



Exposure Of Media Information And The Role Of Family Planning Field Officer Toward Use Of Long-Term Contraception Methods: Analysis Of 2017 Indonesia Demography And Health Survey

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ABSTRACT

Long-term contraceptive methods (LTCM) are highly effective in preventing unwanted pregnancies. However, of all users of modern methods in the Special Region of Yogyakarta, only 37.19% used LCTM. The socialization of contraceptive use through the media and family planning field officers has a strategic role in encouraging the use of LCTM. The aim of this study to analyze the exposure of information media and the role of family planning field officers using LCTM. The study was conducted by analyzing secondary data of the Indonesian Demographic and Health Survey in 2017. The sample size of 248 Eligible women. Hypothesis testing uses Fisher's Exact Test statistics. Multiple logistic regression used to produce an adjusted odds ratio. Most of the respondents have never been exposed to family planning information from radio (83.71%) and magazines (77.59%). Only 2% of respondents stated that they had received information and education from family planning field officers. Multivariable analysis showed that there was no relationship between exposure to radio information media (AOR = 0.79; CI = 0.37-1.71; p-value = 0.558), television (AOR = 1.16; CI = 0.65 -2.08; p-value = 0.616), magazines (AOR = 1.80; CI = 0.91-3.58; p-value = 0.093) and the role of family planning field officer (AOR = 0.92; CI = 0, 14-6.02; p-value = 0.929) with the use of LCTM. Eligible women who are exposed to family planning information through radio, television, magazines and who have received communication, education and information by family planning field officer have a higher probability of using LCTM although it is not statistically significant. The use of other media, such as new media can be taken into consideration in promoting the use of LCTM.

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Keterpaparan Media Informasi Dan Peran Plkb Dengan Penggunaan Metode Kontrasepsi Jangka Panjang (MJKP): Analisis Data SDKI 2017

ABSTRAK

Metode kontrasepsi jangka panjang (MKJP) terbukti memiliki efektivitas tinggi dalam mencegah kehamilan. Meskipun demikian, dari seluruh pengguna metode modern di Daerah Istimewa Yogyakarta, hanya sebesar 37,19% yang menggunakan MKJP. Sosialisasi penggunaan kontrasepsi melalui media dan petugas lapangan keluarga berencana (PLKB) memiliki peran strategis dalam mendorong penggunaan MKJP. Tujuan penelitian menganalisis keterpaparan media informasi dan peran PLKB dengan penggunaan MKJP. Penelitian menganalisis data sekunder Survei Demografi dan Kesehatan Indonesia (SDKI) 2017. Besar sampel 248 Wanita Usia Subur di DIY. Pengujian hipotesis menggunakan statistik *Fisher's Exact Test*. Regresi logistik berganda digunakan untuk menghasilkan nilai *adjusted odds ratio*. Sebagian besar responden tidak pernah terpapar informasi KB dari radio (83,71%) dan majalah (77,59%). Hanya 2% responden menyatakan pernah mendapatkan KIE dari PLKB. Analisis multi variabel

Kata kunci:

Majalah
MKJP
PLKB
Radio
Televi

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menunjukkan tidak terdapat hubungan antara keterpaparan media informasi radio (AOR=0,79; CI=0,37-1,71; *p-value*= 0,558), televisi (AOR=1,16; CI=0,65-2,08; *p-value*= 0,616), majalah (AOR=1,80; CI=0,91-3,58; *p-value*= 0,093) dan peran PLKB (AOR=0,92; CI=0,14-6,02; *p-value*= 0,929) dengan penggunaan MKJP.WUS yang terpapar informasi KB melalui media radio, televisi, majalah dan pernah mendapatkan komunikasi, edukasi dan informasi oleh PLKB memiliki probabilitas yang lebih tinggi untuk menggunakan MKJP meskipun tidak signifikan secara statistik. Penggunaan media lain seperti *new media* bisa di jadikan pertimbangan dalam mempromosikan penggunaan MKJP.



