
THE INFLUENCE OF MOTIVATION AND PROMOTIONAL STRATEGIES ON MOTHER'S COMPLIANCE IN THE CONGENITAL HYPOTHYROID SCREENING PROGRAM AT TUMPANG HEALTH CENTER

By

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Abstract: Congenital hypothyroidism can cause long-term detrimental effects, the main of which is mental retardation. There is a need for examination of newborns to detect congenital hypothyroidism with Congenital Hypothyroid Screening (SHK) which is carried out with the aim of detecting congenital disorders as early as possible in babies. The aim of the research was to determine the factors that influence maternal compliance in the congenital hypothyroid screening program at the Tumpang Community Health Center. Observational research design with a cross-sectional approach. The population of all mothers with babies aged 0-28 days, was 135 respondents. The sample was 101 respondents with simple random sampling technique. Independent variables are motivation and promotional strategies. The dependent variable is mother's compliance in the congenital hypothyroid screening program at Tumpang health center. The research instrument used a questionnaire that was carried out validity and reliability. The analysis used is univariate, bivariate, and multivariate analysis with logistic regression using SPSS 23. Research ethics Number: 001336/EC/KEPK/I/05/2024. The bivariate analysis carried out showed that there was a relationship between motivation factors and promotional strategies on maternal compliance with SHK, while the multivariate analysis showed that the most influential variable was the mother's motivation factor with a significance level of $p=0.000$. It is hoped that the results of the research conducted can serve as an appeal to mothers to comply with SHK procedures as an effort to improve their children's growth and development status.

PENDAHULUAN

Congenital Hypothyroidism is a condition of decreased or non-functioning of the thyroid gland that occurs when the baby is born. This can occur due to abnormalities in the anatomy or metabolism of thyroid hormone formation or iodine deficiency (Kemenkes, 2014). In most cases, HK can be permanent. Congenital Hypothyroidism can cause long-term detrimental effects, the main of which is mental retardation (Anggraini, Sarwo and Sulistyanto, 2018).

Examination of newborns is required to detect congenital hypothyroidism. Congenital Hypothyroidism (SHK) Screening is a screening/screening test carried out when the baby is a few days old to sort out babies who suffer from HK disorder from babies who are not sufferers. Newborn screening is carried out with the aim of detecting congenital disorders as early as possible, so that babies who experience abnormalities can be treated as soon as possible. (Kemenkes RI, 2019).

The influence of promotion on maternal compliance in the Congenital Hypothyroidism (SHK) Screening program at the Tumpang Community Health Center is an important issue that can be supported by literature. Research by Almandil et al. (2019) highlighted the importance of health promotion in increasing participation in health screening programs. These findings suggest that effective promotion can increase public awareness of the importance of congenital hypothyroid screening and encourage active participation in the program (Khairunnisa *et al.*, 2022).

The importance of outreach and education as part of a successful strategy in increasing compliance with public health programs. This study shows that a good understanding of the benefits and objectives of the program can increase people's motivation to participate and comply with the required procedures. Thus, good socialization efforts at the Tumpang Community Health Center can help increase maternal compliance in the SHK program (Damayanti, 2021).

METHODS

This type of research is research with an observational analytical approach using a cross-sectional design. This research was carried out at the Tumpang Community Health Center, with a population of 135 women giving birth. This research sample used a simple random sampling technique. According to calculations based on the Slovin formula, this research will use a sample of 101 respondents. The data collected in this research is primary data obtained from distributing questionnaires related to maternal motivation factors, promotional strategies.

Data collection was carried out after respondents were given PSP (explanation before consent) and signed informed consent. After the data is collected, quantitative data processing is carried out which includes editing, coding, entry and cleaning stages. Data analysis was carried out descriptively to see the frequency distribution of each variable. The data that has been collected is then subjected to statistical tests, namely using a logistic regression test that analyzes maternal motivation factors dan promotional strategies. The results of this analysis are then used to conclude a hypothesis which has been approved by the health research ethics commission of the Indonesian Strada Health Sciences Institute with letter number 001336/EC/KEPK/I/05/2024.

RESULTS

In this study, analysis of the The Influence of Motivation and Promotional Strategies On Mother's Compliance In The Congenital Hypothyroid Screening Program At Tumpang Health Center was carried out using logistic regression analysis. The things that will be analyzed in terms of respondent characteristics are age, motivations, strategi promotion, and sosialitation.

Table 1. The influence of motivation, strategi promotion, and sosialization on maternal compliance in the congenital hypothyroid screening program at the Tumpang Community Health Center

Variable	Mother's compliance		p value
	obey	Not obey	
motivation			
1. High	34	1	0,000
2. Medium	48	5	
3. low	6	7	
Strategi promotion			
1. Good	21	3	0,017
2. Enough	45	2	
3. Not enough	22	8	

Based on table 1 above, it explains that there is a relationship between the variables age, motivation and promotional strategies on maternal compliance in the congenital hypothyroid screening program at the Tumpang Community Health Center, with a value of 0.000 ($p < 0.05$).

Table 2. The factors that most influence maternal compliance in the congenital hypothyroid screening program at the Tumpang Community Health Center

variabel	Koefisien Regresi	T hitung	Sig.
Konstanta	0,516		
Motivasi	0,106	2.556	0,012
Strategi Promosi	0,221	4.764	0,000

Based on table 2, it explains that the factor that most influences maternal compliance in the congenital hypothyroid screening program at the Tumpang Community Health Center is the motivation factor ($p \text{ value } 0.001 < 0.05$).

