

The Relationship between Communication, Information, and Education (KIE) through Websites and the Attitudes of Postpartum Mothers in Choosing Postpartum Family Planning (KBPP) at Wonorejo Community Health Center, Kediri Regency

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ABSTRACT

The selection of postpartum contraceptives (PPCs) is crucial to prevent premature pregnancies and reduce health risks for both mother and baby. However, the low coverage of PPCs in the Wonorejo Community Health Center (Puskesmas) area demonstrates the need for an effective communication, information, and education (IEC) approach, including the use of online media such as websites. This study employed a quantitative pre-experimental design with a one-group pretest-posttest method. The study population was postpartum mothers in the Wonorejo Community Health Center area, with a sample of 43 respondents selected using stratified proportional random sampling. The instrument used was a questionnaire that had been tested for validity and reliability. Data were analyzed using the Wilcoxon Signed Rank Test. The test results showed a p-value of 0.059 (> 0.05), indicating no significant difference in the attitudes of postpartum mothers before and after receiving IEC through the website. Thus, this study found that providing IEC through the website did not significantly influence changes in postpartum mothers' attitudes in choosing postpartum contraception. These results are expected to be used as considerations for conveying postpartum family planning information not only through one medium, but also through other methods so that it can be more effective in improving postpartum mothers' attitudes in choosing postpartum family planning.

Keywords: IEC, postpartum family planning, postpartum mothers, website

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BACKGROUND

Population is a major issue facing several countries, particularly Indonesia, and requires effective and optimal program management. Population growth, as a demographic issue, can become a crucial and unavoidable issue. Continued high population growth will lead to various problems, such as declining human resource quality, unemployment, job shortages, crime, and other issues that will negatively impact life in Indonesia, in particular. (Tentua N dkk., 2024)

Rapid population growth can become a serious problem if not addressed promptly. Rapid and uncontrolled population growth will impact the well-being of communities and families. (Hayati M dkk., 2020). The results of the Population Census (SP2020) in September 2020 recorded a total population of 270.20 million people in Indonesia. This number increased by 32.56 million people compared to the 2010 census. With a land area of approximately 1.9 million km², Indonesia's population density reached 141 people per km². The average annual population growth rate during the 2010-2020 period was 1.25 percent, a slowdown compared to the 1.49 percent growth rate in the 2000-2010 period. (Badan Pusat Statistik, 2021).

Indonesia's rapid population growth has impacted family planning programs in the community. This is due to a lack of public awareness and understanding of the program, as well as a lack of awareness and understanding of its importance in the community. This has led to a decline in contraceptive use among married couples. (Sari L.P & Irnawati, 2023). The Indonesian government has attempted to address population issues, including the launch of the Family Planning (KB) Program. However, the program has been perceived as gradually weakening from various angles, including declining enrollment and a lack of public awareness of its importance. (Tentua N dkk., 2024).

According to data from the Indonesian Health Profile, the achievement of postpartum family planning participants in East Java reached 72.8% in 2022 and then decreased to 58.7% in 2023. The results of a preliminary study from the Kediri Regency Health Office showed that the percentage of postpartum family planning participants in the Wonorejo Community Health Center working area in the last three years has continued to decline in 2022 (75.35%), 2023 (65.49%), and 2024 (28.28%). From the data, it can be seen that the Wonorejo Community Health Center is the area with the lowest percentage of postpartum family planning participants in Kediri Regency, which is far from the national target set by the National Population and Family Planning Board (BKKBN) in 2020 regarding Postpartum Family Planning Services, which is 70%. (Azizah N dan Nisak A.Z, 2018)

In postpartum family planning services, before receiving contraception, clients and their partners need to receive complete, clear and accurate information from health workers so they can make the right decision. (Amin K, dkk, 2022). Information about family planning can also be disseminated through mass media. Several previous studies have shown that the delivery of family planning information through various communication channels influences contraceptive use. Furthermore, information about family planning can also be delivered directly through meetings during family planning outreach activities or IEC (Information and Communications for Family Planning). (Agustina I.M, Puspitasari N, 2024). Good information and knowledge will impact attitudes and decision-making regarding following a postpartum family planning program. (Siswanta, 2018).

Websites have become a primary source of easy and affordable health information. In today's digital age, people access websites quickly and conveniently to meet these needs, rather than having to go to the library as was previously the preferred option. Websites can be likened to a vast library at the user's fingertips. (Manullang dkk., 2024). This statement is supported by research conducted by Manullang (2024), which found that the majority of

respondents preferred electronic information media because they felt all information was accessible via the internet. Furthermore, respondents could also find other users' experiences, which they then considered when deciding whether to use contraception.

