

# Penilaian dan persepsi mahasiswa UIN Syarif Hidayatullah Jakarta dalam dua iklan keluarga berencana tentang pernikahan dini tahun 2015 = Assessment and student perceptions of UIN Syarif Hidayatullah Jakarta in two ads on early marriage family planning 2015

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## Abstrak

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Pernikahan dini merupakan salah satu masalah kesehatan reproduksi karena semakin muda umur menikah, akan semakin panjang rentang waktu untuk bereproduksi. Iklan keluarga berencana di televisi telah ditayangkan sejak tahun 1980 yang bertujuan mensosialisasikan program keluarga berencana, salah satunya adalah pesan tidak melakukan pernikahan dini. Tujuan penelitian ini untuk mengetahui penilaian dan persepsi mahasiswa UIN Syarif Hidayatullah Jakarta dalam dua iklan keluarga berencana tentang pernikahan dini. Penelitian ini menggunakan desain mix-methode. Penelitian kuantitatif menggunakan cross sectional dengan 250 responden, sedangkan penelitian kualitatif menggunakan wawancara mendalam kepada 8 informan. Hasil penelitian menunjukkan bahwa sebagian besar mahasiswa memiliki persepsi positif terhadap pernikahan dini dan terdapat hubungan yang signifikan antara iklan keluarga berencana dengan persepsi pernikahan dini. Iklan KB versi B memiliki hubungan korelasi yang kuat ( $r = 0,610$ ), sedangkan iklan KB versi A memiliki hubungan korelasi yang sedang ( $r = 0,320$ ). Adapun variabel yang menjadi konfonding dalam penelitian ini yaitu umur dan pengetahuan. Berdasarkan hasil penelitian ini disarankan kepada pihak BKKBN agar dapat terus mengembangkan ide kreatif dalam proses pembuatan iklan keluarga berencana di televisi. Kemudian bagi pihak UIN Syarif Hidayatullah Jakarta dapat membuat kebijakan pembentukan badan konseling kesehatan reproduksi mahasiswa.

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### **ABSTRACT**

Early marriage is one of reproductive health problems because of the young age of marriage, will become longer span of time to reproduce. Family planning advertisement in a television has aired since 1980 which aims to disseminate family planning programs, one of which is the message did early marriage. The purpose of this study to determine the assessment and student perceptions of UIN Syarif Hidayatullah Jakarta in two family planning advertisements about early marriage. This study used a mixed-method design. Quantitative research using cross sectional with 250 respondents, whereas qualitative research using in-depth interviews to 8 informants. The results showed that skillful students have positive perceptions of early marriage and there is a significant relationship between advertising family planning with the perception of early marriage. Advertising KB version B possess strong correlation ( $r = 0.610$ ), while the advertisement KB version A moderate correlation relationship ( $r = 0.320$ ). The variables into counfonding in this study were age and knowledge. Based on the results of this study suggested to the BKKBN to continue to develop creative ideas in the process of making family planning in television advertising. Then for the UIN Syarif Hidayatullah Jakarta can make policy formation reproductive health counseling student body.; Early marriage is one of reproductive health problems because of the young age of marriage, will become longer span of time to reproduce. Family planning advertisement in a television has aired since 1980 which aims to disseminate

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