

The Influence of Social Media WhatsApp Group as an Educational Media on Knowledge of Breast Self Examination (SADARI) of Adolescent Women of SMA Negeri 1 Kongbeng

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ABSTRACT

Background: Detection of breast cancer by carrying out a clinical breast examination (SADANIS) at a health service and being able to carry out a breast self-examination (BSE) at home is easy and practical. Data in Indonesia estimates that there are 100 new sufferers per 100,000 population every year. This means that out of a population of 237 million, there are around 237,000 new cancer sufferers every year. About 2.2% of deaths of all ages are caused by malignant cancer. The prevalence of tumors/cancer in Indonesia is 1.4 per 1000 population. Empirical data also shows that the prevalence of cancer increases with age, but young age does not guarantee safety from breast cancer. The highest prevalence of breast cancer in Indonesia is in the Special Region of Yogyakarta, namely 2.4%, followed by East Kalimantan Province at 1.0% and West Sumatra at 0.9%. Meanwhile in North Sumatra province it was 0.4%. For the province of East Kalimantan, the dominant prevalence of breast cancer sufferers in city districts is in Kutai Kartanegara district with a prevalence of 12%, followed by Samarinda city with 4.7% and Balikpapan city with 3.7%. **Objective:** To determine the influence of the WhatsApp social media group as an educational medium on the knowledge of breast self-examination (SADARI) of adolescents Putri. **Method:** The research used in this research was a quasi-experimental design in the form of a one-group pretest and posttest with a sampling technique using a total sampling of 39 respondents. **Results:** The results of the Paired T Test statistical test on the SPSS Ver.25 program showed that the average value of the level of knowledge before the health education was carried out was 60.77 and after the health education was carried out the average value of the level of knowledge after the health education was carried out was 83.59 and P-Value < α where P-Value (0.000). < α (0.05). **Conclusion:** it can be concluded that there is an influence of WhatsApp group social media in increasing the knowledge of young women regarding breast self-examination (BSE). **Suggestion:** it is recommended that teachers provide health education regarding breast self-examination (BSE) to teenagers at SMA Negeri 1 Kongbeng.

INTRODUCTION

Breast cancer is one of the most common cancers suffered by women (WHO, 2017). The number of breast cancer patients has increased by 1.7 million women from the previous 6.3 million diagnosed with breast cancer in the last 5 years. Breast cancer is also the most common cause of death among women, with 522,000 deaths.

The problem faced with the increasing breast cancer is the lack of knowledge about breast cancer, prevention methods, and examination (Novelia & Carolin, 2021; Song, 2021; Witdiawati et al., 2018). In addition, cultural factors in society still make it taboo to discuss the matter. Breast cancer detection can be done through clinical breast examination (SADANIS) in health services and self-examination (SADARI) at home, which is easy and practical (Ahmad et al., 2021; Wantini, 2016; Witdiawati et al., 2019).

Breast self-examination (SADARI) is very important for teenage girls to increase awareness of any abnormal changes in their breasts. Breasts are recommended to be self-checked regularly every time they have their period, around days 7 to 10 since the first day of their last menstruation. Estrogen and progesterone hormones have a low effect at the end of menstruation, which affects the non-swelling of breast glands, making it easier to detect any signs of tumors or other disorders (Arafah & Notobroto, 2018).

Breast cancer has been found in many young people, and even many teenage girls aged fourteen suffer from tumors in their breasts, which can potentially become cancerous if not detected early (Angrainy, 2017).

According to a report by WHO in 2011, the number

of women, especially teenage breast cancer patients, reached 1,150,000 people, 700,000 of whom lived in developing countries, including Indonesia. Data from Dharmais Cancer Hospital in 2018 showed that the most common cancer cases were breast cancer, accounting for 19.18% (Pangribowo, 2019).