Research conducted by Norhayati (2023) demonstrated that flashcards and leaflets are effective as postpartum family planning counseling tools. These tools serve as family planning health education methods that can increase knowledge and foster positive intentions toward the family planning program.(Norhayati dkk., 2023). Based on these two studies, researchers concluded that media use is crucial in conveying information about postpartum family planning. Furthermore, they found that the use of websites as a medium has not been widely researched before.

Based on the advantages of websites as an electronic information medium for providing information, the choice of websites provides a solution to raise awareness and understanding of the importance of using postpartum contraception to prevent potential impacts on both mother and baby. Furthermore, website use is also supported by mothers' need for electronic information about postpartum contraception. Therefore, researchers chose websites as an IEC tool for postpartum contraception choices among postpartum mothers.

METHODS

This study employed a pre-experimental design with a one-group pretest-posttest approach. The population consisted of all 43 postpartum mothers in nine villages within the Wonorejo Community Health Center (Puskesmas) coverage area, Kediri Regency. The sample size of 43 respondents was selected using proportionate stratified random sampling.

Data were collected through a questionnaire distributed via a WhatsApp link. Data were analyzed using the Wilcoxon Signed Rank Test to determine the relationship between Communication, Information, and Education (KIE) via the Website and the Selection of Postpartum Family Planning (KBPP). This study has received ethical approval from the Ethics Committee of the Malang Ministry of Health Polytechnic under No. DP.04.03/FXXI.30/00347/2025.

RESULTS

Table 1. Frequency Distribution Data of Postpartum Mothers' Characteristics Based on Age

Age (years)	Frequency (person)	Percentage (%)
< 20	2	4,65
20-35	37	86,04
>35	4	9,30
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 1 above, it can be seen that almost all of the postpartum mothers, almost 37 people (86.04%), were aged 20-35 years.

Table 2. Frequency Distribution Data of Postpartum Mothers' Characteristics Based on Number of Children

Number of children	Frequency (person)	Percentage (%)
1	24	55,81
2	13	30,23
≥ 3	6	13,95
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 2 above, it shows that the majority of respondents, namely 24 people (55.81%), have one child.

Table 3. Frequency Distribution Data of Characteristics of Postpartum Mothers Based on Distance from Home to Health Facilities

Distance between home and health facilities	Frequency (person)	Percentage (%)
0-1 km	9	20,93
≥ 1-3 km	20	46,51
≥ 3-5 km	10	23,25
≥ 5-7 km	2	4,65
> 7 km	2	4,65
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 3 above, it shows that the distance between the house and health facilities for postpartum mothers is that the majority of people, namely 20 people (46.51%), are ≥ 1-3 km from the health service facility.

Table 4. Frequency Distribution Data of Postpartum Mothers' Characteristics Based on Occupation

Occupation	Frequency (person)	Percentage (%)
Housewife	27	62,79
Private Sector Employee	8	18,60
Businesswoman	0	0,00
Civil Servant	0	0,00
Laborer	1	2,32
No Occupation	2	4,65
Othres	5	11,62
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 4 above, it can be seen that the majority of mothers, almost 27 people (62.79%), have the status of housewife.

Table 5. Frequency Distribution Data of Postpartum Mothers' Characteristics Based on Last Education

Education	Frequency (person)	Percentage (%)
Elementary School	2	4,65
Middle School	6	13,95
High School	23	53,48
College	12	27,90
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on Table 5 above, it can be seen that the majority of respondents, the most 23 people (53.48%), had a high school education.

Tabel 6. Data Distribusi Frekuensi Karakteristik Ibu Nifas Berdasarkan Periode Masa Nifas

Postpartum Period	Frequency (person)	Percentage (%)
Week 1	2	4,65
Week 2	1	2,32
Week 3	8	18,60
Week 4	9	20,93
Week 5	7	16,27
Week 6	6	13,95
Week 7	5	11,62
Week 8	5	11,62
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

The table above shows that most of the postpartum mothers, 9 people (20.93%), are in the 4th week of postpartum.

Table 7. Frequency Distribution Data of Characteristics of Postpartum Mothers Based on Experience in Obtaining Information about Postpartum Family Planning

Experience Obtaining Information about Postpartum Family Planning	Frequency (person)	Percentage (%)
Yes	41	95,34
No	2	4,65
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on Table 7 above, it can be seen that almost all of the 41 respondents (95.34%) had received information about postpartum family planning. Thirty-five respondents received information about postpartum family planning from health care facilities, three respondents received information from educational institutions, two people obtained information from print media (newspapers, magazines, leaflets), and one person obtained information from someone other than a health worker.

