

Communication Strategy in Health Promotion to Increase Family Planning Participation at Rawasari Community Health Center

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ABSTRACT

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The increase in family planning participation at the Rawasari Community Health Center has decreased from 2018-2020. Judging from the data obtained from the Jambi City Health Service, in 2018 family planning participation in the Rawasari Community Health Center work area reached 84.3%, in 2019 family planning participation reached 74.2%, and in 2020 family planning participation reached 68.9% . In circumstances like this, an appropriate form of health strategy from Health Promotion officers is needed to increase Family Planning participation. This research aims to determine health promotion communication strategies in increasing family planning participation at the Rawasari Community Health Center. . The type of research used is qualitative research with a case study design. The selection of research informants was purposive with 13 informants. Data collection takes the form of interviews. The results of the research show that the communication strategy used in health promotion at the Rawasari Health Center is planning outreach activities, implementing outreach activities and monitoring after the outreach is carried out.

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1. INTRODUCTION

The Family Planning Program is a program that aims to support couples of childbearing or married age to responsibly accept their reproductive rights and make decisions regarding the ideal age range for marriage, having children, number of children and birth spacing as well as reproductive health education. With the family planning program, it is hoped that the condition of the Indonesian population can create optimal levels of family health[1]. In fact, Community participation in participating in the Family Planning program is not yet optimal. According to data from the Jambi City Health Service, family planning participation in the city of Jambi has experienced a less stable increase. in 2018, there were 49.20% of PUS who participated in family planning. In 2019, family planning participation increased by a percentage of 77.00%. And in 2020, family planning participants experienced a decline and were at a percentage of 70.90%. To achieve success for a healthy family, assistance from health workers is needed, especially health promotion. Health Promotion Workers are part of the UKM services at the Community Health Center which strive to increase community capacity by learning from, by, for and with the community. That way, people can recognize health problems in their families and work on their families' health[2].

Rawasari Community Health Center is one of the health units in the city of Jambi with a decline in Family Planning participation in 2018-2020. Judging from the data obtained from the Jambi City Health Service, in 2018 family planning participation in the Rawasari Community Health Center work area reached 84.3%, in 2019 family planning participation reached 74.2%, and in 2020 family planning participation reached 68.9% . It can be seen from the percentage of family planning participation in the Rawasari Health Center Work Area that there is a decrease in success every year. Each of these achievements certainly cannot be separated from the hard work of health workers who

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invite couples of childbearing age to participate in family planning programs. However, to get the expected achievements it definitely takes time, in changing the knowledge, attitudes and behavior of families who initially did not or did not support family planning to become supportive and even involved in practicing it as participants.[3]. In circumstances like this, an appropriate form of health strategy is really needed. Each Community Health Center has a policy in implementing each program. With this, health promotion personnel also implement appropriate strategies to achieve success in increasing family planning participation in their work areas.

Communication is one way a person conveys a message to another person face to face, directly or through personal contact[4]. The giver of information is called a communicator. In the Community Health Center, health promotion personnel will act as promoters for programs related to health communication. Communication will be said to be effective if the communicator can provide health information well and it is accepted by the communicant or audience[5]. Health communication is one way to increase family planning participation. Health communication carried out using the right strategy will produce the desired impact. Therefore, this research was carried out with the aim of looking at the forms of communication strategies used by Health Promotion personnel to increase family planning participation.

2. METHOD

The type of research used is qualitative research with a case study design. The selection of research informants was purposive with 13 informants. Data collection takes the form of interviews. Data validity with source triangulation. The research subjects were the Head of the Rawasari Community Health Center, those in charge of the Family Planning program, health promotion officers, Posyandu cadres, PLKB, the community.

3. RESULTS AND DISCUSSION

Based on the results of the research carried out, some information was found about the Communication Strategy carried out by the Rawasari Health Center health promotion staff as follows.

Communication planning

Planning is the first step in carrying out activities. Planning is seen from a management perspective, namely the stages in preparing activity plans to achieve the expected goals. The implementation of communication activities must be guided by the policies that have been prepared. This is done to take into account the potential for inconsistency in the plans made with previously established policies and objectives. The communication activity plan begins with determining targets. The target is the audience who is the target of communication. From the interview results, it was found that determining the audience was adjusted to the purpose of the communication, namely increasing family planning participation, so the target in the communication was couples of childbearing age (PUS).