In Indonesia, it is estimated that there are 100 new cases of cancer per 100,000 population every year. This means that out of the total population of 237 million, there are approximately 237,000 new cancer patients every year. About 2.2% of all deaths at any age are caused by malignant cancer. The prevalence of tumors/cancer in Indonesia is 1.4 per 1000 population. Empirical data also shows that the prevalence of cancer increases with age, but young age does not guarantee safety from breast cancer (Risksdas, 2018).

The highest prevalence of breast cancer in Indonesia is found in the Special Region of Yogyakarta, which is 2.4%, followed by East Kalimantan Province at 1.0% and West Sumatra at 0.9%. Meanwhile, in North Sumatra Province, it is 0.4%. For East Kalimantan Province, the highest prevalence of breast cancer patients is in Kutai Kartanegara Regency with a prevalence of 12%, followed by Samarinda City with 4.7% and Balikpapan City with 3.7% (Kaltim Health Profile, 2020).

Considering the tendency of increasing cancer patients, it is necessary to make efforts for prevention. The Ministry of Health of the Republic of Indonesia has implemented an early detection program for breast cancer known as the Self-Examination of Breast (SADARI) method, which is an easy examination that can be done by every woman to detect lumps or other breast abnormalities. The main purpose of SADARI is to find cancer in its early stages so that treatment can be better, but most women have very low awareness to perform SADARI (Setiawan et al., 2014). This action is

important because almost 85% of breast abnormalities are actually found for the first time by patients through proper self-examination (Aeni & Yuhandini, 2018).

The WhatsApp application has features such as messaging, groups, voice and video calls, encryption, etc. Through the group feature, users can share text, photos, videos, etc. directly with group members with up to 256 members (WhatsApp, 2018).

In the millennial era, one of the most popular media is the smartphone or commonly known as a smartphone, which is used as the main communication tool today. According to Kominfo in 2019, social media users in Indonesia reached 150 million users, of which 83% are WhatsApp users. Research conducted by Sanjaya (2017) on the use of WhatsApp Messenger as a communication medium for late teenagers concluded that WhatsApp is a simpler and more efficient medium for exchanging information among late teenagers.

The use of WhatsApp in Indonesia can be utilized for health promotion. The WhatsApp application can be an effective educational medium in conducting health promotion (Yale et al, 2018). The study by Ekadinata et al shows that educational interventions through messages on WhatsApp increase knowledge scores and positive attitudes (Ekadinata and Widyandana, 2017).

A preliminary study conducted at SMAN 1 Kongbeng through interviews with 10 female students revealed that out of the 10 students, 8 of them were not aware of the self-breast examination method called SADARI. The students also did not know how to perform the SADARI examination or its purpose. Therefore, it can be concluded that there are still students at SMAN 1 Kongbeng who are not aware of the SADARI examination.

Based on the background, data reports, and related research, the researcher is interested in further researching on teenagers at SMAN 1 Kongbeng titled "the influence of social media WhatsApp groups as an educational media on knowledge of self-breast examination (Sadari) for female teenagers at SMAN 1 Kongbeng".

METHODS

The research design used in this study is a quasi-experiment in the form of a one-group pretest and posttest design, which assesses the effect of the Whatsapp group social media as an educational medium on the knowledge of breast self-examination (Sadari) among female high school students at SMA Negeri 1 Kongbeng.

The population in the study to be conducted is 39 female high school students from SMA Negeri 1 Kongbeng. The researcher determined the sampling method using Total Sampling technique, where the sample is taken from the entire population, resulting in a total of 39 respondents for the study.

RESULT AND DISCUSSION

Result

- a. Level of Knowledge of Adolescent Girls Before Conducting Education About Self-Breast Examination (SADARI) at SMA Negeri 1 Kongbeng.

| Level of Knowledge Before Education | Frequency | (%) |
|-------------------------------------|-----------|------------|
| Good Knowledge | 0 | 0,00 |
| Sufficient Knowledge | 8 | 20,5 |
| Lack of Knowledge | 31 | 79,5 |
| Total | 39 | 100 |

The research results in table 4.1 show that the dominant respondents before receiving health education about self-breast examination (SADARI)

had a lack of knowledge level of 31 respondents (79.5%).

