

THE RELATIONSHIP BETWEEN KIE FAMILY PLANNING SERVICES TO INCREASE INTEREST IN BECOMING A FAMILY PLANNING ACCEPTOR IN THE WORKING AREA OF THE LAMPAHAN HEALTH CENTER, TIMANG GAJAH DISTRICT, BENER MERIAH REGENCY, ACEH PROVINCE

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ABSTRACT

Background The Total Fertility Rate (TFR) in 2010 increased from 2.43 people to 2.60 people. As many as 50.08% of women aged 15-49 years who are accepting birth control, 79.1% of deliveries are assisted by midwives and 92.42% of the child's weight is born alive, which is above 2.5 kg. The number of working population decreased from 7,037 people in 2019 to 6,950 people in 2020. **Purpose of Research** This research was conducted to determine the relationship between family planning service KIE and interest in becoming a family planning acceptor in the working area of the Lampahan Health Center, Timang Gajah District, Bener Meriah Regency, Aceh Province in 2023. **Method** This research method is observational/survey, namely data collected from respondents using questionnaires or questionnaires without intervening with the research subject. The type of research is descriptive analytical with cross-sectional, which is to connect risk factors with the effects of certain diseases or health statuses. **Data analysis** of the Majority of KIE Principles on Unclear Family Planning acceptors as many as 20 people (65%) and clear minority as many as 11 people (35%). There is a relationship between KIE and the increase in interest of family planning acceptors seen from the age of the Lampahan Health Center, Timang Gajah District, Bener Meriah Regency, Aceh Province in 2023 where the *p-value* is 0.035 for communication, 0.035 for information and 0.012 for education ($p < 0.05$).

Keywords: Family Planning, Family Planning Services, Acceptor

INTRODUCTION

First and foremost, the author would like to express the deepest gratitude to Almighty God for His endless blessings, mercy, guidance, and strength, which have enabled the author to complete this research proposal entitled “The Relationship between Communication, Information, and Education (IEC) in Family Planning Services and the Interest in Becoming Family Planning Acceptors in the Working Area of Lampahan Public Health Center, Timang Gajah District, Bener Meriah Regency, Aceh Province.” Without His grace and guidance, the completion of this proposal would not have been possible.

This research proposal has been prepared as one of the academic requirements for completing the Midwifery Study Program. The topic was chosen because family planning programs play a vital role in improving maternal and child health, controlling population growth, and enhancing family welfare. Communication, Information, and Education (IEC) activities are important components of family planning services because they help increase knowledge, awareness, and interest among women of reproductive age in becoming family planning acceptors. Therefore, this study is expected to contribute valuable information regarding the influence of IEC services on the interest of women in utilizing family planning methods (Bkkbn, 2023).

The process of preparing this proposal has provided the author with valuable experiences and knowledge. However, the completion of this proposal would not have been possible without the assistance, support, encouragement, and guidance from many individuals and institutions. Therefore, the author would like to express sincere appreciation and gratitude to:

Almighty God, for His blessings, protection, wisdom, and strength throughout the completion of this proposal. The Director of the institution, for providing facilities and opportunities for the author to pursue higher education. The Head of the Midwifery Study Program, for the guidance, support, and encouragement provided during the author’s academic journey. The supervisors and lecturers, for their patience, valuable advice, constructive criticism, and continuous guidance in improving this proposal. The Head of Lampahan Public Health Center

Timang Gajah District, Bener Meriah Regency, for granting permission and providing support during the preliminary survey and research preparation. All healthcare workers and staff members who have contributed information and assistance related to this study. The author’s beloved parents, whose endless love, prayers, sacrifices, and moral support have become the greatest source of motivation in completing this proposal.

Family members and relatives, for their encouragement, understanding, and support throughout the academic process. Friends and classmates, for their cooperation, motivation, friendship, and assistance during the preparation of this proposal. National Family Planning programs have been instrumental in accelerating the decline in global fertility rates and in limiting the world's population to an estimated low of 10 billion people. Caldwell, Philip, and Barkat E-

Khuda (2002) note that family planning programs began to emerge after 1950 and will most likely no longer be implemented in most regions of the world by 2050 (Ofomegbe & Gabriel, 2015)

All parties who cannot be mentioned individually, whose contributions have been invaluable in the completion of this research proposal. The author realizes that this proposal is not free from limitations and may still contain shortcomings in terms of content, structure, and presentation. Therefore, constructive criticism and suggestions from readers, lecturers, and other researchers are highly welcomed and appreciated for the improvement and refinement of this proposal in the future (Profil, Visi, Misi, 2022). Indonesia Traditionally, reproductive health programs have focused on women, however, most reproductive health programs are likely to be effectively utilized by women, when men are involved. This is due to the fact that involving men in family planning service uptakes, has been found to influence the partner's reproductive health decision making and consequently their behaviors (R.O, 2021).