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INTRODUCTION

Indonesia is the fourth most populous country in the world, with a population of 274 million (www.worldometers.info, 2020). The population growth rate in Indonesia in 2015-2045 is projected at 0.74% with a population of 318.9 million in 2045 (BPS, Kementerian PPN/Bappenas, & UNFPA, 2018). One of the Indonesian government's efforts to reduce population growth is through the family planning program, which aims to create quality families. The Family Planning Program is also included in the 2015-2019 BKKBN strategic plan (Renstra) which seeks to increase the Contraceptive Prevalence Rate (CPR) and reduce the population growth rate, Total Fertility Rate (TFR), unmet needs for family planning, teenage births (15-19 years) and unwanted pregnancies of eligible women (BKKBN, 2015).

The family planning program has one of the policies in birth control through the use of contraceptive methods to reduce TFR. The family planning program has one of the systems in birth control through the use of contraceptive methods to reduce TFR. 2012-2017, TFR in Indonesia has decreased from 2.6 to 2.4, and the number of unmet need has decreased from 11.40% to 10.6%. This decline was accompanied by an increase in CPR, from 62% to 64% (SDKI, 2017). By 2025, the Indonesian government has a target of lowering the TFR to 2.1. One of the ways to achieve this target is the use of the long-term contraceptive method. Contraception is one of the essential tools that women and men can use to achieve the desired family size. Long-term contraceptive methods is a method with a higher level of effectiveness than other methods, and its efficacy can suppress population growth (BKKBN, 2015). The use of Long-term contraceptive methods in Indonesia in 2007-2012 has decreased to 10.06% from 10.09% (BKKBN, 2015). However, in 2017 it has increased to 17.45% (Kemenkes RI, 2018). The data states that the use of Long-term contraceptive methods in Indonesia has not yet reached the government's target of 23.50% (BKKBN, 2015).

Special Region of Yogyakarta (DIY) is one of the provinces with the percentage of CPR that has met the government's target. In the 2012-2017 period, DIY was able to increase CPR from 59.6% to 76%. Although CPR achievement has been good, during the same period, the TFR has increased from 2.1 to 2.2. Besides, the use of modern family planning methods has decreased from 59.6% to 57.3% (SDKI, 2017). The dropout rate for family planning in DIY shows a figure of 28.40% with a performance achievement of 85.98%. This figure shows that DIY has not been able to meet the target set at 24.91%. The high drop out rate at Eligible women is in line with the use of short term contraception

which is greater than the use of Long-term contraceptive methods (BKKBN, 2018). The use of Long-term contraceptive methods in DIY was 37.19% and short term amounted to 61.28% (Kemenkes RI, 2018).

The low percentage of use of Long-term contraceptive methods compared to short term is evidence of the low interest of the Yogyakarta community in choosing Long-term contraceptive methods as a method of family planning. The everyday use of Long-term contraceptive methods can occur due to several factors, including knowledge, education, employment, age, socio-economy, service providers, service rates, husband's support, parity, exposure to information media and the role of family planning field officers in campaigning family planning messages (Alege, Matovu, Ssensalire, & Nabiwemba, 2016; Alo et al., 2020; Laksmi, 2017; Natalia, 2020; Orach et al., 2015; Pasundani & Bantas, 2020; Rizki, Husodo, & Syamsulhuda, 2018). The exposure of information media in the DIY community regarding family planning information from health workers was 33.1%, and 8.1% came from family planning field officers. This shows that the percentage of people who are not exposed to family planning messages is more significant than those who are exposed. People who are not exposed to information media in DIY are 23.2%. This indicates that not all DIY people have been exposed to information media from radio, television, print media and the internet (SDKI, 2017).

Sources of information that come from health workers and the mass media have a positive influence on contraceptive use (Bangun, 2017; Weni, Yuwono, & Idris, 2019). Ajong *et al.* state that health workers are the primary source of information in seeking information about contraception (Ajong, Njotang, Kenfack, Yakum, & Mbu, 2016). Information provided by family planning officers through the media can increase the use of IUDs (Suharti, 2016). They were giving counselling by family planning field officers where the selection of materials and media, as well as targeted delivery, can influence acceptors to use Long-term contraceptive methods (Mulianda & Gultom, 2019).