Table 8. Frequency Distribution Data of Characteristics of Postpartum Mothers Based on Experience of Receiving an Invitation to Use Postpartum Family Planning

Experience of Receiving an Invitation to Use Postpartum Birth Control	Frequency (person)	Percentage (%)
Yes	36	83,72
No	7	16,27
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Table 8 shows that almost all respondents, 36 (83.72%), had received an invitation to use postpartum contraception. Twenty-three respondents received an invitation to use one type of postpartum contraception from health workers (midwives and doctors), seven respondents received an invitation from family, five respondents received an invitation from

friends, and one person received an invitation to use postpartum contraception from someone else.

Table 9. Frequency Distribution Data of Postpartum Mothers' Characteristics Based on Cultural Influences in Postpartum Family Planning Selection

Cultural Influences on Postpartum Family Planning Choices	Frequency (person)	Percentage (%)
Yes	16	37,20
No	27	62,79
Total	34	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Table 9 shows that culture does not influence mothers in choosing postpartum family planning. There is no cultural influence in choosing postpartum family planning. Meanwhile, 16 respondents had cultural influences that influence their choice of postpartum family planning (KBPP). Of these, 14 respondents were influenced by the culture of their residential environment, 1 respondent was influenced by cultural influences passed down from their family, and 1 respondent was influenced by other cultural influences.

Table 10. Frequency Distribution Data of Characteristics of Postpartum Family Planning Selection Characteristics of Postpartum Family Planning Selection

Types of Postpartum Contraception (PPC)	Frequency (person)	Percentage (%)
Pill	4	9,30
Condom	11	25,58
Injection	10	23,25
Implant	7	16,27
IUD	7	16,27
Male Surgical Method (MOP)	1	2,32
Female Surgical Method (MOW)	1	2,32
Lactational Amenorrhea Method (MAL)	2	4,65
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 10, it shows that the majority of 11 (25.58%) respondents in the Wonorejo Community Health Center work area, Kediri Regency, chose condom-type postpartum contraception.

Table 11. Postpartum Mothers' Attitudes in Choosing Postpartum Family Planning (PPFP) Before Being Provided with Communication, Information, and Education (KIE) via the Website

Category	Frequency	Percentage
Good	22	51,16
Enough	18	41,86
Less	3	6,98
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 11, it is known that the majority of respondents, almost 22 people (51.16%), showed a good attitude before receiving Communication, Information and Education (KIE) via the website.

Table 12. Postpartum Mothers' Attitudes in Choosing Postpartum Family Planning (PPFP) after being given Communication, Information, and Education (KIE) via the Website

Category	Frequency	Precentage
Good	27	62,79
Enough	16	37,21
Less	0	0
Total	43	100

Source: Primary Data from Wonorejo Health Center, May-June 2025

Based on table 12, it shows that the majority of respondents, namely 27 people (62.79%) respondents, had a good attitude after being given Communication, Information and Education (KIE) via the Website, almost 5 people experienced an increase in their attitude to a good attitude.

Table 13. Analysis of Differences in Postpartum Mothers' Attitudes before and after being given Communication, Information, and Education (KIE) via the Website

	N	Mean Ranks	Sum of Ranks
Posttest- Negative Ranks	16a	15,03	240,50
Pretest Positive Ranks	22b	22,75	500,50
Ties	5c		
Total	43		

Source: Primary Data from Wonorejo Health Center, May-June 2025

Table 14. Statistical Test Results

	Posttest-Pretest
Z	-1.890b
Asymp. Sig (2-tailed)	.059

Source: Primary Data from Wonorejo Health Center, May-June 2025

DISCUSSION

Postpartum Mothers' Attitudes in Choosing Postpartum Family Planning Before Communication, Information, and Education (KIE) Through the Website

A study conducted on postpartum mothers in 9 villages within the Wonorejo Community Health Center (Puskesmas) in Kediri Regency, before receiving IEC via the website, showed that 22 respondents (51.16%) had good attitudes during the pretest. Of the total respondents, 35 received information about postpartum family planning from health care facilities, 3 from educational institutions, 2 from print media such as newspapers, magazines, or leaflets, and 1 from a non-healthcare provider.

Based on research conducted by Amin and colleagues (2022), exposure to information about family planning (FP) influences the attitudes of women of childbearing age toward Long-Term Contraceptive Methods (LCM). This demonstrates the importance of information about family planning in providing women of childbearing age with an understanding of family planning and contraceptives. Furthermore, the findings of this study also reveal that

media exposure can influence a person's attitudes, perceptions, social norms, and self-control toward a behavior. Thus, attitudes, perceptions, social norms, and self-control toward a particular behavior are not formed naturally, but rather are influenced by factors such as exposure to information, either directly or through intermediaries. (Agustina I.M, Puspitasari N, 2024).

