

## **ABSTRACT**

### **DESCRIPTION OF THE BSE BEHAVIOUR IN FERTILE WOMEN**

***(Descriptive Study At RT VI, RW IV Kelurahan Ploso Kecamatan Tambaksari Surabaya)***

*This research used a descriptive qualitative study about the description of the factors that can influence the fertile women who didn't do BSE and effect of BSE simulation to change knowledge and attitude about BSE (descriptive study at RT VI, RW IV Kelurahan Ploso, Kecamatan Tambaksari Surabaya). The problem of this study is a dangerous illness of breast cancer that can kill the women per year. The number of illness increase during year before whereas this illness can be protected by earlier prohibition, namely BSE. The aimed of this research is learning about description of factors that can influence the fertile women who didn't do BSE and learning about the effect of BSE simulation to change knowledge and attitude about BSE.*

*The method of this research was collected with in-depth interviews, FGD (Focus Group Discussion) and Pre-Post test with 48 fertile women as the informant by using snowball sampling. The data result was analyzed by using interactive analysis model (data reduction, data display, and conclusions).*

*The results of this research are : 1) A lot of fertile women are low in breast cancer and BSE knowledge. 2) A lot of fertile women have a good attitude to aware about breast cancer and BSE.3) A lot of fertile women also did the BSE practice but different from the rules. 4)The factors that could influence knowledge, attitude and practice have been less .5) The fertile women have a low knowledge, good attitude and a little of them did BSE but different from the rules because of their low knowledge and their environment. 6) There is a relation among BSE simulation and knowledge change, but there is not relation among BSE simulation and attitude change. 7)The fertile women have better BSE knowledge rather than Breast cancer knowledge because informations that they have gotten are less.*

*Keywords : BSE, Knowledge, Attitude, Practice , Breast Cancer*