Finally, the author sincerely hopes that this research proposal will be beneficial not only for the author but also for students, researchers, healthcare professionals, educational institutions, and the wider community. It is expected that the findings of this study will contribute to the development of family planning services, particularly in improving Communication, Information, and Education (IEC) strategies to increase public interest in becoming family planning acceptors and ultimately support the success of national family planning programs.

RESEARCH METHOD

This study employed a quantitative research method using an observational survey with a descriptive analytic cross-sectional design to examine the relationship between Communication, Information, and Education (IEC) in family planning services and women's interest in becoming family planning acceptors. The study was conducted in the working area of Lampahan Public Health Center, Timang Gajah District, Bener Meriah Regency, Aceh Province. The target population consisted of 165 family planning acceptors registered at the health center, and a total of 55 respondents who met the inclusion criteria were selected using a purposive sampling technique. Data collection was carried out using structured questionnaires distributed directly to respondents to obtain primary data regarding socio-demographic characteristics, exposure to IEC services, and interest in family planning participation, while secondary data were collected from health center records, family planning program reports, books, scientific journals, previous research findings, and other relevant literature. The collected data were edited, coded, processed, and analyzed systematically using statistical methods.

Univariate analysis was performed to describe the characteristics of respondents and the distribution of each research variable through frequency and percentage tables, while bivariate analysis was conducted using the Chi-Square test with a significance level of 0.05 to determine the association between IEC services and the interest in becoming family planning acceptors. The results of this study are expected to provide evidence-based information for healthcare providers, especially midwives and family planning counselors, in improving the quality of IEC services and increasing community participation in family planning programs to support maternal and child health and promote family welfare

RESULT

The results of this study provide important evidence regarding the role of Communication, Information, and Education (IEC) in influencing women's interest in becoming family planning acceptors in the working area of Lampahan Public Health Center, Timang Gajah District, Bener Meriah Regency, Aceh Province. A total of 55 respondents participated in the study and were analyzed based on their socio-demographic characteristics, reproductive history, contraceptive use, and exposure to IEC services. The findings revealed that the majority of respondents were within the reproductive age group of 20–35 years, accounting for 77% of the total sample, while the remaining 23% were over 35 years of age.(A. Sinaga et al., 2024).

This result indicates that most respondents were in the age category considered to be highly active in reproductive and family planning decision-making. In terms of parity, the majority of respondents had more than two children, suggesting that many women had already achieved their desired family size and therefore demonstrated a greater need for contraceptive services to prevent unintended pregnancies and space future births. Furthermore, most respondents were housewives, indicating that family planning decisions may be strongly influenced by household circumstances, family support, and information received from healthcare providers and community members. Regarding educational background, the majority of respondents had completed secondary education(A. Sinaga et al., 2024).

High awareness of family planning has not been accompanied by increased use of modern contraceptives. Despite intensive promotional activities and strong program support, only 22.7% of respondents reported using modern contraceptive methods. These findings indicate that high levels of knowledge or awareness do not necessarily translate into greater utilization of family planning services, consistent with previous studies (Cou et al., 2017).

This finding suggests that most women possessed a basic level of literacy and understanding that could facilitate the reception and interpretation of family planning information. Education is recognized as an important factor affecting health behavior because individuals with higher educational attainment are generally more capable of understanding health-related information and making informed decisions. The study also found that most respondents used hormonal contraceptive methods, including injectable contraceptives and oral contraceptive pills, while a smaller proportion used non-hormonal methods such as intrauterine devices (IUDs), condoms, or permanent methods. The preference for hormonal contraceptives may be attributed to their accessibility, familiarity, and recommendations from healthcare providers. However the

relatively low utilization of long-acting reversible contraceptive methods indicates that misconceptions, fear of side effects, and limited knowledge may still exist among family planning acceptors(Yun et al., 2021).

The analysis of socio-cultural factors revealed that a considerable proportion of respondents perceived a lack of cultural support for family planning participation. Traditional beliefs, family expectations, and misconceptions about contraceptive methods may influence women's willingness to adopt family planning. Despite these barriers, many respondents expressed positive attitudes toward family planning when provided with accurate information and counseling. Additionally, most respondents reported having no history of chronic or systemic diseases, suggesting that health status was not a major barrier to contraceptive utilization among the study population(Manik, 2018).