Determining the message is adjusted to the communication objectives and communication targets. The content of the message in order to increase family planning participation contains invitations and also knowledge about family planning. From the results of the interview, information was found that the message conveyed was in the form of: Family planning programs such as education on types of contraception, prosperous families, maintaining birth spacing, POKTAN and the 8 family functions. Apart from that, the message will be conveyed correctly to the audience and the communicator can communicate well. The communicator's communication skills greatly influence the course of counseling. From the results of the interviews it was found that the promoters usually used in activities were none other than the person responsible for the related family planning program. It is believed that selecting a family planning officer as a promoter is the right choice because the person responsible for family planning has a broad understanding of family planning. Apart from having a broad understanding regarding family planning, the person responsible for family planning is also believed to be able to communicate well so that he can influence the audience to participate in family planning. To support the implementation of counseling, communication support media are used. with adnaya media, the audience will more easily understand the material conveyed by the communicator.

From the results of the interviews it was found that the media choices that were more frequently used were posters, leaflets, posters, visual aids and power points and the method used was counseling.

"The message is to make families prosperous in caring for women and regulating the birth rate..."(SM)

"What is clear is that the family planning officer, because he understands more about family planning science, about his services so that he attracts public interest, provides direct services. the family planning officer himself..."(WHICH)

"Sometimes we use flip sheets..."(DH)

"There were leaflets distributed, they also used posters" (HN)

"rich in materials, facilities for counseling. for example like that. Yes, like an IUD, how do you insert it..."(RSN)

The communication strategy of getting to know the audience is to adjust the content of the message and the method of delivery so that it can be well received. Before carrying out communication, it is necessary to first identify the target audience so that the goals of each communicator or communicant can be achieved well. The audience is an important part of communication, the content of the message and delivery of the message must be adjusted to the condition of the audience. in line with research by Aisya Fitria Hasan et al (2021) regarding communication strategies, namely that in communicating you need to pay attention to the condition and situation of the audience. This aims to adjust the communicator's self so that he can get a response from the communicant[6].

Communication strategy in determining message content is to adapt it to the audience and communication objectives. The message conveyed will be adjusted to the condition of the audience and the purpose of the communication. In preparing the message, what will be done to achieve the goal is to attract attention, change the behavior and mindset of the communicant. Holiseh Holiseh et al (2023) stated that in communication related to increasing interest in family planning, communication is carried out with message content that invites the public to participate in family planning, build prosperous families and regulate birth rates.[7].

The communication strategy in determining the right communicator is to convey the right message to the communicant. A communicator is a person who conveys a message to the audience. The role of the communicator in conveying the message is very influential in convincing the audience. Communicators must have the ability to master the material they will convey. This research has presented information found from informants regarding determining the right communicator in conducting counseling. The communicator is determined by directly selecting the person responsible for the program as the communicator. This is done because the person in charge of the program is believed to be more knowledgeable in material related to Family Planning. In line with research by Eko Purnomo (2017), states that the credibility of a communicator is a situation where the communicator is assessed as having the ability, knowledge, expertise or experience that is relevant to the topic being conveyed. So that the communicant believes that what he conveys is objective[8].

The communication strategy in determining assistive media is to support communication and select counseling methods. According to Sri Wahyuni (2022), the use of media in counseling will help deliver extension material. The selection of appropriate media is adjusted to the circumstances of the audience[9]. This research has presented information obtained from informants regarding determining the communication media used by Health Promotion officers, namely using visual aids, posters, leaflets, banners and PowerPoint. Research by Sumarto et al (2018). said that visitors could understand and remember the message on the poster more easily because of the pictures[10]. Leaflet media is simpler and more concise and very easy to distribute. With a simple design, the recipient of the message does not need a lot of time to read and understand the contents of the message[11].

The counseling method is carried out routinely outside the building. The counseling method is carried out routinely at the posyandu every month. Communication using counseling and counseling methods is believed to be effective in increasing family planning participation. This is in line with research by Andi Masnilawati et al (2022) that communicating using counseling methods can increase

public knowledge regarding the use of contraceptives, thereby increasing community participation in taking part in family planning.[12].

Implementation of Communication

Implementation of communication activities is carried out using the socialization method or form of counseling. Extension is an effective form of communication in conveying material. According to the informant, routine counseling is carried out every month at the posyandu. However, there are many obstacles that occur during the implementation of counseling. Several informants said that there were several obstacles when carrying out counseling, such as noise which made the activity not conducive. Apart from that, many PUS do not receive counseling because they do not come to the posyandu. Informants carried out several strategies in dealing with each obstacle, such as using loudspeakers to help deliver material, providing counseling before posyandu activities, and conducting house visits to PUS who did not come to Posyandu.

"The routine program that will be implemented in 2023 is family planning counseling and services at Posyandu."(SM)

"...get around this by gathering the community first before receiving immunization services. So that the children are given games, sitting around, mothers can also receive the information provided. That's the only strategy to get around this for the last 6 months, right?"(SM)

"...for us personally, in KB there is a name MTPK. So you really do jump, you jump into the house. Go house-to-door, door-to-door. So yeah, I think that's enough. And that's enough, it's the maximum. Because those who have private toddlers are invited."(RSN)

Apart from that, in implementing communication, advocacy is also carried out with related parties. It is believed that advocacy activities can help smooth the extension activities that will be carried out. From the results of the interviews, it was found that advocacy was carried out with the BPPKB service and related community figures to reach the wider community in providing outreach.

