

MULTIMODALITY IN THE SPREAD OF VASECTOMY PROGRAM IN SURABAYA CITY

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Abstract. One of the regions in Indonesia with the highest number of poor people and a significant growth rate is in East Java Province. According to data, East Java has 4.181 million poor people with a population of 40.67 million people. The capital of East Java Province, Surabaya City is recorded to have the densest population. This population growth rate is the task of the Surabaya City DP3APPKB to overcome it and one of the programs is vasectomy. Surabaya in 2013 once received an award for fostering a vasectomy group until the acceptor was high, but after that the number of acceptors continues to decline drastically until now. The purpose of this study was to find opinions related to multimodality in the spread of vasectomy programs. This can provide input to the DP3APPKB service. This research was conducted with a qualitative approach in order to get input from various points of view in depth. Qualitatively finding that visuals on brochures are a concern, important cadres are convincing and multimodal is still needed.

Keywords: Multimodal, Vasectomy, Surabaya, Family Planning

Abstrak. Salah satu daerah di Indonesia dengan jumlah penduduk miskin terbanyak dan laju pertumbuhan yang signifikan adalah di Provinsi Jawa Timur. Berdasarkan data, Jawa Timur memiliki 4,181 juta penduduk miskin dengan jumlah penduduk 40,67 juta jiwa. Ibu kota Provinsi Jawa Timur, Kota Surabaya tercatat memiliki jumlah penduduk terpadat. Laju pertumbuhan penduduk ini menjadi tugas DP3APPKB Kota Surabaya untuk mengatasinya dan salah satu programnya adalah vasektomi. Surabaya pada tahun 2013 pernah mendapatkan penghargaan atas pembinaan kelompok vasektomi hingga akseptornya tinggi, namun setelah itu jumlah akseptornya terus menurun drastis hingga saat ini. Tujuan penelitian ini adalah untuk mengetahui pendapat terkait multimodalitas dalam penyebaran program vasektomi. Hal ini dapat memberikan masukan pada layanan DP3APPKB. Penelitian ini dilakukan dengan pendekatan kualitatif guna mendapatkan masukan dari berbagai sudut pandang secara mendalam. Secara kualitatif menemukan bahwa visual pada brosur menjadi perhatian, kader-kader penting meyakinkan dan multimodal masih diperlukan.

Kata Kunci: Multimodal, Vasektomi, Surabaya, Keluarga Berencana

INTRODUCTION

As reported by Worldometers in (2021), Indonesia ranks as the fifth most populous country globally, with over 279 million people. Within the ASEAN region, Indonesia stands out as the most populous nation among the 10 member states. It has a fertility rate of 2.1, the highest among its peers. This contrasts sharply with Singapore, the most developed country in ASEAN, which has a significantly lower fertility rate of 1.1. Indonesia's population dynamics are distinctly different from those of Singapore. Suartha (2016) described that Indonesia experienced a population explosion in the late 1960s, characterized by rapid, sudden, and uncontrollable population growth. Schoumaker's (2004) research highlights a significant link between poverty and the number of children women have. The findings indicated that women in economically challenging situations tend to have larger families. This is primarily due to a lack of knowledge about effective family planning within this group. Additionally, having many children is often viewed as an investment in an uncertain economy, a perspective supported by Todaro and Smith (2011), who argue that in impoverished communities, children are seen as future assets.

A similar perspective is presented in Namubiru's (2014) study, which found that wealth levels influence birth patterns. As a person's economic status improves, there is generally a decrease in birth rates. This suggests that better financial resources and economic opportunities can lead families to prioritize family planning and have fewer children. Additionally, understanding the role of economic factors in family decisions can help in creating more effective policies to support families from various backgrounds.

However, despite the long-standing implementation of the Family Planning (KB)

program, several issues have hindered its optimal success. According to UNICEF (2018), factors such as lack of education, widespread poverty, environmental influences, religious beliefs regarding children, and traditional views have made it challenging for the program to meet the government's population reduction targets. Nonetheless, a large population can boost the number of consumers, thereby increasing state income from the consumption of primary, secondary, and tertiary goods, which can be reinvested for the welfare of society (Sugiarto, 2019).

