

**EFEKTIVITAS EDUKASI KESEHATAN MELALUI WHATSAPP
TERHADAP PENINGKATAN KESADARAN KANKER PAYUDARA PADA
PEREMPUAN USIA 30-50 TAHUN DI WILAYAH KERJA PUSKESMAS
SRANDAKAN**

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ABSTRAK

Latar Belakang: Rendahnya kesadaran kanker payudara menyebabkan masih rendahnya partisipasi perempuan dalam deteksi dini. Edukasi kesehatan berbasis WhatsApp berpotensi menjadi media promosi kesehatan yang lebih fleksibel dan berkelanjutan.

Tujuan: Menganalisis efektivitas edukasi kesehatan melalui WhatsApp terhadap peningkatan kesadaran kanker payudara pada perempuan usia 30-50 tahun di wilayah kerja Puskesmas Srandakan, Bantul.

Metode: Penelitian ini menggunakan desain quasi-experimental pretest-posttest control group dengan 38 responden yang dipilih secara purposive sampling dan dibagi menjadi kelompok intervensi (n=18) dan kontrol (n=20). Kelompok intervensi memperoleh edukasi melalui WhatsApp, sedangkan kelompok kontrol melalui ceramah. Instrumen penelitian menggunakan Breast Cancer Awareness Scale Indonesia (BCAS-I). Analisis data menggunakan uji Wilcoxon dan Mann-Whitney.

Hasil: Kedua kelompok mengalami peningkatan kesadaran kanker payudara yang bermakna ($p < 0,001$). Meskipun skor posttest tidak berbeda bermakna ($p = 0,054$), peningkatan skor pada kelompok WhatsApp lebih tinggi dibandingkan kelompok ceramah ($p = 0,004$) dengan effect size sangat besar ($r = 0,982$).

Kesimpulan: Edukasi kesehatan melalui WhatsApp lebih efektif dibandingkan metode ceramah dalam meningkatkan kesadaran kanker payudara pada perempuan usia 30–50 tahun sehingga berpotensi mendukung program deteksi dini kanker payudara di pelayanan kesehatan primer.

Kata kunci: kesadaran kanker payudara, edukasi kesehatan, WhatsApp, deteksi dini, kanker payudara.

***EFFECTIVENESS OF HEALTH EDUCATION DELIVERED THROUGH
WHATSAPP IN IMPROVING BREAST CANCER AWARENESS AMONG
WOMEN AGED 30-50 YEARS IN THE SRANDAKAN PRIMARY HEALTH
CARE CATCHMENT AREA, BANTUL***

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ABSTRACT

Background: Low breast cancer awareness remains a major barrier to early detection. WhatsApp offers a practical platform for delivering continuous health education to improve women's awareness.

Objective: To evaluate the effectiveness of health education delivered through WhatsApp in improving breast cancer awareness among women aged 30-50 years in the Srandakan Primary Health Care catchment area, Bantul, Indonesia.

Methods: A quasi-experimental pretest–posttest control group study was conducted among 38 women selected through purposive sampling. Participants were assigned to either a WhatsApp intervention group (n=18) or a lecture group (n=20). Breast cancer awareness was measured using the Indonesian version of the Breast Cancer Awareness Scale (BCAS-I). Data were analyzed using the Wilcoxon Signed-Rank and Mann-Whitney U tests.

Results: Both groups showed significant improvements in breast cancer awareness ($p < 0.001$). Although post-intervention scores were comparable ($p = 0.054$), the WhatsApp group achieved a significantly greater improvement than the lecture group ($p = 0.004$) with a very large effect size (rank biserial correlation = 0.982).

Conclusion: Health education delivered through WhatsApp was more effective than conventional lectures in improving breast cancer awareness. Its accessibility and continuous delivery make WhatsApp a promising strategy for strengthening breast cancer health promotion and early detection programs in primary healthcare.

Keywords: breast cancer awareness; health education; WhatsApp; early detection; breast cancer.