Overview of Media Poster Effectiveness about Tuberculosis to Knowledge, Attitudes, and Behavior of Puskesmas Visitors Leuwiliang Kabupaten Bogor

Fahmi Firdaus \textsuperscript{1}, Asri Masitha Arsyati \textsuperscript{2}, Supriyanto \textsuperscript{3}

Universitas Ibn Khaldun

\textbf{ABSTRACT}

Posters are one of the visual media that can play an important role in preventing littering behavior. By the definition of posters which are media used to convey certain information, suggestions, or ideas, to stimulate the desire of those who see them to carry out the content. This study used a quantitative approach. This research is with Cross-sectional method. This method is considered by the purpose of this study, namely Knowing the picture of the effectiveness of poster media on increasing knowledge and attitudes of visitors to the Leuwiliang Health Center. The results of the study described the knowledge variables of bad respondents as many as 44 people (54.3\%) and the category of good respondent knowledge variables as many as 37 people (45.7\%), the behavioral variables of respondents did not do as many as 41 people (50.6\%) and the category of behavioral variables of respondents did as many as 40 people (49.4\%), negative respondent attitude variables as many as 1 person (1.2\%) and the variable category of positive respondent attitudes as many as 80 people (98.8\%). The respondents’ media type variable did not understand as many as 21 people (60\%) and the respondent’s media type variable understood as many as 60 people (74.1\%).

This is an open access article under the \textit{CC BY-SA} license.

\textbf{INTRODUCTION}

Data from the World Health Organization (WHO) in 2015 shows that in 2014 in Indonesia’s health profile report in 2016 Tuberculosis (TB) caused the death of around 1.5 million people worldwide, this number is higher than deaths from HIV / AIDS which reached 300,000 people. In the same year, there were around 10.4 million TB cases worldwide, with India having the highest number of cases, at 2.8 million, followed by Indonesia with 1.02 million cases, and China with 918 thousand cases (Ministry of Health 2016).

According to Notoadmodjo (2012), the advantages of posters from other media are durable, cover many people, are not high cost, do not need electricity, can be carried everywhere, can reduce the sense of beauty, facilitate understanding, and increase learning passion. The downside is that poster media cannot stimulate sound effects and motion effects and folds easily.

Posters that are one of the visual media can play an important role in preventing littering behavior. By the definition of posters which are media used to convey certain information, suggestions, or ideas, to stimulate the desire of those who see them to carry out the content. (Vienna Sanjaya, 2012)
Interventions through poster media can have a positive impact on people's knowledge and attitudes towards TB, which can ultimately affect the prevalence of this disease. Although several provinces in Indonesia, such as Lampung, North Sulawesi, and North Sumatra, achieved high TB treatment success rates in 2015, the national treatment success rate has decreased (Ministry of Health, 2016).

Indonesia's health profile data also shows that West Java had the highest total number of TB cases in 2016, with more than 52,000 cases, especially in the age group of 25-34 years (Ministry of Health, 2016).

An effort to improve the degree of health requires media as an intervention tool to change health behavior as well as health information to increase public knowledge about health, one type of health media is posters. A poster is an image that combines visual elements such as lines, images, and words that intend to attract attention and communicate a message briefly (Suhertusi, 2016).

METHOD
This research uses a quantitative approach, where the research obtained later is in the form of numerical data that will be processed statistically using predetermined application calculations. Then the results of the calculation will be explained descriptively, which explains the actual situation based on the results of the data.

This research is research with Cross-sectional method. This method is considered by the purpose of this study, namely Knowing the picture of the effectiveness of poster media on increasing the knowledge and attitudes of visitors to the Leuwiliang Health Center.

DISCUSSION
The results of the univariate analysis are intended to determine the effectiveness of TB poster media on the knowledge, attitudes, and behavior of visitors to the Leuwiliang Health Center.

| Table 1. Frequency Distribution of Knowledge, Attitudes, Behaviors, and Media Types |
|-----------------------------------------------|-----------------|-----------------|
| Variable           | Category     | Frequency | Percentage (%) |
| Knowledge          | Good         | 37        | 45,7%          |
|                    | Bad          | 44        | 54,3%          |
| Sikap              | Positive     | 80        | 98,8%          |
|                    | Negative     | 1         | 1,2%           |
| Behavior           | Do           | 40        | 49,4%          |
|                    | Not Doing    | 41        | 50,6%          |
| Media Type         | Paham        | 60        | 74,1%          |
|                    | Don't Understand | 21  | 25,9%          |

1. Knowledge Overview
Based on Reber's theory in the collective sense knowledge is a collection of information that belongs to a person or group, or a particular culture. While in general knowledge is mental components that are produced from any process, whether born innate or achieved through experience, knowledge about TB is categorized as a collection of information owned by respondents. While based on Skinner's theory called "S-O-R" or Stimulus Organism Response, knowledge about TB disease can be categorized as a closed behavioral response because it cannot be observed by others (from the outside). Then according to Oemarjoedi's theory (in Dulistiawati, 2013) knowledge is a determining factor in how humans think, feel, and act. Knowledge of tuberculosis is the basis of attitudes and behaviors.

Based on Aditya Dwi Martanto's (2007) research on the Influence of Health Promotion Media on Health Behavior, explained that health promotion media has a significant effect of 5.7% on health knowledge. This is also supported by research by Muhammad Zafwan (2018) explained that two factors experienced a significant
increase of 4.5% before and after health promotion interventions related to handwashing with soap (CTPS), namely variables knowledge.