METHOD

This study is a quantitative study with a cross-sectional approach. Researchers conducted secondary data analysis using the 2017 Indonesian Demographic and Health Survey (IDHS) dataset to analyze the relationship between media exposure and the role of family planning field officers and the use of Long-term contraceptive methods in the Special

Region of Yogyakarta. The 2017 Indonesian Demographic and Health Survey provides estimates of fundamental demographic and health indicators, nationally, involving 47,963 households that qualify for an interview.

The population of this research is 652 Eligible women who live in the Special Region of Yogyakarta. The sample of this research is 248 observations that have met the inclusion criteria, namely Eligible women (women aged 15-49 years) who are married and live with a partner and use modern contraceptive methods. The exclusion criteria for this study were respondents who did not respond to questions or missing data. The independent variable of this study is the exposure to information media and the role of family planning field officers, while the dependent variable is the use of long-term contraceptive methods. Apart from that, external variables that have the potential to be confounders are controlled, namely socio-demographic characteristics which include education level, employment status, welfare index, parity, maternal age, category of residence, and age at first birth.

The frequency distribution of each research variable was analyzed descriptively with the univariable method.

Proportions are expressed in weighted form according to the procedures recommended in the IDHS2017 methodology. Bivariable statistical analysis (cross-tabulation) was conducted to identify the relationship between independent and dependent variables by calculating rough odds ratios and testing hypotheses using Fisher's Exact Test statistics. Multivariable analysis was performed using multiple logistic regression to produce the adjusted odds ratio. Hypotheses were tested at the 5% significance level (95% confidence interval) using data analysis software.

RESULTS AND DISCUSSION

Respondent Characteristics

More than half of the female respondents of Eligible woman in the Special Region of Yogyakarta are aged 35-49 years and live in urban areas. Most of the respondents are categorized as having low education (83.09%). More than half of the respondents have very poor to medium wealth quintile (Table 1).

Table 1
Frequency Distribution of Characteristics Research Respondents in the Special Region of Yogyakarta

Variable	No Weighting		Weighting	
	Frequency	Percent(%)	Frequency	Percent(%)
Age (Years)				
35-49	167	67.34	200	65.46
15-34	81	32.66	106	34.54
Residence Area				
Urban	187	75.40	195	63.57
Rural	61	24.60	111	36.43
Education level				
High	45	18.15	52	16.91
Low	203	81.85	254	83.09
Wealth index				
Rich-Very Rich	105	42.34	126	41.05
Very Poor-Intermediate	143	57.66	180	58.95
Total	248	100	306	100

Table 2
Frequency Distribution of Media Information, Role of family planning field officers and Use of Long-term contraceptive methods in Special Region of Yogyakarta

Variable	No Weighting		Weighting	
	n	(%)	n	(%)
Media Information				
Radio				
No	208	83.87	256	83.71
Yes	40	16.13	50	16.29
Television				
No	130	52.42	157	51.25
Yes	118	47.58	149	48.75
Magazine				
No	189	76.21	238	77.59
Yes	59	23.79	68	22.41
Role of family planning field officers				
No	243	97.98	301	98.20
Yes	5	2.02	5	1.80
Long-term Contraceptive method				
Non	163	65.73	207	67.55
Yes	85	34.27	99	32.45
Total	248	100	306	100

In the context of the main variables, more than half of the respondents used the short-term contraceptive method. Meanwhile, long-term contraceptive use is about a third of all users of modern contraceptive methods. The level of exposure to the respondents' family planning information media is still relatively low. Most of the respondents have never been exposed to family planning information from radio and magazines. The proportion of exposure to family planning information media from television is almost the same between exposed and non-exposed. The exciting news is that only 2% of respondents stated that they had received information of family planning from family planning field officers (Table 2).

Relationship between Exposure of Family Planning Information Media and the Role of family planning field officers and the Use of Long-term contraceptive methods

The results of the bivariable analysis with the Fisher exact test stated that there was a statistically significant relationship between the magazine information media and the use of MKJP (p-value = 0.041). At the same time, there was no significant relationship with the television information media variable (p-value = 1,000), radio (p-value = 0.231) and the role of PLKB (p-value = 1,000) with the use of Long-term contraceptive methods (Table 3).

