

**PENGARUH KAMPANYE “KELUARGA BERENCANA MELAHIRKAN
KEBAHAGIAAN” TERHADAP PERILAKU IBU PASCA PERSALINAN
(Survei pada ibu-ibu di Kelurahan Cilincing RW 08 Jakarta Utara)**

MONICA RISKA NAPITUPULU

Abstrak

Penguatan untuk mengikuti program keluarga berencana sangat penting sebagai salah satu upaya menjaga jarak antar kelahiran. Lewat kampanye melahirkan kebahagiaan, DKT Indonesia menekankan kembali arti pentingnya mengikuti program keluarga berencana pasca persalinan. Penelitian ini bertujuan untuk mengukur pengaruh kampanye keluarga berencana melahirkan kebahagiaan terhadap perilaku ibu pasca persalinan. Populasi pada penelitian ini adalah di Kelurahan Cilincing RW 08 Jakarta Utara dengan total Pasangan Usia Subur 562 orang. Melalui teknik *Cluster Sampling* (area sampling), sampel yang diambil hanya 85 responden yang disederhanakan menggunakan rumus Slovin. Model yang digunakan pada penelitian ini adalah Model Komponensial Kampanye. Kampanye Melahirkan Kebahagiaan diukur berdasarkan empat (4) dimensi yaitu dimensi sumber kampanye, saluran, pesan, dan penerima kampanye. Perilaku ibu pasca persalinan juga diukur berdasarkan tiga (3) dimensi yaitu aspek kognitif, afektif, dan psikomotor. Hasil uji regresi diketahui sebesar 0,589 yang mempunyai arti bahwa setiap penambahan satu kali untuk kampanye keluarga berencana melahirkan kebahagiaan maka perilaku masyarakat meningkat sebesar 0,589. Sebaliknya jika negatif kampanye keluarga berencana melahirkan kebahagiaan menurun sebesar 0,589. Hasil uji hipotesis t hitung $8,967 > t$ table $1,989$ maka H_0 ditolak dan H_a diterima (besar pengaruh).

Kata Kunci: Kampanye Melahirkan Kebahagiaan, Perilaku, Pasca persalinan, Model Komponensial Kampanye

**CAMPAIGN OF “FAMILY PLANNING GIVES BIRTH TO HAPPINESS” TO THE
BEHAVIOR OF THE MOTHER POST CHILDBIRTH
(Survey to mothers in Kelurahan Cilincing RW 08 North Jakarta)**

MONICA RISKA NAPITUPULU

Abstract

Reinforcement to follow family planning programs is very important as one of the efforts of keeping spacing births. Through the campaign gave birth to happiness, DKT Indonesia reiterates the importance of meaning back to follow family planning programs of post birth. This study aims to measure the influence of the family planning campaign gave birth to happiness against the behavior of the mother post birth. The population in this research is in Kelurahan Cilincing RW 08 North Jakarta with a total of Fertile Age Couples 562 people. Through the techniques of Cluster Sampling (sampling area), samples taken just 85 respondents using a simplified formula Slovin. The model used in this study is a Model of the Komponensial campaign. The campaign gave birth to Happiness is measured based on four (4) dimension that is the dimension of the campaign source, channel, message, and the recipient of the campaign. The behavior of the mother post childbirth also measured based on three (3) dimensions of cognitive aspects, namely affective, and psychomotor. Regression test results known of 0.589 who have the sense that any addition of a time for the family planning campaign gave birth to happiness then the behavior of the community increased by 0.589. Conversely, if the family planning campaign negative childbirth declined by 0.589 happiness. Hypothesis test results t calculate $8.967 > t$ table 1.989 then H_0 denied and H_a received (big influence).

Keywords: *The Campaign gave birth to happiness, Behavior, Post Postpartum, Campaign Komponensial Model*