b. Level of Knowledge of Adolescent Girls After Providing Education About Self-Breast Examination (SADARI) at SMA Negeri 1 Kongbeng.

| Level of Knowledge After Education | Frequency | (%) |
|------------------------------------|-----------|------------|
| Good Knowledge | 36 | 92,3 |
| Sufficient Knowledge | 3 | 7,7 |
| Lack of Knowledge | 0 | 0,00 |
| Total | 39 | 100 |

The research results in table 4.2 show that the dominant respondents, after receiving health education on self-breast examination (SADARI), have a good level of knowledge of 36 respondents (92.3%).

c. The Influence of Whatsapp Group Social Media as an Educational Medium on the Knowledge of Breast Self-Examination (Sadari) among Female High School Students of SMA Negeri 1 Kongbeng.

| The Influence of Whatsapp Group Social Media as an Educational Medium on the Knowledge of Breast Self-Examination (Sadari) for Female High School Students of SMA Negeri 1 Kongbeng. | | | | |
|--|-----------|----|-------|---------|
| Variable | | N | Mean | P-Value |
| Level of Knowledge Respondents | Pre Test | 39 | 60,77 | 0,000 |
| | Post Test | 39 | 83,59 | |

The result of the Paired T Test statistical test in the SPSS Ver.25 program showed that the average level of knowledge before health education was 60.77, and after health education, the average level of knowledge was 83.59. The P-Value (0.000) < α (0.05), indicating that there is an influence of the Social Media Group Whatsapp as an Education

Media on the Knowledge of Self-Breast Examination (Sadari) for Female High School Students of Negeri 1 Kongbeng.

Discussion

1. Level of Knowledge of Adolescent Girls Before Conducting Education on Self-Breast Examination (SADARI) at SMA Negeri 1 Kongbeng

The research results in table 4.1 show that the dominant respondents, before receiving health education on self-breast examination (SADARI), had a lack of knowledge level of 31 respondents (79.5%).

Knowledge before receiving SADARI health education is mostly obtained by those who have little knowledge. Knowledge, or what is called (knowledge), is the result of knowing (know) from humans who simply answer the question of what. Knowledge is the result of remembering something, including remembering things that have been done intentionally or unintentionally, and this happens after the person makes contact or observation of a certain object. So knowledge is the result of knowing (know) that someone has as a result of making contact or observation of a certain object (Bainuan, 2020).

Everyone's knowledge of an object is definitely different. This can happen because of several factors. The factors that influence it are divided into two, namely internal and external factors, for internal factors such as education and work while for external factors such as the environment. The level of education in each individual has a big influence on their life, if someone's education is higher, then they have a greater chance of getting the latest information. This happens because the higher someone's education, the higher their ability to obtain information. So indirectly this will affect the amount of knowledge obtained by each individual (Haryathi, 2019)

Knowledge is a very important domain for the formation of a person's actions. Based on experience and research, behavior based on knowledge will be more sustainable than behavior that is not based on knowledge. Another factor that causes low knowledge is a person's intelligence. Intelligence is a person's ability to adapt to a new environment where the condition has never been experienced before or can be said to be a new problem. A person's intelligence is obtained because he diligently obtains accurate information. Knowledge occurs after a person senses a certain object. Good sensing will increase understanding of an object or information. Understanding is defined as an ability to explain correctly about a known object and can interpret the information correctly. Therefore, even though the respondent has received information about breast cancer and SADARI, but the respondent did not sense it well, this resulted in the respondent's poor understanding. If sensing in capturing information well (Nurhadiyah, 2020).

The research findings obtained by the researchers are supported by the research conducted by Bainuan in 2020, which stated in his study that before being given education, the dominant adolescent knowledge was lacking by 58%.

The research results conducted by researchers similar to the study conducted by Haryathi in 2019 stated that the dominant respondents were at a level of less knowledge by 97.4%.