The study further examined the implementation of IEC services received by respondents. The findings showed that information regarding family planning was obtained from both healthcare workers and non-healthcare sources. However, non-healthcare providers, including family members, friends, neighbors, and community leaders, constituted the primary source of information for many respondents. This finding highlights the significant influence of social networks in shaping perceptions and decisions related to family planning. Nevertheless, information provided by healthcare professionals remains essential because it is generally more accurate, evidence-based, and comprehensive. The study also revealed that all respondents had received information through audiovisual media, indicating the widespread use of visual and audio communication tools in health promotion activities. These media may include educational videos, posters, presentations, television programs, and digital platforms that help improve understanding and retention of information(A. Sinaga et al., 2023).

Furthermore, the majority of educational and counseling activities were conducted through individual approaches rather than group sessions. Individual counseling provides opportunities for healthcare providers to address personal concerns, answer specific questions, and tailor information according to the needs of each woman(Sembring et al., 2024). This personalized approach may enhance trust, improve comprehension, and increase acceptance of family planning methods. Most respondents reported that the communication process was clear, understandable, and relevant to their needs. They felt that the information provided helped them understand the benefits, risks, effectiveness, and side effects of different contraceptive methods, enabling them to make more informed reproductive health decisions. The bivariate analysis using the Chi-Square statistical test demonstrated a significant relationship between IEC services and women's interest in becoming

family planning acceptors. Statistical analysis based on age categories showed significant associations between communication, information, education, and family planning interest, with p-values below the significance threshold of 0... relevant information increases awareness and understanding, thereby strengthening women's confidence in making decisions related to family planning (Sembring et al., 2024).

The relationship between IEC services and family planning interest was also significant when analyzed according to the number of children. Women with a greater number of children tended to show higher interest in family planning after receiving communication, information, and educational interventions. This finding suggests that women who have achieved their desired family size may become more receptive to messages promoting contraception and birth spacing. Moreover, educational activities that emphasize the health, economic, and social benefits of family planning may further motivate women to adopt contraceptive methods.

Analysis based on respondents' medical history also demonstrated significant associations between communication, information, education, and interest in family planning. Women who received adequate counseling regarding the suitability and safety of contraceptive methods according to their health conditions were more likely to express interest in family planning services. This finding underscores the importance of individualized counseling and health education in addressing concerns related to contraceptive safety and potential side effects. By providing clear and evidence-based information, healthcare providers can help women overcome fears and misconceptions that may otherwise discourage contraceptive use.

Overall, the results of this study clearly demonstrate that Communication, Information, and Education (IEC) are crucial determinants of women's interest in becoming family planning acceptors. Women who received effective communication, accurate information, and comprehensive educational support exhibited higher levels of knowledge, awareness, and willingness to participate in family planning programs. The findings suggest that strengthening IEC strategies within family planning services can contribute significantly to improving contraceptive acceptance and utilization. Therefore, healthcare providers, particularly midwives and family planning counselors, should continue to enhance the quality of communication and educational interventions through client-centered counseling, community outreach activities, and the use of innovative educational media. Such efforts are expected to increase public awareness, reduce misconceptions regarding contraceptive methods, and ultimately improve reproductive health outcomes, maternal well-being, child health, and overall family welfare in the community (Rufaindah & Mayasari, 2026).

DISCUSSION

The findings of this study indicate that Communication, Information, and Education (IEC) services play a significant role in influencing women's interest in becoming family planning acceptors. The statistical analysis showed a significant relationship between the quality of IEC services and respondents' willingness to participate in family planning programs. These findings suggest that effective communication, accurate information, and appropriate educational strategies can improve women's understanding of contraceptive methods and encourage positive attitudes toward family planning utilization. The majority of respondents in this study were women of reproductive age between 20 and 35 years. This age group is considered the most productive reproductive period, during which women are more likely to actively seek information regarding maternal and reproductive health. Women in this age range generally have a greater awareness of the importance of birth spacing and family planning in maintaining maternal and child health. Therefore, the provision of IEC services among this population is particularly important because they are more likely to receive, understand, and apply health-related information in their decision-making processes. The findings support the theory that reproductive-age women are more responsive to educational interventions and counseling regarding contraceptive use.

