

**HUBUNGAN KETERPAPARAN MEDIA SOSIAL PADA IBU TERHADAP
IMUNISASI *HUMAN PAPPILOMA VIRUS* (HPV) DI SD IT LUQMAN
AL HAKIM 02 WILAYAH KERJA UPTD PUSKESMAS
TANJUNG UNCANG KOTA BATAM**

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ABSTRAK

Kanker serviks 99% disebabkan oleh infeksi *Human Papilloma Virus* (HPV). Imunisasi HPV merupakan upaya pencegahan primer yang efektif terutama diberikan pada anak perempuan usia 9 hingga 13 tahun. Cakupan vaksinasi HPV nasional baru mencapai 55%. Rendahnya cakupan ini salah satunya dipengaruhi oleh kurangnya penyebaran informasi yang tepat melalui media sosial. Penelitian ini bertujuan untuk mengetahui hubungan keterpaparan media sosial pada ibu terhadap imunisasi *Human Pappilona Virus* (HPV) di SD IT Luqman Al Hakim 02 Wilayah Kerja UPTD Puskesmas Tanjung Uncang Kota Batam Tahun 2025. Penelitian ini termasuk penelitian observasional analitik dengan rancangan *cross sectional*. Populasi dalam penelitian ini adalah ibu siswa kelas 5 dan 6 di SD IT Luqman Al Hakim 02 sebanyak 87 ibu dengan menggunakan teknik *total sampling*. Alat pengumpulan data menggunakan lembar kuesioner. Analisa data menggunakan uji *chi-square*. Sebagian besar ibu termasuk dalam kategori terpapar media sosial sebanyak 52 orang (59,8%) dan sebanyak 64 anak (73,6%) telah diberikan imunisasi HPV. Hasil uji statistik *chi square* diperoleh *p value* $0,001 < 0,05$ sehingga terdapat hubungan antara keterpaparan media sosial pada ibu dengan imunisasi HPV. Diharapkan instansi pemerintah memperkuat peran media sosial sebagai saran edukasi publik dengan menyediakan konten yang informatif mengenai imunisasi HPV pada anak sekolah dasar yang mudah dipahami oleh masyarakat.

***THE RELATIONSHIP BETWEEN MOTHERS EXPOSURE TO SOCIAL
MEDIA AND HUMAN PAPILLOMAVIRUS (HPV) IMMUNIZATION
AT LUQMAN AL HAKIM 02 ISLAMIC ELEMENTARY SCHOOL
IN THE WORK AREA OF TANJUNG UNCANG
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ABSTRACT

Cervical cancer is 99% caused by Human Papilloma Virus (HPV) infection. HPV immunization is an effective primary prevention effort, especially given to girls aged 9 to 13 years. National HPV vaccination coverage has only reached 55%. This low coverage is partly influenced by the lack of dissemination of appropriate information through social media. This study aims to determine the relationship between social media exposure in mothers and Human Papilloma Virus (HPV) immunization at SD IT Luqman Al Hakim 02, Working Area of UPTD Puskesmas Tanjung Uncang, Batam City in 2025. This study is an observational analytical study with a cross-sectional design. The population in this study were mothers of 5th and 6th grade students at SD IT Luqman Al Hakim 02, totaling 87 mothers using a total sampling technique. Data collection tools used a questionnaire. Data analysis used the chi-square test. Most mothers were included in the category of social media exposure, as many as 52 people (59.8%), and as many as 64 children (73.6%) had been given HPV immunization. The chi-square test yielded a p-value of $0.001 < 0.05$ indicating a relationship between mothers' social media exposure and HPV immunization. Expected government agencies will strengthen the role of social media as a means of public education by providing informative content about HPV immunization for elementary school children that is easy for the public to understand.

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