The Central Statistics Agency reported that the usage of Family Planning (KB) in Indonesia was 55.06% in 2021 (Central Statistics Agency, 2021). Research by the National Population and Family Planning Agency (BKKBN) indicated that one key indicator of success in reducing population growth has not been fully achieved. As of December 2021, unmet needs were only at 8.3%, falling short of the target of 18%. Additionally, the birth rate remained stagnant at 2.24, and the median age of first marriage for women was still low at 20.7 years, below the target of 22 years. This situation requires more serious attention from the Indonesian government as it directly impacts the nation's future progress.

According to Lette (2019), family planning is a strategic program implemented by the Indonesian government to curb population growth by providing guidance on contraceptive methods to prevent unplanned pregnancies, thereby fostering prosperous families with stable economic and health conditions. Closely spaced and frequent pregnancies contradict the regulations established by the Indonesian government (Ahoren, et al., 2017). The primary goal of this program is to produce future generations that are competitive on a global scale and of high quality.

To improve community welfare, it's important to more actively emphasize the benefits of various family planning programs for both men and women. Birth control for women carries a higher risk of failure compared to men due to hormonal factors, which require careful consideration and alignment with health office guidelines. Excessive use of birth control can lead to serious side effects, including blood clots, decreased milk production, premenstrual syndrome, increased risk of cancer, higher cholesterol levels, and hypertension. Additionally, certain birth control methods can harm a woman's body; for example, injectable birth control can result in harmful substances accumulating in the uterus, potentially leading to cancer. Consequently, vasectomy has been promoted in Indonesia as a safer birth control method for men.

East Java Province is one of the regions in Indonesia with a significant population growth rate and the largest number of poor people, with 4.181 million people living in poverty. According to census data, East Java's population reached 40.67 million, marking a 0.79% increase, with Surabaya being the most populous city. As the capital of East Java, Surabaya has the second-largest population in Indonesia, after Jakarta, with 2.87 million residents and a population density of 8,975 people per km². The increasing population also puts pressure on the need for public infrastructure. To address this, the Surabaya City government is focusing on promoting vasectomy as a birth control option for men, as natality is a key driver of rapid population growth in the region (Liputan6.com, 2022).

This method has been around since ancient times, leading Surabaya City to win an award in 2014 for its implementation of male vasectomy birth control. However, this success did not last, as the acceptance rate of vasectomy significantly declined, especially in 2020, at the start of the pandemic.

Vasectomy involves cutting and tying the sperm duct, so the fluid released contains no sperm. This permanent contraceptive method is considered the most effective for controlling population growth (Roberto, et al., 2016). The low acceptance rate of vasectomy is partly due to a lack of awareness that men, not just women, can participate in birth control, along with insufficient support from family and friends, and misconceptions equating vasectomy with castration, which is seen as inhumane (Amanati, et al., 2021).

Kurniawan (2016) adds that another reason for the low acceptance of vasectomy is the belief that it is religiously forbidden. To increase male participation in family planning programs, the Office of Women's Empowerment and Child Protection, along with the Population and Family Planning Agency, has made efforts to raise awareness and provide education about vasectomy.

According to the latest research by the National Action Plan for Family Planning (2015), male participation in birth control remains very low and concerning. The percentages of contraceptive use among men include condoms (1.00%), implants (6.21%), female surgical methods (MOW) (3.23%), and male surgical methods (MOP), specifically vasectomy (0.27%). The focus on vasectomy has not increased since 2002-2003, when it stood at 0.4%. This decline is puzzling, especially considering the widespread digitalization in Indonesia. Patriarchal beliefs contribute to this issue, as birth control is often seen as the wife's responsibility, and men fear that having a vasectomy might undermine their masculinity (Sulha & Pertiwi, 2021).

Despite the known effects of female birth control, the use of contraceptives among men in Surabaya has not increased. After winning the MDGs Award in 2013, there was a significant decline in 2017. Research data shows that the male vasectomy program in

Surabaya has consistently failed to meet its targets, with the exception of 2018, when the target was slightly exceeded. However, during the last three years of the pandemic, the number of male vasectomies has decreased even further, with targets that once reached hundreds now falling to double digits. The pandemic has contributed to this decline, as many people are preoccupied with the social challenges brought by the crisis and are less inclined to consider family planning.