"...collaborating with DINAS ee.. BPPKB, Women's Empowerment and Family Planning Service. In the sub-district there is a BPPKB Service, a Women's Empowerment and Family Planning Service. This is collaboration with cross sectors. There we do counseling..."(JH)

"...In advocacy, namely by approaching community leaders, social support through intra-sector support and empowerment..."(SM)

The health communication strategy in implementation is carrying out regular counseling at the posyandu. Extension is an activity to disseminate information with the aim of influencing and stimulating behavioral change. According to Susilawati (2022) choosing the right place for counseling is the place where information is needed[13]. Researchers have explained the information obtained from informants, namely that health education in the field of family planning is carried out routinely once a month at posyandu. It is believed that routine counseling carried out at posyandu can increase family planning participation. This is in line with research by Molina Rini (2021) which states that the perception of the benefits of counseling has a significant effect on participant participation[14].

The strategy for implementing counseling is by using loudspeakers and conducting counseling before carrying out posyandu activities. This research has explained the obstacles that occur when implementing counseling. According to Khusnul (2016), to carry out counseling, conditions are expected to be conducive so that the message can be conveyed well.[15]. The strategy used by Health Promotion officers is to provide counseling before the implementation of the posyandu takes place. Before carrying out posyandu activities, the community gathers first and it is believed that this condition is the right time to carry out counseling. Apart from that, the use of loudspeakers is one strategy in conducting outreach. It is believed that having a loudspeaker can convey messages to the communicator well. This is in line with research by Rizkiana Putri (2022) which states that a conducive situation can help respondents receive information well.[16].

The communication strategy involves making visits to the homes of couples of childbearing age to provide counseling for couples of childbearing age who do not come to the posyandu. The strategy used to deal with this problem is to make direct visits to the couple's home. Door to door activities are one of the strategic approaches used in conveying information[17]. This is in line with research conducted by Aditya Farit (2022) which states that counseling activities carried out door to door by cadres can influence the interest of couples of childbearing age to postpone pregnancy.[18].

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Communication strategy by carrying out advocacy with related parties to reach the wider community. In accordance with what the researchers explained, health promotion officers carried out advocacy with BPPKB. With assistance from BPPKB, cooperation in conducting outreach can be carried out well. Apart from that, advocacy is also carried out with related community figures such as RT. With support from these figures, outreach can be carried out more widely so that many people receive information[19].

Communications Monitoring

The supervision stage is the final stage in extension activities. With supervision, it can be seen to what extent the counseling material reaches the audience. This stage can be reviewed by conducting questions and answers with the audience to create two-way communication. According to the informant, it is necessary to carry out 2-way communication so that the communicator can get a response from the communicant. The strategy for obtaining responses from communicants is to conduct a question and answer session.

Apart from that, in reviewing the extent to which counseling has been successful, it can be seen from the effects caused after the counseling was carried out. Informants admitted that their knowledge regarding family planning had increased after attending the counseling. According to the informant, the effect felt after receiving counseling was an increase in people's knowledge regarding family planning. Apart from that, the effect found from the side of health promotion officers was an increase in family planning participation after conducting counseling

"...Or those who can't do questions and answers at all. So, it's a kind of question and answer, then our strategy is to evaluate, ask again about what we said, has it arrived or not?..."(JH)

"...If we achieve that achievement, yes. "From the 70% indicator, we can achieve 70%, yes, we will achieve it. Hopefully, with the achievement indicators the program will exceed the target, yes it will be achieved."(JH)

Every communication activity is expected to have a response from the communicant so that two-way communication is created. This research has presented the results of interviews obtained from community health center officers regarding the strategy used to obtain feedback from respondents, namely by conducting questions and answers. Using the question and answer method is a way to invite respondents to actively communicate. This is in line with research by Liana Deta et al (2019) which discusses the question and answer lecture method. This research explains that the question and answer method will be more effective when delivering material.[20]. According to Zikri (2017), the goal of communication is to change the knowledge, attitudes and behavior of the audience[21]. To review the success of communication, it can be seen from the effects that arise after communication is carried out.

4. CONCLUSION

Communication strategies in health promotion which are carried out by planning, implementing and monitoring include feedback to review two-way communication between the audience and communicator as well as reviewing the effects of providing counseling. The suggestion for Rawasari Health Promotion officers is that counseling activities at posyandu should be carried out consistently every month in order to increase family planning participation.

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