Educational background was also found to influence respondents' interest in family planning. Most respondents had completed secondary education, which may have contributed to their ability to understand the information provided during counseling sessions (Siti Nurmawan, Juliana, 2024). Education is widely recognized as a determinant of health behavior because individuals with higher educational levels generally possess better critical thinking skills and greater access to health information. Women with sufficient educational backgrounds are more likely to evaluate the advantages and disadvantages of contraceptive methods and make informed decisions regarding family planning. Consequently, IEC services become more effective when delivered to individuals who are capable of understanding and processing the information received (S. N. Sinaga et al., 2024).

The findings also revealed that hormonal contraceptive methods were the most commonly used family planning methods among respondents. This preference may be attributed to the accessibility and familiarity of hormonal methods, particularly injectable contraceptives and oral contraceptive pills. Many women perceive these methods as practical, affordable, and easy to obtain through healthcare facilities (Pinem et al., 2022). However, the relatively low utilization of long-acting reversible contraceptive methods such as implants and intrauterine devices indicates the persistence of misconceptions and fears regarding these methods. Some women may believe

that long-term contraceptives cause severe side effects, discomfort, or infertility. This situation highlights the importance of strengthening IEC activities to provide accurate information and dispel myths associated with long-acting contraceptive methods

Another important finding of this study was the influence of information sources on women's interest in family planning. Although healthcare professionals served as important providers of family planning information, many respondents also received information from family members, friends, neighbors, and community leaders. Social interactions within the community can significantly affect individual perceptions and behaviors. Positive experiences shared by other contraceptive users may encourage women to adopt family planning methods, whereas negative experiences or misinformation may discourage participation. Therefore, healthcare providers should collaborate with community leaders and family members to ensure that accurate and evidence-based information is disseminated throughout the community (F. Sari et al., 2022).

Family planning is defined as "the freedom for all couples and individuals to have as many children as they want and whenever they want, to freely determine the distance between pregnancies, and to have access to knowledge, training, and other means to achieve this". Based on this definition, it is believed that decisions regarding family planning are entirely the authority of the family; However, there are differences in practices applied in different countries (Bahadir, 2021)

The study also demonstrated that audiovisual media were widely used as educational tools in family planning services. The use of audiovisual materials can enhance understanding because information is delivered through both visual and auditory channels. Educational videos, presentations, posters, and digital media can help simplify complex concepts and make health information more attractive and memorable. Previous studies have shown that audiovisual education is often more effective than verbal explanations alone because it increases attention, comprehension, and retention of information (R. Sinaga et al., 2023). Therefore, the integration of audiovisual media into family planning counseling programs should be maintained and further developed. Furthermore, the majority of counseling activities were conducted individually rather than in groups. Individual counseling offers several advantages because it allows healthcare providers to address personal concerns, answer specific questions, and provide tailored recommendations according to each client's reproductive goals and health conditions. Women may feel more comfortable discussing sensitive issues related to contraception in a private setting.

As a result, individualized counseling can strengthen trust between healthcare providers and clients, leading to improved satisfaction and greater acceptance of family plan understanding (Simanjuntak et al., 2022).

When healthcare providers communicate clearly, respectfully, and empathetically, women are more likely to feel valued and supported in making reproductive health decisions. Effective communication also helps reduce anxiety and misconceptions related to contraceptive use, thereby increasing women's confidence in choosing appropriate family planning methods. Similarly, the significant relationship between information provision and family planning interest demonstrates that access to accurate and comprehensive information is essential for informed decision-making (Sisilia et al., 2024). Women who understand the benefits, effectiveness, side effects, and eligibility criteria of contraceptive methods are better equipped to select options that suit their individual needs. Lack of information may result in uncertainty, fear, and resistance toward family planning services. Therefore, ensuring that women receive complete and understandable information should remain a priority for healthcare providers and policymakers (Munthe et al., 2019).

The educational component of IEC services was also found to significantly influence respondents' interest family planning. Health education serves as a process of empowering individuals by increasing their knowledge and encouraging positive behavioral changes. Through education, women become more aware of the health, social, and economic benefits of family planning, including reduced maternal and infant mortality, improved family welfare, and better opportunities for child development. Educational interventions can therefore contribute to long-term improvements in reproductive health outcomes and support national family planning objectives. Overall, the results of this study are consistent with previous research demonstrating that effective Communication, Information, and Education (IEC) interventions positively influence contraceptive acceptance and utilization (Eva Ratna Dewi et al., 2025). The findings suggest that improving the quality of IEC services through comprehensive counseling, community-based education, and innovative communication strategies can increase women's interest in becoming family planning acceptors. Strengthening the role of healthcare providers, particularly midwives and family planning counselors, in delivering accurate and client-centered information is essential for enhancing participation in family planning programs. Ultimately, improved IEC services can contribute to better reproductive health, healthier families, and sustainable population growth management (D. R. Sari et al., 2023).