To revive the success of vasectomy in Surabaya, the government needs to analyse the performance of other regions and adopt proven strategies to increase vasectomy numbers. Understanding what motivates acceptors and effectively communicating the benefits and impacts of vasectomy are crucial. As Cahyani (2017) noted, 16% of Surabaya residents do not support vasectomy, 70% have moderate support, and 14% are fully supported by their families. Despite the low interest in the program, there is potential for success in Indonesia. The current shortcomings can be addressed by intensifying socialization efforts, providing regular services at health centers, distributing birth control cards, and disseminating information about vasectomy through various media to ensure the public knows that the program is free of charge.

Researchers use the concept of multimodality to describe the use of different modes of communication. These include primary modes like speaking and writing, and receptive modes like listening and reading (Bernsen, 2002). Additionally, conventional modes such as manual signs, gestures, and images, as well as less conventional, idiosyncratic modes, are considered. Multimodality refers to how these modes are used in cognitive, psychological, or psycholinguistic contexts to create and convey meaning in various forms (Loncke et al., 2006). This concept highlights how the dissemination of information about

vasectomy has been handled across multiple communication modes.

LITERATURE REVIEW

Multimodality. Multimodality or multimodal is everything that is the basis of the manifestation of human action which includes all relevant aspects made by a person to represent the eligibility and calculation of situations on something formed from actions such as grammar, gestures, movements, and so on (Mondada, 2018). The characteristic of this concept is that it is arranged like features that are thick with details of the storyline that are so complete.

The term multimodality refers to the combination of several sensory and communicative modes, such as sight, sound, print, images, video, music, and so on, which generates meaning in any given message. Multimodality is a theory that looks at how humans communicate and interact with each other, not only through writing (which is one mode) but also through speech, gestures, eye gaze, and visual form (which are many modes). In accordance with its own definition, which is an approach to the representation of issues through media in the form of audio, visual, or kinesthetic, this causes multimodal as a medium that is able to connect social organizations that apply the concept of (Kress, 2010) sustainability implicitly, then language and sources will be presented in harmony so that meaning and both seem to be the top priority, and the three sources of multimodal do not only come from conventional sources like tata language. However, it comes from other sources that have relationships and cons with the surrounding ecology and social. After that, the circuit formed, divided at certain specifications to be collected into easy-to-understand simultaneous lines. Until finally the combination can be related to activity and

ecology as well as material in compiling images in the media.

This multimodal that packs innovation with verbal and visual displays has unique specifications that make anyone will be interested in the persuasion of the communicator. The multimodal approach is very helpful for the diversity of objects and targets to be used in a trusted forum where the communicator and mediator have prepared everything and their intellect cannot be doubted (Fajri & Akbar, 2020). By using a multimodal approach to the delivery of innovation, the interpretation of meaning will be more real.

Multimodal is never far from an organizational phenomenon that involves verbal and gestures as a means of explaining the details of systematically structured practices. This multimodal is generally the result of an agreement between capital owners and media service owners to announce to the public after mutual agreement. Basically, this multimodal is the use of two or more different modes at the same time in the process of exchanging messages, where this simultaneous metafunctional process requires that the metaphor is a form of real representation of social relations followed by various existing symbols (Gumulja & Prasetio, 2020). Multimodal itself consists of verbal and visual semiotics where when the two are put together, the confidence of the audience can be captured by showing dialogue and gestures making both messages can be conveyed well. In text context analysis, the author is required to be good at understanding systemic functional linguistics (SFL) so that the audience is able to combine the words that have been presented in their imagination to become a visual mode which is nothing but intended to compose certain meanings (Yunus, 2020).

In this study, multimodal will specifically talk about aspects that can be

seen in the process of delivering messages. This multimodal is part of a study that is loaded with signs and pays attention to small details that certain communications consider not very important. In multimodal no longer just look at one aspect in a learning, but more multimodal artifacts carry many modes of social semiotics each with unique meanings including gestures, images, sounds, layout, lighting, space, color and form, each with a special meaning, a specific cultural meaning that is incorporated in a modal ensemble through the design process. Five types of research indicators that are certainly implemented in research with multimodal mediation consist of five types, namely linguistics (related to diction, general structure, and verbal grammar), visual (related to vectors, colors, and subjectivity in existing objects), audio (related to sound, intonation, rhythm, and music effects used), (Kress, 2010) gestures (related to movement, speed, and quiet look on the face and body), and the last is spatial (related to the regulation of distance and position of objects). All of these elements can appear at the same time or not. Emphasis on certain parts is part of the climax of the message that is highlighted to look different from usual so that it will evoke and build meaning captured by the audience. This process is the end of the purpose of persuasion which can be an indicator in the preparation of an innovation message itself.

