
**EDUKASI MEDIA VIDEO TERHADAP PENINGKATAN CAKUPAN PEMERIKSAAN IVA
PADA WANITA USIA SUBUR DI PUSKESMAS RUKUN LIMA**

Oleh

Sisilia Leny Cahyani¹, Yuliana Dafroyati², Santysima Trinitas Dhajo³, Mauritius Timba⁴, Agnes E.S. Pota⁵, Emerensiana Mbeo⁶, Maya E. Sumbi⁷, Maria Seravina K. Bara⁸, Sesilia Perada Laga⁹, Katarina Kemba¹⁰, Yeni Mariana Tiwe¹¹, Rumsiah Ahmad¹², Emiliana Lori¹³, Maria Bernadina Dupa¹⁴, Arkadius Dominggu¹⁵, Marianti A. Gudipun¹⁶, Katarina N. Timang Riu¹⁷, Yoseph Rande¹⁸, Yohanes Sako¹⁹ Nona Arfa²⁰, Wilhelmina Mbejo²¹

1,2,3,4,5,6,7,8,9,10,11,,12,13,14,15,16,17,18,19,20,21 Poltekkes Kemenkes Kupang

Email: 1sisilialeny@gmail.com

Article History:

Received: 21-11-2025

Revised: 08-12-2025

Accepted: 24-12-2025

Keywords:

Video Media, IVA,
Cervical Cancer,
Women Of
Childbearing age

Abstract: Background: Cervical cancer is one of the leading causes of death among women in Indonesia. Early detection through Visual Inspection with Acetic Acid (VIA) screening is effective in reducing morbidity and mortality rates, but screening coverage remains low due to a lack of knowledge and motivation among women of childbearing age (WCA). Objective: To analyze the effect of video-based education on improving knowledge, motivation, and IVA screening coverage among WUS at the Rukun Lima Community Health Center. Method: This study is a community nursing service innovation project with a pre-experimental design using a pretest-posttest approach. There were 25 WUS subjects in this study. The intervention was health education using 5–7 minute videos. Measurements were taken using knowledge questionnaires and records of the number of IVA examinations. Results: The average knowledge of WUS increased from 60% to 88%. A total of 84% of respondents stated that they were motivated to undergo IVA examinations. The number of IVA examination visits increased by 85% after the intervention. Conclusion: Education using video media effectively increases knowledge, motivation, and coverage of IVA screening among WUS. Video media can be used as an innovation in health promotion in primary health care.

INTRODUCTION

Cervical cancer is a reproductive health problem with a high prevalence in developing countries, including Indonesia. The high incidence of cervical cancer is due to delayed early detection, so that most cases are found at an advanced stage. IVA screening is a simple and inexpensive screening method recommended in primary health care facilities.

Although IVA screening is widely available, its coverage remains low. Factors contributing to low coverage include lack of knowledge, fear, stigma, and a lack of attractive health promotion. Therefore, effective and community-acceptable educational innovations

are needed.

Video media, as an audio-visual medium, can convey health messages in a more interesting and easily understandable way. The use of video media is expected to increase the understanding and motivation of WUS in undergoing IVA screening. This study aims to assess the effectiveness of video media education in increasing the coverage of IVA screening.

METHODS

This study is a community nursing innovation project with a pre- experimental design using a pretest–posttest approach. The activity was carried out in the working area of the Rukun Lima Community Health Center in October 2025.

The research subjects were 25 women of childbearing age who were willing to participate in the educational activities. The intervention consisted of health education using 5-7 minute videos containing material on cervical cancer, the benefits of IVA screening, the screening procedure, and the importance of early detection.

Data collection was conducted through pre-test and post-test questionnaires to assess the level of knowledge and record the number of WUS who underwent IVA screening after the intervention. Data were analyzed descriptively by comparing the results before and after the intervention.

RESULTS

The results of the study showed an increase in WUS knowledge after being given education using video media. The average knowledge score increased from 60% in the pre-test to 88% in the post-test.

In addition to increased knowledge, a change in attitude was also observed, with 84% of respondents stating their motivation and readiness to undergo IVA screening. Data from health center visits showed an 85% increase in IVA screening coverage compared to the period before the intervention.

DISCUSSION

The results of this study indicate that education using video media is effective in increasing the knowledge and motivation of WUS in undergoing IVA examinations. Audio-visual media can increase the attractiveness and understanding of respondents to health information.

These findings are consistent with previous studies that state that video media is more effective than lectures in improving health knowledge and attitudes. Visualization of the IVA examination procedure also helps reduce fear and stigma among WUS.

However, there are still obstacles in the form of time constraints and embarrassment. Therefore, continuous education and interpersonal approaches are needed to maintain behavioral change.

CONCLUSION

Education using video media has been proven effective in increasing knowledge, motivation, and coverage of IVA screening among women of childbearing age. Video media

can be used as an innovative and practical health promotion tool in primary health care services.

REFERENCES

- [1] Ministry of Health of the Republic of Indonesia. (2022). *Guidelines for the Prevention and Control of Cervical Cancer*. Jakarta: Ministry of Health of the Republic of Indonesia.
- [2] World Health Organization. (2021). *WHO Guidelines for Screening and Treatment of Cervical Cancer*. Geneva: WHO.
- [3] Nurhidayah, I., & Sari, D. (2020). The effect of health education on the knowledge and attitudes of women of childbearing age regarding IVA screening. *Indonesian Nursing Journal*, 23(2), 85–92.
- [4] Notoatmodjo, S. (2018). *Health Promotion and Health Behavior*. Jakarta: Rineka Cipta.
- [5] Widyastuti, Y., & Purnamasari, D. (2019). The effectiveness of video media in reproductive health education. *Journal of Public Health*, 14(1), 45–52.
- [6] Fitriani, N. L. (2017). *Health Behavior*. Yogyakarta: Graha Ilmu.

HALAMAN INI SENGAJA DIKOSONGKAN