2. Attitude Overview

Attitude is an abstract conception of understanding human behavior. A person will more easily understand the behavior of others if they first knows the attitude or background of the formation of attitudes in that person. Ongoing attitude change is a system change from positive to negative judgments or vice versa, feeling emotions and attitudes of agreement or disapproval towards objects. The object of the attitude itself consists of knowledge, judgment, feelings, and attitude change. (Eka Ristin Tarigan, 2016)

The results of this study, the average value of correct answers to attitude variables in visitors to the Leuwiliang Health Center with a percentage of 84.69% correct, the most found value correct at 80.00%, the lowest value of respondents at 40%, and the highest value was 100%. The attitude of negative respondents was 1 person (1.2%) and the variable category of positive respondents' attitudes was 80 people (98.8%)

Based on Donny Tri Wahyudi's research (2015) on the analysis of the effectiveness of dental health poster media, it was explained that poster media was effective in increasing student attitudes from 4.2%. The research was supported by the thesis of Elvia Noviyanti Pulungan (2016) who explained the results of the analysis proving that interventions using poster media and leaflet media effectively increased the behavior of housewives in the subsequent use of cooking oil with a mean difference value of attitude leaflets of 5.9%.

3. Behavioral Overview

Behavior is all biological manifestations of individuals in interacting with the environment, ranging from the most visible behavior to the invisible, from the felt to the most unperceived (Okviana, 2015). Skinner (1938), also formulated that behavior is a response or reaction to a stimulus. This behavior occurs through the process of a stimulus to the organism, and then the organism responds so Skinner's theory is called the "S-O-R" or Stimulus Organism Response, in this case, the response is categorized as behavior.

Based on the results of the study, show that the average behavior of visitors to the Leuwiliang Health Center with a value of 5. With the lowest value of 0 while the highest value is 10 or with a percentage of 53.08% correct, the most value found to be correct at 80.00%, the lowest value of respondents was 0%, and the highest value was 100%. Respondent behavior did not do as many as 41 people (50.6%) and the variable category of respondent behavior did as many as 40 people (49.4%)

Based on Donny Tri Wahyudi's research (2015) on the analysis of the effectiveness of dental health poster media, it was explained that poster media was effective in increasing student attitudes from 4.2%. The research was supported by the thesis of Elvia Noviyanti Pulungan (2016) who presented the results of the analysis proving that interventions using poster media and leaflet media were effective in increasing housewives' behavior in the subsequent use of cooking oil with a mean difference value of attitude leaflets of 5.9%.

4. Media Type Overview

According to the Ministry of Health (2014), posters are a medium containing messages intended for audiences to be studied and discussed together. If used as a medium to drive discussion, the content of the message conveyed is open, allowing interpretations that are not the same. According to Wahidin (2012), posters are not only important to convey certain impressions but they are also able to influence and motivate the behavior of people who see them. In general, a good poster should be simple, present an idea to achieve a main goal, colored and clear writing.

Based on the results of the analysis in this study, show that the average understanding of the type of media visitors to the Leuwiliang Health Center is 7. With the lowest value of 1, while the highest value is 10 or with a percentage of 73.29% correct, the most value found to be correct is 100%, the lowest value of respondents is 10% and the highest value is 100%.

Based on this research, was supported by the thesis of Elvia Noviyanti Pulungan (2016) who explained the results of the analysis proving that interventions using poster media and leaflet media were effective in increasing housewives' behavior in the use of cooking oil subsequently with a mean difference value of knowledge leaflets of 6.06, attitudes of 5.95 actions of 6.67 and a mean difference value of knowledge posters of 4.56, attitudes were 7.39 and actions were 4.39.
CONCLUSION

The conclusion of the study conducted at the Leuwiliang Health Center in Bogor Regency from May to November 2019 about the effectiveness of poster media in increasing the knowledge, attitudes, and behavior of visitors to the puskesmas, here are the conclusions that can be drawn from data collected from 81 respondents:

1. From the results of the questionnaire analysis regarding knowledge variables, it was found that as many as 44 people or 54.3% of visitors to the Leuwiliang health center had low knowledge about tuberculosis, while as many as 37 people, or 45.7% had good knowledge about the disease.

2. The results of the attitude variable questionnaire showed that as many as 80 people or 98.8% of visitors to the Leuwiliang Health Center had a positive attitude towards tuberculosis, while only 1 person, or 1.2% had a negative attitude.

3. Analysis of questionnaires on behavioral variables found that as many as 41 people or 50.6% of visitors to the Leuwiliang Health Center did not take tuberculosis prevention measures, while 40 people, or 49.4% had implemented preventive behaviors.

4. The results of the questionnaire describing the understanding of media types showed that as many as 21 people or 25.9% of visitors to Puskesmas Leuwiliang did not understand the type of media used in the Tuberculosis campaign, while 60 people, or 74.1% had a good understanding of the type of media used.

5. In this study, it was found that the average age of respondents was 34.94 years. The most common age among respondents was 39 years, while the youngest was 16 years old and the oldest was 59 years old.

6. The data also showed that of the total respondents, 44 people or 54.3% were women, while 37 people, or 45.7% were men.

REFERENCES


