

## Operational research pemeriksaan antenatal di posyandu dengan strategi pemasaran sosial di Kabupaten Garut Jawa Barat

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### Abstrak

Pemasaran sosial untuk program kesehatan telah banyak dilakukan, namun pemasaran sosial tentang program antenatal di Indonesia belum banyak dilakukan.

Penelitian ini menggunakan desain kuasi eksperimen yang berlokasi di Kabupaten Garut Propinsi Jawa Barat dengan jumlah responden 122 ibu hamil melalui total sampling, Daerah intervensi adalah Puskesmas Kadungora dan Puskesmas Cikajang sebagai daerah kontrol dengan jumlah responden masing-masing 61 ibu hamil. Intervensi yang dilakukan adalah Pemasaran Sosial program antenatal dengan sasaran primer ibu hamil dan sasaran snit-under; suami, mertua, kader Posyandu, dukun beranak dan ulama.

Uji t pengetahuan antenatal dan sikap terhadap pelayanan antenatal pada kelompok intervensi sebelum dan sesudah Pemasaran Sosial menunjukkan adanya peningkatan yang bermakna dengan  $p = 0,0001$ . Uji t peningkatan pengetahuan antenatal dan sikap pelayanan antenatal antara kelompok intervensi dan kontrol menunjukkan terdapat perbedaan yang bermakna dengan  $p = 0,0001$ . Selain itu peningkatan pengetahuan antenatal berpengaruh terhadap peningkatan sikap pelayanan antenatal dan memiliki hubungan yang bermakna dengan  $p 0,000001$ .

Pada kelompok intervensi setelah dilakukan Pemasaran Sosial antenatal terjadi perilaku pemeriksaan antenatal dengan nilai rata-rata 3,5 kali sedangkan kelompok kontrol nilai rata-rata 1,9 dan berdasarkan uji t terdapat perbedaan yang bermakna dengan  $p=0,0001$ . Untuk mengetahui variabel-variabel yang berpengaruh terhadap terjadinya perilaku dilakukan uji Regresi Logistic, dan diperoleh hasil bahwa variabel daerah intervensi berhubungan bermakna dengan perilaku pemeriksaan antenatal ( $p<0,05$ ) sedangkan variabel lain; pengetahuan antenatal, sikap terhadap pelayanan antenatal, pekerjaan suami dan umur responden tidak memberikan efek terhadap perilaku pemeriksaan antenatal ( $p>0,05$ ).

Dapat disimpulkan bahwa Pemasaran Sosial antenatal dapat meningkatkan pengetahuan antenatal, meningkatkan sikap terhadap pelayanan antenatal dan mendorong terjadinya perilaku pemeriksaan antenatal. Pendekatan Pemasaran Sosial antenatal sangat efektif untuk meningkatkan pengetahuan antenatal dan sikap terhadap pelayanan antenatal, juga memberikan dampak terhadap perilaku pemeriksaan antenatal, Diperlukan penelitian lebih lanjut tentang peranan kelompok sekunder terhadap peningkatan pengetahuan, sikap dan perilaku antenatal serta unsur kelompok sekunder yang paling dominan terhadap peningkatan pengetahuan dan sikap tentang antenatal serta terjadinya perubahan perilaku antenatal.

*Operational Research of Antenatal Check in Posyandu by using Social Marketing Strategy in Garut Regency, West-Java* Social marketing for health program has been conducted many times, but special social marketing for antenatal program in Indonesia has not been conducted as many as for health program.

This research used quasi-experiment design, located in Garut Regency West-lava Province with 122 pregnant mothers as total sample. Intervention area was Kadungora Health Centre and Cikajang Health Center was control area, each 61 pregnant mother as respondents. Intervention held was social marketing about antenatal program with pregnant mothers as the primary target and the secondary target was husband, father/mother in law, Posyandu caller, traditional birth attendant and religious leader.

The t-test of knowledge and attitude about antenatal care in intervention group, before and after social marketing, showed that there was significant increase with  $p=0,0001$ . The t-test knowledge and attitude increase, between intervention and control group, showed that there was a significant difference with  $p = 0,0001$ . Besides that, the increase of antenatal knowledge influenced the increase of attitude about antenatal care and there was a significant relationship between knowledge and attitude about antenatal ( $p=0,000001$ ).

In intervention group, after social marketing had been conducted, there was 3,5 times for antenatal check practice compare to control group which was only 1,9 times. Based on the t-test, there was a significant difference ( $p = 0,0001$ ). To understand the variables influenced practice, logistic regression analysis was used, and the result was that intervention area variable related significantly with the practice on antenatal check ( $p<0,05$ ) while the other variables like knowledge, attitude, husband's occupation and respondent age did not influence the practice of antenatal check ( $p>0,05$ ),

It can be concluded that social marketing about antenatal can increase knowledge, attitude and motivate antenatal check. Antenatal social marketing approach is very effective to increase knowledge and attitude about antenatal, also influences practise about antenatal.

Further research about the role of secondary group is needed to increase knowledge, attitude and practice about antenatal and to understand the secondary group element which is very dominant in increasing knowledge, attitude and practice about antenatal.