In their book, Hafizh Shobirin M.S. and Roekhan S. (2020) explain something similar, emphasizing that information sources are collections of data that have been processed and presented with meaningful meaning that humans need to find various types of information. These information sources are divided into two categories: print and non-print sources. Print sources include media such as books, magazines, and newspapers, while non-print sources include digital books, electronic journals, and various other digital-based sources. (Hasibuan dkk., 2024).

Expanding access to health information is a key goal in improving public health, particularly in developing countries. The availability of accurate, relevant, and accessible information can support individuals in making more informed decisions regarding their health. One strategy for expanding this access is to utilize digital technologies, such as the internet, health apps, and various web-based information platforms. (Irsan dkk., 2023).

The findings from research by Irsan and his colleagues (2023) also strengthen this, by stating that information originating from credible sources will be considered to have been validated as fact, so that it is more easily believed by the wider community and is able to form certain attitudes in individuals. (Ruwayda, 2014). A positive attitude towards the use of postpartum contraception encourages respondents to immediately use contraception after giving birth, because this attitude plays a role in influencing actions, so they tend to choose to use contraception. (Sulistiyanto & Ediyono, 2022).

Communication, Information, and Education (IEC) plays a crucial role in encouraging potential acceptors' participation in family planning programs. The success of IEC implementation is influenced by the type of media used during the information delivery process. The use of audiovisual media provides the ability to display moving images, play back sound, and present large visual displays. (Boon-itt, 2019).

Based on the statement above, the researcher concluded that exposure to accurate, easily accessible information from credible sources can influence and change a person's attitude. Therefore, the researcher strives to provide accurate and easily accessible information via a website. The researcher observed respondents' attitudes when completing the pre-test questionnaire. It was evident that the respondents accepted and were willing to complete the questionnaire. This was evidenced by the majority of 22 respondents having a positive attitude when completing the pre-test questionnaire.

Postpartum Mothers' Attitudes in Choosing Postpartum Family Planning After Communication, Information, and Education (KIE) Through the Website

The results of research conducted on postpartum mothers in 9 villages in the Wonorejo Community Health Center working area, Kediri Regency, after being given IEC via the Website, showed that 27 people (62.79%) had good attitudes and 16 people (37.21%) had sufficient attitudes and no one had poor attitudes.

In research conducted by (Boon-itt, 2019) which shows that the quality of website content such as current information, reliable content, information about article authors, and ease of use are factors that produce high quality perceptions when users use the website. This confirms that the quality of a health website positively impacts the perception of information quality. Furthermore, the perception of information quality can motivate users to trust the health website as a source of health information. (Sembada dkk., 2022).

Another study, along similar lines, was presented by Sembada (2022), who stated that online media is an internet-based communication tool containing text, audio, images, and video, accessible through websites and applications. The development of information and communication technology has had a positive impact, particularly in the fields of education and health. The existence of online media such as websites has been widely utilized as a tool to convey health information and education. This medium has great potential for use in various interventions in various regions, particularly in improving health knowledge, attitudes, and behaviors. (Nurcahyani dkk., 2023).

Technological innovation is needed to facilitate midwives' use of decision-making tools for family planning. The use of technology-based contraceptive decision-making tools has a positive effect on contraceptive use. A previous study conducted a primary study that resulted in an innovative Android-based digital decision-making tool for family planning that met the requirements for system quality, information quality, and user satisfaction. (Astutik dkk., 2021)

Research conducted by Astutik (2021) showed significant differences in postpartum mothers before and after receiving education via a website. The study revealed that respondents accessed the website using smartphones, allowing them to review information anytime and anywhere. Furthermore, respondents were attracted to this innovative educational media because it was presented officially and sourced from reliable sources. (Fauzi dkk., 2023).

From previous research, researchers concluded that the quality of health websites that include up-to-date, reliable, and easy-to-use information plays a significant role in shaping positive attitudes and increasing user confidence in the information presented. Furthermore, online media such as websites have great potential as effective IEC media, as they reach a wide audience and positively influence public attitudes. Given the positive attitudes shown by respondents towards websites as an IEC medium, researchers concluded that websites can be used as an accurate and efficient IEC media.

The use of technology in family planning services plays a crucial role in supporting midwives in using decision-making tools more effectively. Online tools, such as websites, have been shown to positively impact postpartum mothers' attitudes toward postpartum family planning (FP) choices. Information and Communication (IEC) through websites also provides postpartum mothers with flexible access to information via smartphones, allowing respondents to review the material anytime and anywhere. This demonstrates that technology can be a powerful tool in postpartum family planning decision-making.