According to the researchers' assumption, most of the respondents' lack of knowledge is due to their incomplete understanding of self-breast examination (SADARI). One of the factors that causes the respondents' lack of knowledge is the lack of information sources that teenagers can obtain about self-breast examination (SADARI), coupled with the fact that breast examination is still considered taboo and cannot be discussed openly, so the respondents

have limitations in obtaining information about self-breast examination (SADARI). The research results stated that there were 8 teenage female students who had sufficient knowledge according to the researchers, this is because there were teenage female students who have sufficient sources of information such as coming from families who work in the health or education profession, makes it easy for them to access information related to self-breast examination (SADARI) because the parents of the teenager also provide education related to this matter.

2. Knowledge Level of Teenage Girls After Receiving Education About Self Breast Examination (SADARI) at SMA Negeri 1 Kongbeng

The results of the study in table 4.2 indicates that the respondent is dominant After the provision of education Health About Breast Examination own (BSE) has a level Good knowledge of 36 respondents (92,3%).

One of the efforts in introducing and increase public knowledge regarding health is through activities health counseling. Health counseling is an educational activity that done by spreading the message, Instilling confidence, so that society not only aware, know and understand, but also want and can do a suggestion that there is a connection with health. To achieving maximum results is necessary using the method and extension media which is right according to the target of counseling (Lubis, 2021).

A person's knowledge is influenced by some factors. Factors that influences knowledge, among other things

Education, information/mass media, social culture and economy, environment, experience, and age. Information as incorrecstone factor that influences knowledge is something that can be known, but there are also those who emphasize information as knowledge transfer. Information thatobtained from

both formal education and informal can have a long-term influence short (immediate impact) so produce changes or improvements knowledge. The development of technology will provides a variety of mass media that can influence knowledge public. There is new information regarding something provides a new cognitive foundation for the formation of knowledge about that.

Health education is an activity which is carried out using learning principles so that society gets change knowledge and will, good for achieve the desired living condition or to find a way to achieve it these conditions, both individually and together. In line with the conditions obtained by researchers in this study, namely the lack of knowledge of female students is caused never received counseling health regarding early detection of cancer breasts with SADARI (Andriyan, 2020).

Understanding of prevention efforts through early detection as a first stepbreast cancer prevention needed before entering the final phase difficult to treat. Examine your own breasts or SADARI until now is the way adequate early detection of breast cancer effective. SADARI is easy to do and can be done applied to all ages, both teenagers and adult women, that's why it's important to educate community towards primary prevention efforts through early detection. One of the methods used is by providing education. Health education is one way to increase knowledge about breast cancer and training on how to do SADARI can cause breast cancer discovered at an early stage so it can reduce morbidity and mortality (Sesrianty, 2023).

The research results obtained by researchers are supported by research carried out by Saragih in 2020 said that there was an increase knowledge given to teenagers education about breast examination self (SADARI) of 91.2%. The same results were also obtained by Ayulia in 2021 said in his research that

after being given breast self-examination education occurs increased knowledge of respondents by 63.8%

According to the researchers' assumptions of increase

knowledge that occurs in respondents after being given health education regarding breast self-examination (SADARI). one of which is influenced by the participants's interest educate, where female students are motivated to be able early detection of breast cancer and prevent the negative effects of breast cancer. Awareness of doing SADARI is important grown to motivate someone to regularly do SADARI for identify lumps early abnormality in her breasts so it can treated promptly and reduces mortality due to breast cancer, schoolgirl digests material, avoiding saturation or boredom because respondents can see pictures and writing. From this it can be improved students' ability to practice SADARI

3. The Influence of Social Media Whatsapp Group As Educational Media on Knowledge of Breast Self-Examination (Sadari) of adolescent high school girls Negeri 1 Kongbeng

The results of the Paired T Test statistical test on the SPSS Ver.25 program obtained the results that the average value of knowledge level before health education is done is 60.77 and after health education health education, the average value of the level of knowledge after health education is of 83.59 and the P-Value $< \alpha$ where the P-Value (0.000). $< \alpha$ (0.05). so it can be concluded that there is an effect of Socialization. concluded that there is an effect of Social Whatsapp Group Media as Media 10 Education on Knowledge of Breast Self-Examination Knowledge of Breast Self-Examination (Sadari) Teenage High School Girls Negeri 1 Kongbeng.

