

**KEMENTERIAN KESEHATAN REPUBLIK INDONESIA
POLITEKNIK KESEHATAN RIAU
PROGRAM STUDI SARJANA TERAPAN KEBIDANAN**

**SKRIPSI, 2026
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**EFEKTIVITAS MEDIA AUDIO VISUAL TERHADAP PENGETAHUAN
DAN SIKAP IBU HAMIL TENTANG TRIPLE ELIMINASI DI TPMB
ROSITA KOTA PEKANBARU**

xiii, 78 halaman, 5 tabel, 2 bagan, 1 gambar, 8 lampiran

ABSTRAK

Triple eliminasi merupakan program pemeriksaan HIV, sifilis, dan hepatitis B pada ibu hamil yang bertujuan mencegah penularan infeksi dari ibu ke anak selama kehamilan, persalinan, maupun setelah kelahiran. Keberhasilan program ini dipengaruhi oleh pengetahuan dan sikap ibu hamil terhadap pentingnya pemeriksaan tersebut. Penelitian ini bertujuan mengetahui efektivitas media audio visual terhadap pengetahuan dan sikap ibu hamil tentang pemeriksaan triple eliminasi di TPMB Rosita Kota Pekanbaru. Penelitian ini merupakan penelitian kuantitatif dengan desain Quasi Experimental menggunakan rancangan One Group Pretest-Posttest Design. Penelitian dilaksanakan pada bulan Maret-Juli 2026. Populasi penelitian adalah ibu hamil yang melakukan kunjungan antenatal dengan sampel sebanyak 28 responden yang dipilih menggunakan teknik purposive sampling. Instrumen penelitian menggunakan kuesioner. Analisis data menggunakan Wilcoxon Signed Rank Test dengan tingkat kemaknaan 95%. Hasil penelitian menunjukkan adanya perbedaan pengetahuan dan sikap ibu hamil sebelum dan setelah diberikan edukasi menggunakan media audio visual ($p < 0,001$). Media audio visual efektif meningkatkan pengetahuan dan membentuk sikap positif ibu hamil tentang pemeriksaan triple eliminasi serta dapat dijadikan alternatif media edukasi dalam pelayanan antenatal. Disarankan kepada tenaga kesehatan untuk memanfaatkan media audio visual sebagai media edukasi dalam pelayanan antenatal.

Kata kunci: **Media audiovisual, pengetahuan, sikap, ibu hamil, triple eliminasi**
Referensi : 31 referensi (2018–2026)

**MINISTRY OF HEALTH OF THE REPUBLIC OF INDONESIA
RIAU HEALTH POLYTECHNIC
BACHELOR OF APPLIED MIDWIFERY STUDY PROGRAM**

**THESIS, 2026
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**THE EFFECTIVENESS OF AUDIO-VISUAL MEDIA ON THE
KNOWLEDGE AND ATTITUDES OF PREGNANT WOMEN REGARDING
TRIPLE ELIMINATION AT TPMB ROSITA, PEKANBARU CITY**

xiii, 78 pages, 5 tables, 2 charts, 1 figures, 8 appendices

ABSTRACT

Triple elimination is a screening program for Human Immunodeficiency Virus (HIV), syphilis, and hepatitis B among pregnant women that aims to prevent mother-to-child transmission during pregnancy, childbirth, and the postpartum period. The success of this program is influenced by pregnant women's knowledge and attitudes regarding the importance of undergoing triple elimination screening. This study aimed to determine the effectiveness of audiovisual media in improving pregnant women's knowledge and attitudes regarding triple elimination screening at TPMB Rosita, Pekanbaru City. This study employed a quantitative approach with a quasi-experimental design using a One-Group Pretest-Posttest Design. The study was conducted from March to July 2026. The study population consisted of pregnant women attending antenatal care visits, with a sample of 28 respondents selected using a purposive sampling technique. Data were collected using a questionnaire. Data were analyzed using the Wilcoxon Signed-Rank Test with a 95% confidence level. The results showed significant differences in pregnant women's knowledge and attitudes before and after receiving education through audiovisual media ($p < 0.001$). Audiovisual media proved effective in improving pregnant women's knowledge and fostering positive attitudes toward triple elimination screening and can be used as an alternative educational medium in antenatal care services. It is recommended that healthcare professionals utilize audiovisual media as an educational tool in antenatal care services.

Keywords: Audiovisual media, knowledge, attitude, pregnant women, triple elimination

References : 31 references (2018–2026)