Analysis of the Relationship between Communication, Information, and Education (IEC) through Websites and the Attitudes of Postpartum Mothers in Choosing Postpartum Family Planning (PPFP)

The data shows that the majority of 22 people (51.16%) of respondents in the pre-test experienced an increase in good (positive) attitudes in the post-test, almost 27 people (62.79%), a small portion of 18 people (41.86%) of respondents in the pre-test experienced a decrease in attitudes in the post-test to 16 people (37.21%) of respondents who had sufficient (neutral) attitudes, and very few of the respondents, almost 3 people (6.98%) in the pre-test who had less (negative) attitudes became none of the respondents who had less attitudes in the post-test.

Based on the results of the Wilcoxon Signed Ranks Test presented in the table, a significance value (Asymp. Sig. 2-tailed) of 0.059 was obtained. This value is greater than the specified significance level ($\alpha = 0.05$), so it can be concluded that there is no significant difference in the attitudes of postpartum mothers in choosing postpartum family planning before and after the IEC intervention.

Based on changes in postpartum mothers' attitudes before and after receiving health education through the website, the analysis results showed no significant differences. This finding indicates that using online media as a means of health education has both advantages and disadvantages. The advantage of IEC through this website is that information can be disseminated quickly and presented in various formats, such as text, images, audio, and video. Furthermore, online media users can interact anytime and from anywhere. However, using online media requires adequate equipment and a stable internet connection. Furthermore, prolonged use of online media carries the risk of causing eye health problems.(Sahdanur, 2024)

According to research by Sahdanur (2024), a website is a page of information available via the internet, making it accessible globally as long as there is an internet connection. Websites consist of various elements such as text, images, sound, and animation, making them engaging to visit. Website media is developed by utilizing links that offer a variety of templates and innovative designs; researchers then add images, text, and videos that can be accessed via mobile or smartphone displays.(Sunesni dkk., 2023)

A person's knowledge is a determining factor in seeking and obtaining health care. Adequate knowledge and a positive perception of postpartum family planning can increase a mother's intention to choose postpartum family planning.(Candra H dan Putra P.H, 2023)

Postpartum mothers gain knowledge from reading information about postpartum contraception on the website, which will help them understand the importance of using contraception after giving birth, both for themselves and their babies. This understanding can foster a positive attitude among postpartum mothers and encourage them to choose postpartum contraception.

The use of online media as a means of communication, information, and education (IEC) through websites offers advantages such as easy access, rapid information dissemination, and a variety of website content, such as text, images, and videos, that can attract visitors. Furthermore, visitors can access the website anytime and anywhere. However, the use of this media also has limitations, such as dependence on smartphones and a stable internet connection. Long-term use can cause eye health problems. Therefore, although websites are a modern and innovative educational medium, a content management strategy is needed to optimize their benefits in improving attitudes towards postpartum contraception.

According to Sarwono (in Candra, 2017), the attitude formation process is explained as a series of repetitive and ongoing processes. In this way, over time, individuals gradually absorb and accept these experiences, which then influence the formation and change of their attitudes. This phenomenon is known as adoption.

Based on the research results, it was found that not all respondents demonstrated positive attitudes. Only 27 respondents had positive attitudes, while 16 others demonstrated adequate attitudes. This was due to the fact that information about postpartum family planning was only provided through the website once and not repeatedly, resulting in these 16 respondents not fully demonstrating positive attitudes toward the information provided.

CONCLUSION

Based on the results of this study regarding the Relationship between Communication, Information, and Education (KIE) through Websites and the Attitudes of Postpartum Mothers in Choosing Postpartum Family Planning (KBPP) at the Wonorejo Community Health Center, Kediri Regency, it can be concluded that there is no significant relationship between the provision of Communication, Information, and Education (KIE) through websites and changes in the attitudes of postpartum mothers in choosing Postpartum Family Planning (KBPP) at the Wonorejo Community Health Center, Kediri Regency.

Health workers are advised not to rely solely on a single medium for delivering postpartum family planning information, but rather to use a combination of methods or other media, such as face-to-face counseling, group discussions, and family and health worker approaches, to improve postpartum mothers' attitudes toward postpartum family planning. Furthermore, future researchers are expected to use mixed methods to further explore the reasons why website-based IEC has not been effective in changing postpartum mothers' attitudes. If a website is used as an IEC medium, repeated education can be provided to improve mothers' attitudes toward the information about postpartum family planning provided.

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