DISCUSSION

Based on the research results, it was found that the majority of mothers' motivation was moderate (52.5%). Meanwhile, the cross tabulation results show that the majority of mothers with high motivation are compliant in screening, and half of the mothers with low motivation are non-compliant. Motivation can be interpreted as a desire that exists within an individual that encourages him to carry out actions, actions, behavior or behavior. According to Robbins, motivation is closely related to how behavior is initiated, emptied, strengthened,

directed, stopped and what kind of subjective reactions arise in the organization when all this occurs (Hardiani and Purwanti, 2012)

Motivation is a process that carries out the intensity, direction and persistence of an individual as an effort to achieve a goal. High/strong motivation will encourage pregnant women to put more effort into seeking information about the importance, benefits and purpose of carrying out pure antenatal care visits so that it will have a good impact, namely reducing and reducing infant mortality rates and maternal mortality rates (Suprapti, 2020). Motivation is an important factor that can influence maternal compliance. Motivation is a force that influences individual thinking, one of which is doing SHK for the reason of wanting to monitor the health of the baby to avoid complications in its growth and development (Rummah, 2021). Meanwhile, mothers who have low motivation and incomplete examinations may be because they do not have the motivation or experience, so they do not attach much importance to carrying out SHK examinations according to procedures. Apart from that, another factor that causes mothers to not comply with SHK is that mothers are moving their location of residence so that mothers do not return to the Puskesmas to do SHK. The aspect of being motivated to be obedient to SHK, it can be said that this need factor is the basis and most direct stimulus for using health facilities to maintain the health of the baby during the growth and development period (Wulandari & Kusumastuti, 2020).

Based on research results, 46.5% of the promotional strategies are sufficient. Meanwhile, the crosstabulation results showed that almost all mothers who had good promotion strategies had compliance. One effort to increase mothers' understanding and knowledge regarding SHK is by conducting outreach (health promotion) (Notoatmodjo, 2014).

The decree of the Minister of Health of the Republic of Indonesia states that health promotion is an effort to improve community capacity through learning from, by, for and with the community which can develop community resource activities according to local socio-cultural conditions. Health promotion is an activity or effort to convey health information to the public so that it can increase knowledge about better health. In this research, the level of maternal knowledge can be increased through health promotion (Khairunnisa *et al.*, 2022). Increasing public knowledge or attitudes is one of the goals of health promotion. Health promotion is closely related to the media because the media can convey information that is more interesting and easy to understand, this can make mothers adopt the information they receive into better behavior (Khairunnisa *et al.*, 2022).

According to Health Law no. 23 of 1992 and WHO, the aim of health education is to increase the community's ability to maintain and improve health status; both physically, mentally and socially, so that it is economically and socially productive, health education in all health programs; whether eradicating infectious diseases, environmental sanitation, community nutrition, health services, or other health programs. Health is a combination of various activities and opportunities that are based on learning principles to achieve a condition where individuals, families, groups or society as a whole want to live healthy, aware, knowledgeable and understand and carry out recommendations related to individual or group health. Health education is influenced by the level of education, socio-economics, customs, community beliefs and the time availability of a person or group (Notoatmodjo, 2014). Most of the support provided by health workers also has an impact on mothers'

adequate knowledge, although there are still mothers who have insufficient knowledge about SHK. This could be because the mother's education level is still low, or perhaps economic factors are below average so that the mother has not received much clear information (Laksono and Megatsari, 2020). Health workers are starting to proactively invite the community to implement SHK. Apart from that, health workers provide complete basic education regarding SHK to mothers when they come to carry out pregnancy checks (Sunarti and Utami, 2018).

Based on the results of the logistic regression test, it was found that the most influential factor was maternal motivation. Mothers who comply with SHK will receive information regarding the baby's condition and the importance of monitoring the child's growth and development, apart from that, the mother will also receive professional assistance if there are problems with her growth and development, and receive health services. Apart from that, from the frequency distribution it was found that the majority of mothers' ages were 20-35 years, where this age is above a person's productive age (Hardiani and Purwanti, 2012). Productive age will influence a person's desire to achieve a role where that role is being a mother who is providing the best for the growth and development of her baby.

It is hoped that the motivation obtained by the mother will be able to provide benefits or act as encouragement for the mother to carry out SHK. The motivation that exists in mothers consists of intrinsic and extrinsic motivation. Intrinsic motivation is an internal drive that does not require external stimulation because it already exists within the individual. Internal factors that influence motivation are age, emotional factors and education and level of knowledge. In accordance with the results of this research, the majority of mothers are aged 20-35 years, where this age is the productive age, so the intrinsic motivation of mothers is very strong (Wulandari and Kusumastuti, 2020).

Extrinsic motivation is motivation that comes from outside which is the influence of other people or the environment, in this case husband, family, friends and health workers. External factors that influence motivation are cultural background and family support. Family support, namely the role of the husband, is an important thing that determines success in maternal obedience (Hardiani and Purwanti, 2012)

CONCLUSIONS

Based on the research results, it was found that the factor that had the most influence on maternal compliance with SHK was motivation. Maternal motivation can be increased with sufficient knowledge and health promotion by health workers.

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