ABSTRACT
THE EFFECT OF INFORMATION EDUCATION COMMUNICATION ABOUT ULTRASONOGRAPHY TOWARDS PREGNANT WOMAN KNOWLEDGE, ATTITUDE AND BEHAVIOR

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Background: Ultrasonography as one of accurate test to detect any pregnancy problems, especially which affected women and fetus during delivery process. Only 13 put 120 pregnant woman in BPM (Private Practice Midwife) Nurhayati Surabaya underwent ultrasonography in 2015.

Objective: The objective of this study was to determine the affect of Information Education Communication (IEC) about ultrasonography to pregnant woman.

Methods: This was a quasi-experimental study using posttest only control group design that involved 50 woman which divided into 2 groups, each 25 for treatment and control group. They were selected by purposeful sampling technique. The control group received antenatal care, treatment group received IEC about ultrasonography and leaflet. The data was conducted by primary data which collected with questionnaire and collection sheet. Mann Whitney test were used to analyze the data.

Result: The data was conducted to pregnant woman underwent antenatal care in BPM Nurhayati Surabaya between April and Mei 2016 as many as 80 pregnant woman, which 30 women were excluded based on exclusion criteria. In total, 50 women who met inclusion criteria enrolled as sample for treatment and control group. Bivariate analysis by Mann Whitney test showed that knowledge (p>0.001), attitude (p>0.005) and behavior (p>0.001), note that p<0.05 then H0 is rejected.

Conclusion: IEC about USG had significant effect to pregnant woman knowledge, attitude and behavior. The knowledge of treatment group is very good (87.5%) whereas the knowledge of control group that did not receive IEC was enough (36%). The treatment group had (100%) positive attitude whereas control group (72%). As many as (84%) woman that receive IEC underwent ultrasonography whereas (68%) of control group were no underwent ultrasonography. The IEC was important to increase mother knowledge about USG and motivated them to have positif attitude and behavior.

Keywords: USG, IEC, knowledge, attitude, behavior