

ABSTRAK
**Efektifitas Media Lini Bawah Terhadap Pengetahuan dan Sikap Pus Tentang
Program KB Dalam Rangka Penguatan KIE
di Kecamatan Sumpur Kudus Kabupaten Sijunjung**

Oleh :
Ade Nurul Fazri
1420869003

Pembimbing :
Prof. Afrizal. MA
Dr. Asmawi. MS

Penggunaan media dalam KIE dilakukan untuk penyampaian pesan kepada masyarakat dengan maksud terjadinya peningkatan pengetahuan serta perubahan sikap. Media lini bawah (booklet dan brosur) digunakan sebagai media KIE program KB untuk Kecamatan Sumpur Kudus. Hal tersebut dilakukan sebagai implikasi dari penyesuaian terhadap kondisi dan kebutuhan masyarakat setempat, dimana tenaga penyuluh KB (PKB/PLKB) yang terbatas jumlahnya, serta kondisi geografis dan demografis masyarakat setempat yang belum memungkinkan berinteraksi dengan teknologi informasi. Penelitian ini bertujuan menganalisis perbedaan efektivitas media lini bawah (booklet dan brosur) terhadap pengetahuan dan sikap PUS tentang program KB di Kecamatan Sumpur Kudus Kabupaten Sijunjung. Penelitian ini merupakan penelitian eksperimen dengan desain “*Pretest- Posttest Design With Comparison Group*”. Sampel penelitian adalah PUS MUPAR bukan peserta KB berjumlah 30 responden dan dibagi menjadi 2 kelompok, yaitu 15 responden untuk masing-masing media, yang ditentukan dengan teknik *simple random sampling*. Analisa data meliputi uji *Paired t- test* dan *Independen t- test*. Hasil penelitian menunjukkan bahwa terdapat perbedaan pengetahuan antara sebelum dan sesudah perlakuan media booklet (*p- value 0,001*) dan media brosur (*p -value 0,000*), serta terdapat perbedaan sikap antara sebelum dan sesudah perlakuan media booklet (*p- value 0,011*) dan media brosur (*p- value 0,001*). Tidak terdapat perbedaan efektivitas antara booklet dan brosur terhadap pengetahuan dengan (*p- value= 0,255*) serta tidak terdapat perbedaan efektivitas antara booklet dan brosur terhadap sikap dengan (*p- value 0,457*).

Kata Kunci : *Media KIE, Efektivitas, Booklet, Brosur, Program KB*

ABSTRACT

*Below-Line Media Effectiveness against Pus Knowledge and Attitudes About
KB program in strengthening KIE
in the District of Sumpur Kudus Sijunjung*

by:

Ade Nurul Fazri
1420869003

Supervisor:

Prof. Afrizal, MA
Dr. Asmawi, MS

The use of media in the KIE was conducted to deliver a message to the public to increase the knowledge and change the attitudes. The below-line media (booklets and brochures) was used as a medium of KIE KB program for the District of Sumpur Kudus. This was done as the implications of adjustments to the conditions and needs of the local community, where (PKB / PLKB) were limited in number. Moreover, the geographic and demographic conditions of the local people were not allowed to interact with information technology. This study aimed to analyze the differences in the effectiveness of the bottom-line media (booklets and brochures) to the PUS knowledge and the attitudes about KB program in the District of Sumpur Kudus Sijunjung. This study was an "pretest-posttest Design With Comparison Group" experimental study. The samples of this research were PUS MUPAR which were not join KB. The participants were 30 responders and were divided into two groups. The respondents were determined by simple random sampling technique. The Data analyzed with paired t-test and independent t-test. The results showed that there were differences in the knowledge before and after the treatment where media booklet (p-value 0.001) and brochures (p Value-0,000), and there were differences in attitudes before and after the treatment where the media booklet (p-value 0.011) and brochures (p-value 0.001). There were no differences in effectiveness between booklets and brochures to the knowledge with (p-value = 0.255) and there were no differences in effectiveness between booklets and brochures to the attitude (p-value 0.457).

Keywords: KIE Media, Effectiveness, booklets, brochures, KB Program