

ABSTRAK

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Pengaruh Metode Komunikasi Interpersonal dan Ceramah Konvensional terhadap Pengetahuan, Sikap dan Niat Ibu Hamil dalam Keputusan Tes HIV di Kabupaten Kota Jayapura Tahun 2013

xiv + 111 halaman + 24 tabel + 3 gambar + 12 Lampiran

Penyebaran HIV/AIDS di Papua sudah menjadi epidemi terkonsentrasi. Angka kejadian bayi dengan HIV yang dilahirkan di RS Abepura Kota Jayapura meningkat jumlahnya dari tahun 2010-2013 sebanyak (10,14%) dari 6.112 kelahiran, Virus HIV ini ditularkan dari ibu saat hamil dan persalinan. Bidan sering memberikan penyuluhan dan selalu menawarkan tes HIV bagi ibu hamil, namun masih terdapat 76,54% ibu hamil tidak bersedia tes HIV. Pendidikan kesehatan sangat diperlukan untuk meningkatkan pengetahuan sikap dan niat ibu hamil dalam pencegahan HIV. Penelitian ini bertujuan untuk mengetahui perbedaan pengetahuan, sikap dan niat ibu hamil dalam keputusan tes HIV berdasarkan metode komunikasi interpersonal dan ceramah konvensional.

Jenis penelitian *Quasi eksperiment* dengan *design pre-tes pos-tes* pada kedua kelompok. Jumlah sampel 60 orang 30 kelompok metode komunikasi interpersonal dan 30 orang mendapatkan metode ceramah konvensional. Data dianalisis dengan univariat dan uji komparatif (*Chi square, uji wilcoxon signed rank test, paired t-test, mann whitney, Independent t-Test*).

Hasil penelitian menunjukkan pada kedua kelompok sebelum intervensi memiliki pengetahuan, sikap dan niat yang sama. Sesudah intervensi terdapat perbedaan pengetahuan, sikap dan niat ibu hamil pada kelompok komunikasi interpersonal. Sesudah intervensi ada perbedaan pengetahuan, sikap dan niat antara kedua kelompok. Ada perbedaan keputusan untuk tes HIV antara kelompok metode komunikasi interpersonal dan kelompok metode ceramah konvensional ($p=0,006$). Metode komunikasi interpersonal lebih efektif dibanding metode ceramah konvensional (86,7%:50%), terkait pengaruhnya dalam meningkatkan keputusan ibu hamil untuk tes HIV.

Saran bagi dinas kesehatan Kabupaten Kota Jayapura meningkatkan daya dukung untuk pelaksanaan pendidikan kesehatan tentang pencegahan HIV khususnya bagi ibu hamil.

Kata Kunci : Komunikasi interpersonal, Ceramah konvensional, Pengetahuan, Sikap, Niat, Keputusan tes HIV,

ABSTRACT**Ruth Yogi****The Influence of Interpersonal Communication Method and Conventional Discourse to Knowledge, Attitude, and Intention of Pregnant Women in deciding to do an HIV Test in District of Kota Jayapura in 2013****xiv + 111 pages + 24 tables + 3 figures + 12 enclosures**

The spread of HIV/AIDS in Papua had been a centralized epidemic. The toll of babies born with HIV/AIDS at Abepura Hospital in District of Kota Jayapura increased to be 10.14% of 6,112 childbirths during 2010-2013. HIV virus was transmitted from mother during pregnancy and childbirth. Midwives often provide information and always offer HIV test for pregnant women. However, about 76.54% of them would not like to test HIV. Health education is needed to improve knowledge, attitude, and intention of pregnant women in deciding to do an HIV test based on interpersonal communication method and conventional discourse.

This was quasi-experiment research with pretest-posttest on two groups. Number of samples was 60 persons divided into two intervention groups, namely an interpersonal communication method (30 persons) and a conventional discourse method (30 persons). Furthermore, data were analyzed using a univariate method and comparative tests (chi-square test, Wilcoxon signed rank test, paired t-test, mann whitney test, and independent t-test).

The result of this research revealed that the two groups had the same levels of knowledge, attitude, and intention before providing intervention. In contrast, there were any differences in terms of these variables in the group of interpersonal communication after providing intervention. These variables were also different between groups after providing intervention. There also any differences in deciding to do an HIV test between groups ($p=0.006$). The method of Interpersonal communication was more effective than the method of conventional discourse (86.7%:50%) to influence pregnant women in making a decision to do an HIV test.

As a suggestion, District Health Office of Kota Jayapura needs to increase the carrying capacity of the health education implementation about HIV prevention especially for pregnant women.

Key Words: Interpersonal Communication, Discourse Communication, Knowledge, Attitude, Intention, Decision of an HIV Test