

ABSTRACT

**Effort to Improve Effective Midwives Communication Based on K4
Persuasive Communication Analysis of Midwives to Pregnant
Women with ANC Care K1, K2, K3 in Polindes
(Village Clinic Post) Jember Regency Area**

One of the most important indicators determine the quality the quality of antenatal care (ANC) in a region is the attainment of K4 scope. The Health Clinic Jember district achievement K4 coverage as much as 71.42% below the minimum achievement standards (MSS) Jember (95%) in 2012. The main cause of low achievement is the low K1 K4 coverage that does not reach the K4. The purpose of the study is an effort to improve communication midwife efektif based analysis of persuasive communication K4 midwife to pregnant women in the service K1, K2, K3. The method used is observational. Samples were pregnant women services K1, K2, K3 each of as many as 31 people, with a sampling multistage sampling technique. The variables of study include: 1). Characteristics of pregnant women consisted of: age, education, parity, employment, knowledge, motivation and attitude. 2). Persuasive communication midwives to pregnant women in the service K1, K2, K3 include: Delivery of messages, messages used, and the message channel response of pregnant women to midwives message. The research concluded that overall or 100% message exist from midwives in form of invitation to recheck pregnancy on trimester. Message style intensity was delivered in understandable and comprehensible way with mean of 70,96% and message attractiveness conveyed in convenient and humorous way had mean of 54,84%. All midwives conveyed message through face to face communication and message was either conveyed by writing or picture with mean of 61,28%. Overall or 100% showed attention response and almost all showed interested response from pregnant women on midwives K4 message. Whereas for responses: understanding, comprehension, getting desired message, receiving, remembering, able to perform and willing to perform message had mean below target of 80%. There are three strategic issues that consist of 12 sub strategic issues of the research result. Improvement effort on midwives persuasive communication on ANC can be done through on the job training and off the job training. And communication SOP need to be made that can be used by midwives particularly when performing ANC care and simultaneously with checklist for self evaluation.

Keywords: persuasive communication midwife antenatal care