

# The Effectiveness Of Health Promotion Using Counseling Media/Lectures On Increasing Knowledge Of Health Facility Deliveries At PKM Kresek

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## Abstract.

**Background:** The coverage of delivery assistance at Indonesian health facilities in 2019 was 88.8%, while delivery assistance by health personnel had also reached 90.9%, meaning that there were still around 2% of deliveries assisted by health personnel not at the Health Facility. **Purpose of Writing:** To find out the effectiveness of health promotion using counseling/lecture media on increasing knowledge of delivery of health facilities at PKM Kresek. **Research Methods:** This type of quasi-experimental research with a one group pre-test post-test design, the population of this study were all pregnant women who visited the Kresek Health Center, totaling 60 people. statistical test using Wilcoxon. **Research Results:** There was a significant difference between the values before and after health promotion, namely  $p=0.029$  ( $p<0.05$ ), which means that health promotion using media counseling/lectures is effective in increasing knowledge of delivery of health facilities. **Conclusions and Suggestions:** It is hoped that the results of this study will further improve health promotion using media counseling/lectures about childbirth in health care facilities to motivate the community in terms of utilizing delivery facilities at the Puskesmas.

**Keywords:** Child Health Facility, Knowledge and Health Promotion.

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## I. INTRODUCTION

The high maternal mortality rate (MMR) in Indonesia still occurs today. Ministry of Health data shows that there were 6,856 maternal deaths in 2021, an increase from the previous 4,197 maternal deaths in 2019. The maternal mortality rate in Banten Province in 2021 reached 137 per live birth and the infant mortality rate reached 14 per 1000 live births. The mother died as a result of giving birth, of the 137 cases spread to Pandeglang 17, Lebak 28, Tangerang District 21. Serang District 31, Tangerang City 2. Cilegon 3, Serang City 17, and South Tangerang there were 8 cases (Banten Provincial Health Office Profile, 2021). One of the government's efforts to reduce the Maternal Mortality Rate is the policy that delivery assistance must be carried out at health facilities. Various potential deaths can be prevented if the mother gets proper care during childbirth, has easy access to health facilities and assistance by health workers during childbirth (Erlenie, 2017). The coverage of delivery assistance at Indonesian health facilities in 2019 was 88.8%, while delivery assistance by health personnel had also reached 90.9%, meaning that there were still around 2% of deliveries assisted by health personnel not at the Facility (Kemenkes RI, 2019). In Banten Province in 2020 deliveries at health facilities were 234,818 (97.40%) and deliveries assisted by health workers were 258,596 (107.26%), in Tangerang Regency there were 71,886 (101.20%) deliveries at health facilities while 72,113 (101.51%) deliveries were assisted by health workers (Health Profile Indonesia Banten Province, 2021). Mothers who disagree about the benefits of giving birth at health care facilities are caused by a lack of knowledge about the criteria for safe delivery. Lack of knowledge can be caused by obstacles for pregnant women to understand health information. The effectiveness of health education can also be influenced by previous maternal birth experiences or the experiences of other people who are considered representative. Information intensity and level of trust. Pregnant women to information sources will determine the mother's perception of safe delivery.

According to Dewi et al (2016), a person's experience or knowledge plays a very important role in interpreting the stimulus obtained. One form of health education that can be used to increase knowledge is by conducting counseling. In the counseling process, it is necessary to have counseling methods to facilitate the delivery of messages regarding delivery at the health facility aimed at pregnant women. According to Kholid