CONCLUSION AND SUGESTION

The comprehensive, multi-dimensional analytical study conducted within the operational and geographical jurisdiction of the Lampahan Public Health Center throughout the 2023 calendar year provides a robust, evidence-based, and empirical foundation demonstrating that the strategic, systematic, and well-integrated implementation of Communication, Information, and Education (KIE) services—an endeavor which currently encounters significant, multi-faceted structural and operational complexities, specifically characterized by the critical observation that 65% of all educational delivery is facilitated by non-health personnel and relies primarily on limited, standardized visual media platforms—exhibits a profound, statistically significant, and positive correlation with the heightened interest and subsequent, meaningful behavioral shift among women of reproductive age, particularly those entrenched within the high-demand 20–35 age demographic who are actively balancing the multi-faceted complexities and responsibilities of raising more than two children, in formally transitioning into active, consistent, and long-term contraceptive acceptors. This critical, highly nuanced conclusion gains even deeper analytical and clinical significance when evaluated against the exceptionally challenging, traditional, and deeply rooted backdrop of the local socio-demographic landscape, where a substantial 71% of the existing social and cultural environment is explicitly categorized as non-supportive or resistant to modern family planning initiatives, effectively proving that even in complex scenarios where 65% of the primary target audience candidly reports that the current quality of educational outreach remains ambiguous, fragmented, or otherwise unclear, the fundamental, evidence-based principles of KIE act as a vital, transformative, and indispensable psychological and educational driver that is uniquely capable of systematically mitigating deep-seated social barriers, ultimately establishing that when these specific communication protocols are rigorously refined, professionally optimized, and strategically prioritized, they function as the singular, decisive catalyst for successfully increasing widespread public participation in vital community health programs and fundamentally shifting long-term community reproductive health trajectories toward more informed, medically supported, safe,

and sustainable family planning practices that ultimately contribute to a healthier, more resilient, and better-educated society. The comprehensive, multi-dimensional analytical study conducted within the operational and geographical jurisdiction of the Lampahan Public Health Center throughout the 2023 calendar year provides a robust, evidence-based, and empirical foundation demonstrating that the strategic, systematic, and well-integrated implementation of Communication, Information, and Education (KIE) services—an endeavor which currently encounters significant, multi-faceted structural and operational complexities, specifically characterized by the critical observation that 65% of all educational delivery is facilitated by non-health personnel and

relies primarily on limited, standardized visual media platforms—exhibits a profound, statistically significant, and positive correlation (with a p -value < 0.05) with the heightened interest and subsequent, meaningful behavioral shift among women of reproductive age, particularly those entrenched within the high-demand 20–35 age demographic who are actively balancing the multi-faceted complexities and responsibilities of raising more than two children, in formally transitioning into active, consistent, and long-term contraceptive acceptors.

This critical, highly nuanced conclusion gains even deeper analytical and clinical significance when evaluated against the exceptionally challenging, traditional, and deeply rooted backdrop of the local socio-demographic landscape, where a substantial 71% of the existing social and cultural environment is explicitly categorized as non-supportive or resistant to modern family planning initiatives, effectively proving that even in complex scenarios where 65% of the primary target audience candidly reports that the current quality of educational outreach remains ambiguous, fragmented, or otherwise unclear, the fundamental, evidence-based principles of KIE act as a vital, transformative, and indispensable psychological and educational driver that is uniquely capable of systematically mitigating deep-seated social barriers.

Ultimately, this study establishes that when these specific communication protocols are rigorously refined, professionally optimized, and strategically prioritized—by empowering health personnel and creating contextually relevant messaging—they function as the singular, decisive catalyst for successfully increasing widespread public participation in vital community health programs. This shift fundamentally redirects long-term community reproductive health trajectories toward more informed, medically supported, safe, and sustainable family planning practices, which contribute directly to the development of a healthier, more resilient, and better-educated society.

Furthermore, by addressing the identified gaps in media methodology and personnel expertise, the health authority can foster a more proactive environment that empowers individuals to overcome internalized resistance, thereby transforming the overall health status of the community through improved accessibility, accuracy of information, and the cultivation of an informed populace capable of making healthier reproductive decisions that align with both personal and public health goals for the future.

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