



The Influence of Educational Media Via Youtube Social Platform on The Interest in Selecting an Intrauterine Device (IUD) Contraceptive

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A B S T R A C T

Intrauterine Device Contraception (IUD) is one of the Long-Term Contraceptive Methods (MKJP), which tends to be low. YouTube can be a valuable social media platform for accessing information about IUD contraception. The objective of this study is to assess how educational content on YouTube influences interest in selecting intrauterine device (IUD) contraception. This research used a one-group pretest-posttest design with a sample of 60 respondents, and the sampling technique used was purposive sampling. This research instrument uses a questionnaire with Wilcoxon signed-rank test data analysis. Drawing from the findings of the Wilcoxon Signed Rank Test, there was an influence before and after providing educational media via YouTube on interest in choosing intrauterine device (IUD) contraception among couples of childbearing ages. This study indicates that educational content on YouTube increases the interest of couples of childbearing ages in choosing intrauterine device (IUD) contraception.

INTRODUCTION

The Long-Term Contraceptive Method (MKJP) is a contraceptive method that is rarely popular in Indonesia. National MKJP achievement in 2022 is 22.6% of the target of 28% in 2024. MKJP acceptors in East Java still tend to be low and are still dominated by non-MKJP (Profil Kesehatan Provinsi Jawa Timur Tahun 2022, 2023). Based on data on active family planning participants in the city of Surabaya in 2022, namely 77.28%, consisting of injections 62.45%, pills 14.16%, IUD 8.18%, MOW 5.04%, MOP 0.4%, condoms 4.73%, and implants, namely 5.04% (Profil Kesehatan Tahun 2022, 2023). This shows that contraception by Intrauterine Device (IUD) is less popular with couples of childbearing ages, even though it is more effective and efficient at spacing pregnancies than short-term contraceptive methods.

Based on previous research, it was found that knowledge, husband's support, sources of information, and provision of KIE are mothers' interests in using MKJP. The source of information is an essential factor that can influence interest in choosing contraception, one of which is IUD contraception (Rismawati & Sari, 2021). Social media can be used as a source of information because it is easy to access anywhere and anytime. The following are some social media that are commonly used in Indonesia: Facebook, Twitter, Instagram, WhatsApp, TikTok, Path, Kaskus, Google+, Market Place, Blog and Email Marketing, and YouTube. Information that varies, regardless of its nature, can be positive or negative and will influence various aspects of life, one of which is choosing a contraceptive method for couples of

childbearing ages (PUS) (Herispon, 2022). This is closely related to the influence of social media on decision-making to use contraception.

Interest is an interest in a thing or activity without being prompted by someone else. Interest means a high inclination towards something or a desire. So that there is something good that arises from within yourself, not from the outside, to like something. There are 3 factors that influence interest, namely, predisposing factors, which are factors that originate from oneself, such as knowledge, attitudes, age, number of children, perceptions, education, economics and demographic variables; enabling factors, which are supporting factors that include supporting facilities, information sources and source capabilities; and reinforcing factors, which are strengthening factors that include family support (husband) and community leaders (Pramesti Intan, 2023). The interest referred to in this research is interest in choosing contraception Intra Uterine Device (IUD), in couples of childbearing ages.

Family planning is a conscious process by couples to decide the number and spacing of children and the time of birth, thereby avoiding unwanted births and spacing births. The government has a policy of directing PUS to use MKJP contraception because it is an effective and efficient contraceptive for spacing births over a long period of time (Atika N et al., 2022). MKJP is a contraceptive method that has a high level of effectiveness with a low failure rate and has few complications and side effects compared to non-MKJP contraceptive methods. IUD is a type of MKJP recommended by the government. An Intrauterine Device (IUD) is a contraceptive device shaped like the letter "T" which is installed in the uterus with an effectiveness rate of up to 99.4% (prevents 1-5 pregnancies per 100 women per year) and can prevent pregnancy for up to 5-10 years and is reversible ("Edukasi Metode Kontrasepsi Jangka Panjang/MKJP," 2022).

Educational media is anything in the form of humans, objects or the surrounding environment that can be used to convey messages so that they can stimulate the attention, interest, thoughts and feelings of the recipient. Media is a container for a message or information that you want to convey to the target or recipient so that the purpose of the message can be conveyed well. One of the benefits of educational media is that it can increase interest and motivation, curiosity and enthusiasm and can help convey abstract material more concretely (Daniyati STAI DRKHEZ Muttaqien Purwakarta et al., 2023). Educational media can provide a systematic overview and framework in the process of conveying messages. Educational media can overcome limitations of space, time and energy in that some educational materials require quite a lot of space and time to deliver (Arifin et al., 2025). The type of educational media used in this research is audio-visual media. Audiovisual media is a media that displays a combination of sound and images.

Social media is used as a source of educational information about contraception, specifically intrauterine devices (IUDs). Social media is an online media where users can easily participate, share and create content, including blogs, social networks, wikis, forums and virtual worlds. In the current digital era, almost all activities can be done digitally. Social media users in Indonesia are also increasing every year. In 2023, it is estimated that there will be 214.3 million social media users, and it is predicted that it will increase to 236.97 in 2026 (Abdillah, 2022). Social media helps users interact with anyone at any time in a short time via an internet connection. The variety of information circulating in cyberspace makes social media a means of learning and self-development. YouTube became one of the social media that is practical and easy to access, so YouTube is one of the most popular platforms and is watched by thousands of people every day. Every day there are millions of videos uploaded to YouTube so that YouTube can be used as a source of news, entertainment and educational information in the form of videos.

