

**PENGARUH PEMBERIAN KOMUNIKASI, INFORMASI, DAN EDUKASI
(KIE) KELUARGA BERENCANA (KB) TERHADAP PERUBAHAN
PERILAKU IBUDENGAN KEJADIAN *UNMET NEED* DI
WILAYAH KERJA PUSKESMAS TANJUNG
UNCANG KOTA BATAM**

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ABSTRAK

Unmet Need dalam program Keluarga Berencana (KB) adalah kondisi Dimana pasangan usia subur memiliki keinginan untuk menunda atau menghentikan kehamilan, namun tidak menggunakan metode kontrasepsi. Berdasarkan data Badan Kependudukan dan Keluarga Berencana Nasional (BKKBN) Kota Batam tahun 2024, terdapat 202.403 pasangan usia subur (PUS). Tiga kecamatan dengan angka *unmet need* tertinggi adalah Batu Aji sebesar 16,66%, Nongsa sebesar 13,88%, dan Batam Kota sebesar 9,23%. Secara khusus, wilayah kerja Puskesmas Tanjung Uncang menempati posisi tertinggi dengan prevalensi 21,20%, disusul Puskesmas Batu Aji sebesar 14,43%. Tingginya angka tersebut menegaskan perlunya intervensi tepat sasaran, salah satunya melalui pemberian Komunikasi, Informasi, dan Edukasi (KIE) KB. Penelitian ini bertujuan mengetahui pengaruh KIE terhadap perubahan perilaku ibu dengan kejadian *unmet need*. Penelitian menggunakan desain *quasi eksperimen dengan two-group pretest posttest control group*, melibatkan 32 responden. Responden dibagi menjadi kelompok intervensi (mendapatkan KIE dan booklet) serta kelompok kontrol (hanya mendapatkan booklet). Teknik sampling yang digunakan adalah *purposive sampling*. Analisis data dilakukan dengan *uji Wilcoxon Signed Rank Test* karena data tidak berdistribusi normal. Hasil penelitian menunjukkan adanya perubahan perilaku signifikan pada kelompok intervensi, berupa peningkatan pengetahuan serta partisipasi dalam penggunaan kontrasepsi. Kesimpulannya, pemberian KIE terbukti efektif dalam meningkatkan pemahaman sekaligus mengubah perilaku ibu, sehingga berpotensi menurunkan angka *unmet need* di wilayah kerja Puskesmas Tanjung Uncang Kota Batam.

**THE EFFECT OF PROVIDING COMMUNICATION, INFORMATION
AND EDUCATION IN FAMILY PLANNING ON CHANGES IN
MOTHER'S BEHAVIOR TOWARD THE INCIDENT OF
UNMET NEED IN THE WORKING AREA OF
TANJUNG UNCANG HEALTH
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Abstract

Unmet Need in the Family Planning program is a condition where couples of reproductive age have the desire to delay or stop pregnancy, but do not use contraceptive methods. Based on data from the National Population and Family Planning Agency (BKKBN) of Batam City in 2024, there were 202,403 couples of reproductive age (CRA). Three sub-districts with the highest unmet need rates were Batu Aji at 16.66%, Nongsa at 13.88%, and Batam Kota at 9.23%. Specifically, the working area of Tanjung Uncang Health Center recorded the highest prevalence at 21.20%, followed by Batu Aji Health Center at 14.43%. These high numbers emphasize the need for targeted interventions, one of which is the provision of Family Planning Communication, Information, and Education. This study aimed to determine the effect of CIE on behavioral changes of mothers with unmet need. The study used a quasi-experimental design with a two-group pretest posttest control group, involving 32 respondents. Respondents were divided into an intervention group (receiving CIE and a booklet) and a control group (receiving only a booklet). The sampling technique used was purposive sampling. Data were analyzed using the Wilcoxon Signed Rank Test because the data were not normally distributed. The results showed significant behavioral changes in the intervention group, in the form of increased knowledge and participation in contraceptive use. In conclusion, the provision of CIE proved effective in improving understanding as well as changing maternal behavior, thus potentially reducing the unmet need rate in the working area of Tanjung Uncang Health Center, Batam City.