

# **PENGARUH EDUKASI KONTRASEPSI MELALUI KOMUNIKASI PERSUASIF DENGAN MEDIA POSTER SERTA VIDEO TERHADAP PENGETAHUAN CALON PENGANTIN DI KANTOR URUSAN AGAMAN (KUA) KECAMATAN CILINCING TAHUN 2022**

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## **ABSTRAK**

Pengetahuan masyarakat mengenai kontrasepsi masih sangat kurang, karena kurangnya pengetahuan menimbulkan penggunaan kontrasepsi masih sangat rendah karena masyarakat merasa takut akan hal yang dapat ditimbulkan seperti pendarahan, mengurangi produksi ASI dan lainnya. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh edukasi kontrasepsi terhadap pengetahuan calon pengantin di KUA Kecamatan Cilincing yang dilaksanakan bulan Maret-Juni 2022. Penelitian ini menggunakan metode *quasi experimental* dengan rancangan *pretes-posttest two group design* dengan media poster dan video. Sampel diambil dengan teknik *purposive sampling* berjumlah 96 calon pengantin. Analisis data dengan Uji Wilcoxon signed ranks dan Mann Whitney. Hasil menunjukkan terdapat pengaruh pengetahuan mengenai kontrasepsi pada calon pengantin sebelum dan sesudah dilakukan edukasi melalui metode komunikasi persuasif (nilai  $p=0,000$ ). Ada perbedaan efektivitas edukasi kontrasepsi melalui media poster dan video (nilai  $p=0,000$ ). Edukasi kontrasepsi dengan media video lebih efektif jika dibandingkan melalui media poster. Saran KUA dapat memberikan edukasi melalui video untuk meningkat pengetahuan calon pengantin tentang penggunaan kontrasepsi.

**Kata Kunci:** Calon Pengantin, Edukasi, Kontrasepsi, Pengetahuan

**THE EFFECT OF CONTRACEPTION EDUCATION  
THROUGH PERSUASIVE COMMUNICATION WITH MEDIA  
POSTERS AND VIDEOS ON THE KNOWLEDGE OF THE  
PROSPECTIVE BRIDE AND GROOM AT THE OFFICE OF  
RELIGIOUS AFFAIRS (KUA) CILINCING DISTRICT IN 2022**

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**ABSTRACT**

Public knowledge about contraception is still very lacking, because lack of knowledge causes the use of contraception to be very low because people are afraid of things that can be caused such as bleeding, reducing breast milk production and others. The purpose of this research was to determine the effect of contraceptive education on the knowledge of bride and groom at the Cilincing District KUA which was held March-June 2022. This research used a quasi-experimental method with a pretest-posttest two group design. The sample was taken by purposive sampling technique with a total of 96 brides and grooms. The results of data analysis using the Wilcoxon signed ranks and Mann Whitney test showed that there was an influence of knowledge about contraception on the bride and groom before and after health education through persuasive communication methods (value  $p= 0.000$ ) there were differences in the effectiveness of contraceptive education through media poster and video (value  $p=0.000$ ). Contraceptive education with video media is more effective than through poster media. The KUA suggestion can provide education through videos to increase the knowledge of the bride and groom about the use of contraception.

**Keywords:** Bride and groom, Education, Contraception, Knowledge