Almost every generation uses social media so that it can be used in various fields, one of which is in the field of health education, especially about contraceptive methods, because social media has become one of the central digital activities for modern people (Abdillah, 2022). The MKJP target has not been achieved, one of which is IUD contraception due to a lack of communication of information and education to the public, especially through social media. Social media is an effective tool used for health information media because a post can be directly reached by thousands or even millions of targets in a short time. Exposure to information sources is an indication of how much or little knowledge is accessible to the public. The benefits of social media as a source of development information are an effective way to achieve this successful Family Planning (KB) programme in Indonesia. Utilisation of educational media through social media YouTube, can be the newest solution and can be a promising feature in carrying out interventions, especially regarding contraception (intrauterine device (IUD)) (Santikasari & Laksmini, 2019).

METHOD

This research uses a research design by design, *One Group Pretest – Posttest*. The population used was 162 non-MKJP family planning acceptors in the PMB Afah Fahmi Surabaya area. The sample calculation results obtained a total of 60 respondents. The sampling technique in this research is using *purposive sampling*. *Purposive sampling* is a sampling technique that randomly selects individuals from the population who meet the selection criteria to be used as respondents or samples. In this study, to measure interest in choosing IUD contraception using a questionnaire. In this study, the answers given by respondents were measured using an ordinal scale. The assessment system uses a questionnaire with a

Likert scale. The 4 answer choices are "Strongly Agree", "Agree", "Disagree" and "Strongly Disagree". The data analysis technique in this research uses the SPSS application, which is divided into univariate analysis and bivariate analysis.

RESULT

The characteristics of respondents based on age are divided into two, namely 20 – 35 years and > 35 years, and the characteristics of respondents based on the latest education are divided into 3, namely Primary Education, Secondary Education, and Higher Education. A description of these characteristics can be seen in the following table:

Table 1: Characteristics of Respondents

Respondent Characteristics	Frequency	Percentage (%)
Age (years)		
≤35	51	85
>35	9	15
Last education		
Basic education	9	15
Secondary Education	44	73,3
Higher Education	7	11,7
Total	60	100

Based on table 1, it is found that the characteristics of the 60 respondents based on age are almost all PUS aged between 20 - 35 years, 52 people. Most of the PUS's final education was secondary education, as many as 44 people.

Table 2. Analysis of the Influence of Educational Media Through Social Media YouTube Regarding Interest in Contraceptive Choice Intra Uterine Device (IUD)

Wilcoxon Signed Rank	Variable	p-value
	Interest	0,00

Based on statistical test results, the Wilcoxon signed-rank test. The result obtained is that the p-value is 0.00 ($p < 0.05$), which means that H_0 is rejected and H_1 is accepted, so it can be concluded that there is an influence of educational media through social media. YouTube on interest in choosing contraception Intra Uterine Device (IUD) in Couples of Childbearing Age.

DISCUSSION

Based on the research results, it is known that before the intervention was given, educational media was used via social media YouTube. Couples of reproductive ages have an interest in choosing contraception Intra Uterine Device (IUD) is low, whereas after being given the intervention, many Childbearing Age Couples have moderate interest. In this research, a test was used, Wilcoxon Signed Rank, to analyze the data so that a Sig value of $0.00 < 0.05$ is obtained; this provides evidence that providing health education

via social media to couples of childbearing ages has an influence on interest in choosing the Intra Uterine Device (IUD).

The results of this research are supported by research conducted by Iliminatun et al. (2023), which produced conclusions before being given education using audiovisuals. The majority are not interested in using Long-Term Contraceptive Methods (MKJP), with a frequency of 38.64%. After being given audiovisual education, respondents interested in using MKJP increased to 37.07%. This means that there is an influence of providing health education through audio-visual media regarding interest in using MKJP. Interest is a high tendency towards a desire without coercion from other people so that there is something that arises from within or from outside to like something (Pramesti Intan, 2023). Educational media can be used to convey messages so that they can stimulate the attention, thoughts, feelings and interests of the recipient of the information. In the digital era, you can use educational media online; the use of educational media via social media can minimize limitations of space, time and energy. One of the most popular types of social media today is the platform YouTube (Abdillah, 2022). YouTube social media can be used as a faster information medium than traditional media (Syaiful et al., 2023).

The social media used in this research is YouTube, media YouTube has become a social media that is practical and to access (Penggunaan & Masyarakat, n.d.). Among social media platforms, YouTube is in second place as the most widely used platform. By spreading health information on social media, especially about contraception (Intra Uterine Device (IUD)), as a forum for education, so that if more information is spread, it can influence the interest of couples of childbearing ages in choosing contraception (IUD). Based on the results of this research, it was found that before being given educational media through social media YouTube Most couples of childbearing ages have low interest, even after being given educational media via social media. YouTube Most respondents had moderate interest in choosing contraception, specifically Intrauterine Device (IUD). This means that there is an influence of providing educational media through social media. YouTube about contraception: Intrauterine Device (IUD) in Couples of Childbearing Age.

CONCLUSION

Based on the results of the research and discussion presented in the previous chapter, the conclusion that can be drawn is that there is an influence of educational media via YouTube social media on interest in choosing contraception. *Intrauterine Device (IUD) in Couples of Childbearing Age (PUS)*. Future researchers are expected to be able to use factors such as number of children or perceptions and add other methods of collecting data in other forms, such as conducting evaluations and using methods other than

those used in this research so that future research will be more creative and innovative in producing methods for providing health education, thus triggering respondents' interest in material provided.

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