Efforts that can be made as method of early

detection of breast cancer cases can be done through breast self-examination (SADARI), clinical breast examination (SADANIS), mammography, ultrasound, and MRI. Of the several options for early detection options, breast self-examination (SADARI) is the simplest early detection method because it can be done independently. SADARI aims to detect breast cancer by observing the breast from the front, left side and right side for lumps, changes in color, texture of the nipple and the presence of fluid or pus and blood (Karnawati, 2022).

One method to provide knowledge is by using media counseling or health promotion. Health promotion media are educational aids or teaching aids. Aids or media will be very helpful in counseling so that health messages can be conveyed more clearly and the target community can receive the message clearly and precisely. Media is a means to deliver counseling message to the target, so that easily understood by the target or intended party. Selection of media and methods and methods, supported by the ability of health workers ability of health workers is something that facilitate the teaching and learning process (Lasari, 2021)

Good messages and media will affect the trust (belief) consumers to the content of the message with the emergence of positive consumer attitudes and perception of usefulness, convenience, and use. Persuasive message content will attract consumer attention so that bring up the intention to behave. So also with positive attitudes and perceptions will foster intention and behavior consumers. Persuasive messages in health promotion using technology are expected to increase the use of technology in terms of seeking information especially in the health sector (Ayulia, 2021).

The influence of health education through social media Whatasapp Group by performing breast self

examination (SADARI) indicates that there is an increase in knowledge that involves providing information, advice or feedback, giving appreciation, giving attention, helping providing facilities, being open done constantly, will cause a sense of comfort and enthusiasm for respondents to carry out early detection measures for breast cancer (Karnawati, 2022).

SADARI is appropriate to be socialized to adolescent girls. Anatomically, adolescent girls experience an increase in the size of breast size and an increase in hormones. Anatomical changes and hormonal cycles adolescent girls increase the risk of of breast cancer in adolescents. Therefore then adolescent girls need to be able to perform SADARI. SADARI in adolescent girls is useful to find out early the presence of tumors or lumps in the breast. SADARI should be done when after menstruation, namely seven to ten days after menstruation with consideration at that time the influence of the hormones estrogen and progesterone hormones are very low and at that time the at that time the breast gland tissue is in a state not oedema or not swollen so that it is easier to feel the presence of tumors or abnormalities (Rahayu, 2022)

The research results obtained by researchers are supported by research conducted by conducted by Saraswati in 2021 which says that there is an effect of Whatsapp Group media as a health education media for health education media for adolescents in conducting breast self-examination (SADARI).

Similar research results were also carried out by Fauziah in 2022 which concluded that there was an effectiveness of Whatsapp-based health education in providing knowledge for adolescents in performing breast self-examination (SADARI).

According to the researcher's assumption health education using social media whatsapp messenger proved to be effective used for the prevention and

promotion of breast health by performing breast self-examination (SADARI).

Given the cancer risk group breast cancer risk groups generally prefer keep their symptoms a secret and cover them up. they experience. Given that women are very sensitive to diseases related with one of the body parts associated as a sex tool for women. Whatsapp messenger provides space and media communication for women at risk of breast cancer so that they are more open to receiving information on breast cancer promotion and information on breast cancer promotion and prevention. Especially for women in developing countries, this form of this form of promotion provides a real-time opportunity for at-risk women to realtime opportunity for at-risk women to early detection of breast cancer so that respondents can prevent early of the signs of breast cancer.

CONCLUSION

From research conducted by researchers it can be concluded that there is influence of Social Media Whatsapp Group As Educational Media Toward Knowledge of Breast Self Examination (Sadari) Teenage Daughter of SMA Negeri 1 Kongbeng.

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