Table 3
The relationship between Exposure of Family Planning Information Media and the Role of Role of family planning field officers and the Use of Long-term contraceptive methods

Variabel	Long-term contraceptive methods				Total n	X ²	p-value
	Short term		Long term				
	n	(%)	n	(%)			
Media Information							
Radio							
No	172	67.08	84	32.92	256	0.01	1.000
Yes	35	69.97	15	30.03	50		
Television							
No	109	69.65	48	30.35	157	1.49	0.231
Yes	98	65.34	51	34.66	149		
Magazine							
No	167	70.14	71	29.86	238	4.45	0.041
Yes	40	58.59	28	41.41	68		
Role of Role of family planning field officers							
No	204	67.85	97	32.15	301	0.07	1.000
Yes	3	51.09	2	48.91	5		

Based on the results of the multivariable analysis with multiple logistic regression, it is known that all independent research variables do not have a statistically significant relationship with the dependent variable. However, it appears that respondents who were exposed to family planning information through television and magazines had a higher probability of using Long-term contraceptive methods. Besides, although it is not statistically significant, respondents who had received information and education from family planning field officers had a smaller chance of using Long-term contraceptive methods (Table 4).

Our research findings show that all independent research variables do not have a statistically significant relationship with the dependent variable. However, it appears that respondents who were exposed to family planning information through television and magazines had a higher probability of using Long-term contraceptive methods. Besides, although it is not statistically significant, respondents who have received communication, information and education from family planning field officers have a smaller chance of using Long-term contraceptive methods. Information media is a tool for compiling and collecting information so that it becomes useful material for the communicant. Types of media are divided into three, including print media, audio-visual media and internet media. Print media are posters, leaflets, billboards, banners, banners and mass media (newspapers, magazines). Audio-visual media, namely television, radio, film and advertisements. Internet media, namely social networks and websites (Kholid, 2017).

Information media is one of the factors that influence a person's attitude in choosing contraception. One of the largest sources of information on contraception apart from health workers can be obtained from the mass media (Bangun, 2017). Media is the most trusted source of information for family planning acceptors (Alege et al., 2016). Someone will be more interested in receiving family planning information through television, video, radio than visiting health personnel and facilities (Endarwati & Sulistyadini, 2015). External family planning information from print and electronic media is related to contraceptive selection (Pratiwi & Fadilla, 2020). Media availability is also an essential factor affecting Eligible women exposure to family planning information (Tekelab, Melka, & Wirtu, 2015).

The low exposure of media to information and the low level of education of women makes it difficult for them to receive family planning messages well so that it affects the knowledge and behavior of Eligible women in determining the desired decision to use contraception. As in the results of our study, which states that women who are not exposed to family planning information have a low level of education. A person's education level affects the opportunity to gain knowledge from various sources. Formal education is an essential factor associated with a better understanding of contraceptive methods (Tilahun et al., 2013). Knowledge is one of the factors facilitating the formation of human behavior (Green & Kreuter, 2000). A person with an adequate level of knowledge can influence perspective and perception in determining the desired contraceptive method (Sari, 2019).

Knowledge is an important asset that can change a person's perspective in making choices in contraceptive use, where a person's high knowledge tends to choose a contraceptive that is appropriate and has a high level of effectiveness such as Long-term contraceptive methods (Etnis, Hastono, & Widodo, 2018). A person's level of

knowledge will determine a person's desire to use contraception in the future (Ajong et al., 2016). A woman with a high level of knowledge of long-acting/permanent methods of contraceptives (LAPM) is more likely to use LAPM than women with a moderate level of knowledge (Titaley et al., 2017).