(2018), states that the learning media used in learning activities can affect the effectiveness of learning. The lecture method is suitable for various types of goals and the tools used are not too many and the time needed to decipher information becomes more efficient. Based on the results of Naomi's research (2019) regarding the effectiveness of counseling using the lecture method using posters states that the lecture method affects the level of knowledge with a value of  $p = 0.000 < \alpha (0.005)$ , knowledge is lacking before counseling with the lecture method using poster media, namely 4 people (20%) ) and after counseling with the lecture method using poster media there were no more mothers who lacked knowledge. Based on data at the Kresek Health Center in March-May 2023 there were 150 (60%) mothers who gave birth out of 250 pregnant women. There were 100 (40%) mothers who did not give birth at the Kresek Health Center. Interviews that the researchers conducted with local village midwives said that there were some pregnant women who gave birth assisted by health workers at the mother's home because the mothers did not know about delivery services at the health facility, so the reasons for the distance from home to the health facility, economic problems and not having health insurance were obstacles to being able to maternity at the health facility. Based on this background, the researcher is interested in conducting research with the title "Effectiveness of Health Promotion Using Counseling Media/Lectures on Increasing Knowledge of Health Facility Delivery at PKM Kresek".

## II. METHODS

This study used a quasi-experimental research type with a one group pre-test post-test design which was an experimental study where no comparison group (control) was used, but previously the group had been observed pre-test so that researchers could compare changes after the experiment was carried out.

## III. RESULT AND DISCUSSION

**Table 1.** Frequency Distribution of Health Facility Delivery Knowledge Improvement Frequency Before And After Health Promotion At the Kresek Health Center in 2023

Knowledge	Before		After	
	f	%	f	%
Good	43	71.3	52	86.7
Not enough	17	28.3	8	13.3
Total	60	100	60	100

Based on table 1, it is known that the knowledge level of the delivery of health facilities before being given health promotion using media counseling/lectures was good for the majority of 43 people (71.3%) and less knowledge as many as 17 people (28.3%). Meanwhile, after the intervention, the majority knowledge level was good as many as 52 people (86.7%) and less knowledge as many as 8 people (13.3%).

**Table 2.** Normality Test Results

	Kolmogorov Smirnov	
	Sig.	Information
Before	0.000	Abnormal
After	0.000	Abnormal

Table 2 shows the results of the normality test using the Kolmogorov Smirnov in the group before the health promotion is 0.000 and after the health promotion is 0.000, so the P-value  $< 0.05$  can be concluded that the normality test is not normally distributed. Thus the statistical test analysis used is the Wilcoxon non-parametric test as the basis for taking the results of the hypothesis test.

**Table 3.** The Effectiveness of Health Promotion Using Counseling/Lecture Media on increasing knowledge of health care delivery

Fanyankes birth knowledge	N	Mean	standar deviasi	Min	Max	P Value
Before	60	76.33	16.971	40	100	0.029
After	60	82.83	14.508	50	100	

Based on Table 3 it is known that, from 60 respondents before being given health promotion using counseling/lecture media, the average value was 76.33 and a standard deviation of 16,971 with a minimum knowledge value of 40 and a maximum of 100. After being given health promotion using counseling/lecture media obtained an average value of 82.83 and a standard deviation of 14,508 with a minimum knowledge

value of 50 and a maximum of 100. This means that there can be seen a change in the assessment before and after based on the value of the respondent's knowledge of the delivery of health facilities. The results of the statistical test obtained a value of  $p = 0.029 < \alpha (0.05)$  indicating that there is effectiveness of health promotion using counseling/lecture media on increasing knowledge of delivery of health facilities at the Kresek Health Center in 2023.

## **Discussion**

### **Description of the level of knowledge before and after health promotion**

The description of the level of knowledge of 60 respondents shows that before being given health promotion using media counseling/lectures, the majority were good as many as 43 people (71.3%) and less knowledge as many as 17 people (28.3%). Then after the intervention was given there was a change in the increase in knowledge of the delivery of health facilities, namely the majority in the good category as many as 52 (86.7%) and less knowledge as many as 8 (13.3%). Health Promotion is an effort to improve the ability of the community through learning from, by for and with the community so that the community can help themselves from the occurrence of a health problem (Putra, 2020). One important element that needs to be considered in implementing health promotion is the selection of counseling media. Where extension media is everything that contains messages or information that can help extension activities. The use of media is at least able to provide many benefits such as; simplify and speed up targets in receiving messages, able to reach wider targets, accurate and precise information tools, can provide a more concrete picture, provide stimulation to many senses, can be used as work exercises and simulation exercises (Norfai, 2020). The results of research conducted by Wijayanti et al (2016) stated that counseling in the form of power point lectures using LCD media succeeded in increasing public knowledge about leptospirosis in Tembalang District, Semarang City, Central Java.

