

ABSTRAK

EFEKTIVITAS AUDIOVISUAL DAN POSTER TERHADAP PENINGKATAN PERILAKU SADARI PADA PASANGAN USIA SUBUR

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Rendahnya kesadaran deteksi dini kanker payudara menyebabkan praktik SADARI masih belum optimal. Penelitian ini bertujuan menganalisis efektivitas media audiovisual dan poster dalam meningkatkan pengetahuan, sikap, dan praktik SADARI pada Pasangan Usia Subur (PUS) usia 30–49 tahun.

Penelitian kuantitatif ini menggunakan jenis *quasi experimental* dengan rancangan *pretest-posttest control group design*. Populasi penelitian berjumlah 255 Pasangan Usia Subur (PUS), dengan sampel sebanyak 156 responden yang ditentukan menggunakan rumus Slovin dan dipilih melalui teknik *purposive sampling*. Sampel dibagi sama rata ke dalam kelompok audiovisual (78 responden) dan kelompok poster (78 responden). Variabel independen penelitian adalah media pendidikan kesehatan (audiovisual dan poster), sedangkan variabel dependen meliputi pengetahuan, sikap, dan praktik SADARI. Data dikumpulkan menggunakan kuesioner yang telah memenuhi uji validitas dan reliabilitas (*Cronbach's Alpha*). Analisis data dilakukan menggunakan uji *paired t-test* dan *independent t-test* dengan bantuan perangkat lunak SPSS versi 34.00.

Hasil penelitian menunjukkan kelompok audiovisual mengalami peningkatan pengetahuan, sikap, dan praktik SADARI secara signifikan ($p < 0,001$). Pada kelompok poster, peningkatan signifikan terjadi pada pengetahuan dan praktik ($p < 0,001$), namun sikap tidak meningkat secara signifikan ($p = 1,000$). Hasil uji *independent t-test* mengonfirmasi adanya perbedaan efektivitas yang signifikan antara kedua media tersebut terhadap pengetahuan, sikap, dan praktik SADARI ($p < 0,001$).

Media audiovisual terbukti lebih efektif dibandingkan media poster dalam meningkatkan pengetahuan, sikap, dan praktik SADARI pada Pasangan Usia Subur, sehingga direkomendasikan sebagai media edukasi kesehatan untuk mendukung deteksi dini kanker payudara.

Kata Kunci: Audiovisual; Poster; Perilaku Pemeriksaan Payudara Sendiri.

ABSTRACT

THE EFFECTIVENESS OF AUDIOVISUAL AND POSTERS ON IMPROVING BSE BEHAVIOR AMONG RELIEF-AGE COUPLES

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Low awareness of early breast cancer detection has resulted in suboptimal breast self-examination (BSE) practices. This study aims to analyze the effectiveness of audiovisual media and posters in improving BSE knowledge, attitudes, and practices among couples of childbearing age (PUS) aged 30–49.

This quantitative study employed a quasi-experimental pretest-posttest control group design. The study population comprised 255 couples of childbearing age (PUS), with a sample size of 156 respondents determined using the Slovin formula and selected through purposive sampling. The sample was divided equally into the audiovisual group (78 respondents) and the poster group (78 respondents). The independent variable was the health education media (audiovisual and poster), while the dependent variables included knowledge, attitudes, and BSE practices. Data were collected using a questionnaire that met validity and reliability requirements (Cronbach's Alpha). Data analysis was performed using paired t-tests and independent t-tests using SPSS software version 34.00.

The results showed that the audiovisual group experienced a significant increase in knowledge, attitudes, and BSE practice ($p < 0.001$). In the poster group, there was a significant increase in knowledge and practice ($p < 0.001$), but attitudes did not improve significantly ($p = 1.000$). Independent t-test results confirmed a significant difference in effectiveness between the two media on knowledge, attitudes, and BSE practice ($p < 0.001$).

Audiovisual media proved more effective than poster media in improving knowledge, attitudes, and BSE practice in couples of childbearing age, and therefore is recommended as a health education medium to support early breast cancer detection.

Keywords: Audiovisual; Posters, Breast Self-Examination Behavior.