

ABSTRAK

PENGARUH KOMUNIKASI, INFORMASI DAN EDUKASI TERHADAP PENGETAHUAN IBU TENTANG PERSONAL HYGIENE POSTPARTUM PADA IBU HAMIL DI PMB BIDAN MISNA

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Kegiatan komunikasi, informasi dan edukasi terhadap pengetahuan ibu nifas bertujuan untuk memahami pentingnya perawatan kebersihan diri pada masa nifas guna mencegah infeksi. Tujuan Dari Penelitian ini Untuk Menganalisa pengaruh komunikasi, informasi dan edukasi terhadap pengetahuan ibu tentang personal hygiene di PMB Bidan Misna. Desain penelitian yang digunakan adalah *One Group Pretest-Posttest Design*, Teknik pengambilan sampel menggunakan teknik *accidental sampling*. Hasil uji statistik Wilcoxon mengonfirmasi pengaruh positif program KIE dalam meningkatkan pengetahuan ibu tentang personal hygiene pasca melahirkan, diperoleh nilai p value 0,000 lebih kecil dari nilai α 0,05 sehingga disimpulkan bahwa terdapat pengaruh KIE terhadap pengetahuan ibu tentang personal hygiene postpartum pada ibu hamil di PMB Bidan Misna. Diharapkan kepada Ibu Teruslah aktif dalam mencari informasi dan edukasi tentang perawatan pasca melahirkan, tidak hanya bergantung pada program-program seperti KIE.

Kata Kunci : KIE, Pengetahuan, Personal Hygiene.

ABSTRACT

THE INFLUENCE OF COMMUNICATION, INFORMATION AND EDUCATION ON MOTHER'S KNOWLEDGE ABOUT POSTPARTUM PERSONAL HYGIENE IN PREGNANT WOMEN AT PMB MIDWIFE MISNA

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Activities, communication and education regarding the knowledge of postpartum mothers aims to understand the importance of maintaining personal hygiene during the postpartum period to prevent infection. The aim of this research is to analyze the influence of communication, information and education on mothers' knowledge about personal hygiene at PMB Midwife Misna. The research design used was One Group Pretest-Posttest Design, the sampling technique used the Accidental Sampling technique. The results of the Wilcoxon statistical test confirmed the positive influence of the IEC program in increasing mothers' knowledge about postpartum personal hygiene. The p value was 0.000, which was smaller than the α value of 0.05, so it was concluded that there was an influence of IEC on mothers' knowledge about postpartum personal hygiene in pregnant women at PMB. Midwife Misna. It is hoped that mothers will continue to be active in seeking information and education about postnatal care, not just relying on programs such as KIE.

Keywords: KIE, Knowledge, Personal Hygiene