

Pengaruh Strategi KIE “Kampung Kito” Melalui IMP Bangsa Kencana Terhadap Penurunan Unmet Need Kontrasepsi Pada Pasangan Usia Subur Di Provinsi Jambi Tahun 2025.

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Abstrak

Latar Belakang tingginya unmet need kontrasepsi masih menjadi tantangan di Indonesia, termasuk di Provinsi Jambi. Diikuti dengan trend pemakaian kontrasepsi menetapkan Provinsi Jambi sebagai wilayah dengan program KBKR sangat tidak efisien pada tahun 2025. Penelitian ini mengembangkan strategi KIE “Kampung Kito” terhadap penurunan unmet need kontrasepsi pada PUS di Provinsi Jambi Tahun 2025. Metode Penelitian Mix Method Exploratory Sequential Design dalam tiga tahap. Tahap pertama kualitatif desain Etnografi, tahap kedua pengembangan strategi intervensi dan tahap ketiga kuantitatif desain Quasi Eksperimen. Penelitian dilaksanakan di Kabupaten Muaro Jambi di Kecamatan Kumpe Ulu (Intervensi) dan Kecamatan Jaluko (Kontrol). Waktu penelitian Juli 2024 s.d September 2025. Sampel adalah pasangan usia subur dengan unmet need kontrasepsi, dengan 75 intervensi dan 71 kontrol. Analisis data dilakukan dengan GEE (Generalized Estimating Equations) dan DID (Difference in Difference Analysis). Hasil Penelitian analisis GEE menunjukkan bahwa strategi KIE “Kampung Kito” memiliki efek yang signifikan terhadap penurunan unmet need kontrasepsi pada kunjungan ke tiga dengan AOR 0,67 (95% CI: 0,59–0,75; $p = < 0,001$) dan semakin menurun pada kunjungan ke empat dengan AOR 0,53 (95% CI: 0,47–0,60; $p = < 0,001$). Hasil analisis DiD turut mengkonfirmasi adanya efek kausal intervensi dengan penurunan unmet need 51% pada kunjungan ketiga dan 63% pada kunjungan ke empat, dengan pemakaian kontrasepsi rasional 61,3% dan pemakaian MKJP sebesar 53,3%. Kesimpulan dan Saran Strategi KIE “Kampung Kito” memiliki efek yang signifikan dalam menurunkan unmet need kontrasepsi, meningkatkan pemakaian KB rasional, dan meningkatkan pemakaian MKJP dengan semakin banyak kunjungan. Perlu adanya keberlanjutan strategi KIE “Kampung Kito” untuk menurunkan unmet need kontrasepsi dan memperbaiki trend pemakaian kontrasepsi di Provinsi Jambi.

Background: High unmet need for contraception remains a challenge in Indonesia, including in Jambi Province. Trends in contraceptive use have led to Jambi Province being identified as a region with a highly inefficient KBKR program by 2025. This study : Developed the "Kampung Kito" IEC strategy to reduce unmet need for contraception among women of reproductive age in Jambi Province in 2025. Methods :The research method used was a mixed-methods exploratory sequential design with three stages. The first stage was a qualitative ethnographic design, the second stage was an intervention strategy development, and the third stage was a quantitative quasi-experimental design. The study was conducted in Muaro Jambi Regency in the Kumpe Ulu (Intervention) and Jaluko (Control) Districts. The study period was July 2024 to September 2025. The sample consisted of couples of reproductive age with unmet need for contraception, with 75 intervention and 71 control groups. Data analysis was conducted using Generalized Estimating Equations (GEE) and Difference in Differences (DiD) Analysis. Result : GEE analysis showed that the "Kampung Kito" IEC strategy significantly reduced unmet need for contraception at the third visit, with an AOR of 0.67 (95% CI: 0.59–0.75; $p = < 0.001$), and further decreased at the fourth visit, with an AOR of 0.53 (95% CI:

0.47–0.60; $p = <0.001$). DiD analysis confirmed the causal effect of the intervention, with a 51% reduction in unmet need at the third visit and an 63% reduction at the fourth visit. Resulted in 61.3% rational contraceptive use and 53.3% use of long-term contraceptive methods. Conclusions and Recommendations: The "Kampung Kito" IEC strategy significantly reduced unmet need for contraception, increased rational family planning use, and increased use of long-term contraceptive methods with increasing visits. The "Kampung Kito" IEC strategy is needed to continue to reduce unmet need for contraception and improve contraceptive use trends in Jambi Province.