Knowledge greatly influences a person to be able to provide choices or decisions to utilize health services. Research conducted by Bungsu (2001) in Nara (2014) revealed that mothers with less knowledge 94.81% would choose a dukun to help with their delivery, compared to mothers with high knowledge 5.19%. In line with this, according to Nilasari (2013), the utilization of professional staff (midwives) in the community is still very low compared to the expected indicators. This is caused by factors from the mother, namely knowledge and attitudes towards the decision to utilize experts in childbirth assistance. The provision that childbirth must take place in a health care facility is a Government policy in maintaining maternal health and reducing maternal mortality. The Strategic Plan of the Ministry of Health for 2015-2019 stipulates delivery in health service facilities (fasyankes) as an indicator of maternal health efforts, replacing delivery assistance by health personnel (Damasyanti, 2022). According to the researchers' assumptions about the importance of health promotion using counseling/lecture media to increase mothers' knowledge about childbirth in health care facilities. Therefore, the process and implementation of health promotion must be made in such a way that people are willing, able, interested in, and participating in the implementation of health promotion so that they are able to realize the desired expectations. Health promotion methods with lectures accompanied by the use of counseling media make the learning process interesting and fun. Another important aspect of using media is to help clarify learning messages.

### **The effectiveness of health promotion using media counseling/lectures on increasing knowledge of delivery of health facilities**

The results of statistical tests in the study obtained a value of  $p = 0.029 < \alpha (0.05)$  so it can be concluded that the hypothesis was accepted. This means that there is effectiveness of health promotion using counseling/lecture media to increase knowledge of delivery of health facilities. The average value before the intervention was 76.33 and the standard deviation was 16.971 with a minimum knowledge value of 40 and a maximum of 100. After being given health promotion using counseling/lecture media, the average value was 82.83 and a standard deviation of 14.508 with the knowledge value obtained a minimum of 50 and a maximum of 100. This means that it can be seen that there is a change in the assessment before and after based on the value of the respondent's knowledge of the delivery of health facilities. Research by Yenni, Marwati, and Solikhah (2010) shows that there is a significant positive relationship between promotions, medical personnel services, and health facilities on the utilization of obstetric polyclinic services at

Banjarnegara Hospital. The same thing is described through the results of Nurianti's research (2012), where promotions containing medical knowledge and health services provided have a significant positive effect on the utilization of birth attendants for mothers in the working area of the Binjai Health Center.

One of the factors that influence the success of a health education is the selection of appropriate training methods. The choice of training method depends on the objectives, the ability of the trainer/teacher, the size of the target group, when/when the teaching takes place and the facilities available (Notoatmodjo, 2018). According to Ambarsari (2020) that the lecture method is suitable for various types of targets and the tools used are not too many and the time needed to decipher information is more efficient. The weakness of the lecture method is that communication is only one way so that participants will become more passive. From the results of the research that has been carried out, according to the assumption of the researcher that there is a tendency for the messages conveyed not to reach the target in the lecture method because the participants listen more, therefore it is very important to be accompanied by interactive discussions through counseling media so that they are able to describe more clearly the intent and purpose of the message conveyed. delivered then health promotion becomes more effective.

#### IV. CONCLUSION

1. The majority of respondents' level of knowledge before carrying out health promotion using lecture counseling media was good as many as 43 people (71.3%) and those who were lacking were 17 people (28.3%). Whereas after being given the intervention the majority of the knowledge level was good as many as 52 people (86.7%) and those who were lacking were 8 people (13.3%).
2. There is a significant difference between the values before and after the health promotion, namely  $p=0.029$  ( $p<0.05$ ), which means that health promotion using counseling/lecture media is effective in increasing knowledge of delivery of health facilities.

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