Table 4
Odds ratio Long-term contraceptive methods

Variable	Long-term contraceptive methods		Total	P-Value	Odds Ratio (95% CI)	
	Non (%)	Yes (%)			Unadjusted	Adjusted
Media Information						
Radio						
No	67.08	32.92	256	0.558	1	1
Yes	69.97	30.03	50		1.04 [0.47 -2.22]	0.79 [0.37 -1.71]
Television						
No	69.65	30.35	157	0.616	1	1
Yes	65.34	34.66	149		1.39 [0.79 -2.43]	1.16 [0.65-2.08]
Magazine						
No	70.14	29.86	238	0.093	1	1
Yes	58.59	41.41	68		1.90 [1.00-3.61]	1.80 [0.91-3.58]
Role of Role of family planning field officers						
No	67.85	32.15	301	0.929	1	1
Yes	51.09	48.91	5		1.28 [0.10 -11.43]	0.92 [0.14 -6.02]
Age's (Years)						
35-49	69.04	30.96	201	0.610	1	1
15-34	64.73	35.27	105		1.10 [0.61-1.99]	1.16 [0.65-2.10]
Residence Area						
Urban	66.66	33.34	195	0.680	1	1
Rural	69.10	30.90	111		0.83 [0.42-1.60]	0.87 [0.46-1.67]
Education level						
High	61.17	38.83	52	0.673	1	1
Low	68.85	31.15	254		0.66 [0.32 -1.36]	0.85 [0.39-1.84]
Wealth index						
Rich-Very Rich	63.87	36.13	125	0.672	1	1
Very Poor-Intermediate	70.11	29.89	181		0.75 [0.42 -1.31]	0.88 [0.47 -1.61]

The ease of accessing family planning messages can also be affected by the wealth quintile where economic limitations make it difficult for a person to access information. People with low economies prioritize meeting primary needs compared to other requirements, including the need for contraception. In contrast, people with high economies have the flexibility and ease of access to seeking information on contraceptive use. This can be seen in the results of the univariable analysis which states that 58.95% of DIY Eligible women are in the very poor to medium wealth quintile and more than 50% of Eligible women are not exposed to information from television. People with high wealth quintiles are 1.76 times more likely to use LTCM than people with low economies (Paskaria, 2015). Most of the women aged 15-49 who reported exposure to family planning messages were urban, from a higher wealth quintile, and had a higher level of education, compared to women who were not exposed (Jacobs, Marino, Edelman, Jensen, & Darney, 2017). The existence of imbalances in socioeconomic status can affect women in the use of family planning, thereby reducing awareness of contraceptive use (Alo et al., 2020).

Awareness of contraceptive use can also be obtained from health cadres and role models who can have a positive influence on a person's decision making in contraceptive use,

including MKJP. Providing good communication, information and education to couples of reproductive age can give a good understanding of contraception as well. Good communication by family planning field officers can have a positive influence on contraceptive use in couples of reproductive age by conducting advocacy, building an atmosphere and involving community movements (Rahman, 2019). Strengthening communication is predicted to change a person's behavior (Zenebe, Adefris, Yenit, & Gelaw, 2017). The limited number of family planning field officers can hinder the strengthening of communication between family planning field officers and acceptors so that it can affect family planning field officers performance. Constraints to the family planning field officers performance include the double duty burden and the small number of family planning field officers and the low number of family planning field officers innovations in providing counselling messages which have an effect on the understanding of family planning information by Eligible women. Efforts to strengthen counselling and increase knowledge and skills in providing counselling by providers are essential to increase acceptors' knowledge of contraceptive use (Titaley et al., 2017). Demand-following interventions are contributing to increased use of modern contraceptives (Belaid et al., 2016). Interventions by following the times, such as the use of new

media as an alternative source of information, need to be considered.

CONCLUSIONS AND RECOMMENDATIONS

Long-term contraceptive use is only about one-third of all users of modern contraceptive methods. The level of exposure to the respondents' family planning information media is still relatively low. Most of the respondents have never been exposed to family planning information from radio and magazines. The proportion of exposure to family planning information media from television is almost the same between exposed and non-exposed. Interesting information is that only 2% of respondents stated that they had received communication, information and education from PLKB. Eligible women who were exposed to information from radio, television, and magazines had a higher probability of using Long-term contraceptive methods, and Eligible women who had received communication, information and education from family planning field officers had a lower chance of using Long-term contraceptive methods although it was not statistically significant. The use of other media, such as new media can be taken into consideration in promoting the use of Long-term contraceptive methods.

Declaration of Conflicting Interests

The authors declared that no potential conflicts of interests with respect to the authorship and publication of this article.

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