan penting untuk mengatur jarak kehamilan dan mencegah risiko kesehatan pada ibu dan bayi. Namun, di wilayah kerja Puskesmas Sukomoro tahun 2025, penggunaan kontrasepsi masih rendah, yaitu 129 (87%). Penelitian ini bertujuan mengetahui pengaruh edukasi video terhadap persepsi dan pengambilan keputusan ibu hamil trimester III dalam memilih kontrasepsi pascasalin.

Penelitian ini menggunakan metode kuantitatif dengan desain *quasi experiment pretest-posttest control group*. Variabel bebas adalah media edukasi KB pascasalin, sedangkan variabel terikat adalah persepsi dan pengambilan keputusan. Sampel berjumlah 40 responden, dibagi menjadi dua kelompok: video dan leaflet, masing-masing 20 orang. Data dikumpulkan melalui kuesioner sebelum dan sesudah intervensi, lalu dianalisis menggunakan uji *Shapiro-Wilk*, *Paired Samples T-Test*, *Independent Samples T-Test*, *Wilcoxon*, dan *Mann-Whitney*.

Hasil uji *Shapiro-Wilk* menunjukkan bahwa data persepsi berdistribusi normal ($p > 0,05$), sedangkan data pengambilan keputusan sebagian besar tidak berdistribusi normal ($p < 0,05$). Hasil uji *Paired Samples T-Test* dan *Wilcoxon* menunjukkan adanya peningkatan yang signifikan pada kedua kelompok setelah diberikan edukasi ($p < 0,001$). Selain itu, uji *Independent Samples T-Test* dan *Mann-Whitney* menunjukkan bahwa sebelum edukasi tidak ada perbedaan antara kedua kelompok ($p = 0,664$; $p = 0,252$), tetapi setelah edukasi terdapat perbedaan yang signifikan ($p < 0,001$).

Kesimpulannya, edukasi video lebih efektif dalam meningkatkan persepsi dan membantu pengambilan keputusan ibu hamil trimester III terkait kontrasepsi pascasalin. Ibu hamil disarankan aktif mencari informasi sejak masa kehamilan serta mendapatkan dukungan dari suami dan keluarga agar keputusan yang diambil tepat dan berkelanjutan.

Kata kunci: Edukasi video, Persepsi, Pengambilan keputusan, Kontrasepsi pascasalin

Daftar bacaan: 12 buku (2015 - 2025)

ABSTRACT

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THE EFFECTIVENESS OF VIDEO-BASED EDUCATION ON THE PERCEPTIONS AND DECISION-MAKING OF THIRD-TRIMESTER PREGNANT WOMEN REGARDING THE CHOICE OF POSTPARTUM CONTRACEPTIVE METHODS

xv + 109 Pages + 12 Tables+ 3 Picture + 20 Appendices

The selection of contraception after childbirth is important for spacing pregnancies and preventing health risks for both mothers and babies. However, in the working area of Sukomoro Health Center in 2025, contraceptive use remains low, at 129 (87%). This study aims to determine the effect of video-based education on the perceptions and decision-making of third-trimester pregnant women in choosing postpartum contraception.

This study used a quantitative method with a quasi-experimental pretest-posttest control group design. The independent variable was postpartum family planning education media, while the dependent variables were perception and decision-making. The sample consisted of 40 respondents, divided into two groups: video and leaflet, with 20 participants in each group. Data were collected using questionnaires before and after the intervention and analyzed using the Shapiro-Wilk test, Paired Samples T-Test, Independent Samples T-Test, Wilcoxon, and Mann-Whitney tests.

The Shapiro-Wilk test showed that perception data were normally distributed ($p > 0.05$), while decision-making data were mostly not normally distributed ($p < 0.05$). The results of the Paired Samples T-Test and Wilcoxon test indicated a significant increase in both groups after the educational intervention ($p < 0.001$). Additionally, the Independent Samples T-Test and Mann-Whitney test showed no difference between groups before the intervention ($p = 0.664$; $p = 0.252$), but a significant difference after the intervention ($p < 0.001$).

In conclusion, video-based education is more effective in improving perceptions and supporting decision-making among third-trimester pregnant women regarding postpartum contraception. Pregnant women are encouraged to actively seek information during pregnancy and to involve support from their husbands and families to ensure appropriate and sustainable decisions.

Keywords: *Video education, Perception, Decision-making, Postpartum contraception*

References: *12 books (2015 - 2025)*