METHOD

The methodology of the study using qualitative method. This research conduct interview activities which are the process of obtaining data in the form of information face-to-face between interviewers and respondents by means of questions and answers using interview guides. The interviewer is a person who acts to determine the material to be asked and determines when the interview will begin or end, while the

respondent is a person who can provide information related to the questions given by the interviewer. Conducting an interview requires detailed preparation by preparing all the completeness such as respondent criteria and interview guidelines that have been prepared by the interviewer. The purpose of creating an interview guide is so that the questions asked to respondents are not distorted and more focused. The interviewer has an important role in leading the interview and can extract all information from respondents (Bungin, 2021). In the process of extracting information or observing by an informant, of course, the quality of the data obtained depends on the personal quality of the informant himself, because it will determine the validity of the data (Sugiyono, 2019). The respondents who will be interviewed are key people who can provide complete data and information related to the vasectomy diffusion process carried out DP3APPKB (Office of Women's Empowerment and Child Protection, Population Control and Family Planning) Surabaya City and the Team.

The analysis carried out for the second method uses Qualitative Data Analysis Software (QDAS), namely NVivo 14. This software is used to support in managing and finding meaning in the interview results obtained. Researchers processed data based on the results of data collection from interviews with six informants. This software is used for qualitative research in various things ranging from tabulating data, then reducing data, then coding according to the theme obtained from the data. The next thing to do is to present up to the verification of existing data. Inside this software has a complete variety of features to analyze the process by qualitative data. According to Bazeley & Jackson (2019), using NVivo in qualitative data analysis helps researchers start managing data,

formulating themes, making visualizations to making data reports.

Table 1. Informant Position Profile and Coding Name

Position	Coding
Head of Gender Mainstreaming- Previously Head of Population Control, Family Planning and Family Welfare DP3APPKB Surabaya City (April 2019 - October 2022)	SA
Head of Sidodadi Village Government, Simokerto District- Previously Sub-coordinator of Population Control and Family Welfare DP3APPKB Surabaya City (April 2019 - October 2022)	DS
Sub coordinator of Family Planning DP3APPKB Surabaya City	NH
Family Planning Field Extension Coordinator, Pakal District, Surabaya City	NM
Acceptor and Coordinator of Paguyuban SIWALAN MESRA (Vasectomy Association) Surabaya City-Early Elderly Age Group	HA
Surabaya City Vasectomy Acceptor-Late Elderly Age Group	S
Surabaya City Vasectomy Acceptor-Late Adult Age Group	NA
Surabaya City Vasectomy Acceptor Couple-Early Adult Age Group	RA

RESULTS AND DISCUSSION

Family Planning Program or commonly abbreviated as KB is one of the social programs that become one of the foundations for the progress of a nation. KB is a program that contributes greatly to human resource development. Not only

All the informants said the same thing about the drawings on the printing presses used by the cadres. The first was conveyed by DS regarding the presence of images of genitals. Furthermore, as a person who went directly into the field, namely HA and also as an acceptor who initially received exposure to the brochure, namely S, gave the same response about the picture on the brochure.

This is in line with research from that the presence of visuals can increase the interest of readers. Because the results obtained are negative responses related to the visuals used in the brochure, this is also in accordance with the end insignificant values are obtained for multimodal variables. Then the agency's response regarding this matter was conveyed by NM and SA, namely that there are indeed pictures that are expected to help provide an overview of the process to be carried out. Nuria (2019)

Furthermore, the response of NH who is currently serving in DP3APPKB is that someone has said to just remove the image on the brochure. In closing is the opinion of the married couple NA and RA regarding the images in the media they see, that is, it's okay as long as it's not too vulgar.

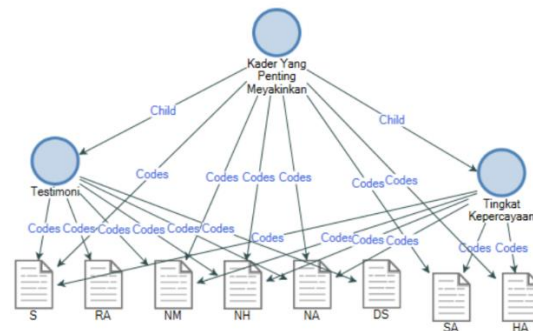
From this statement is what makes the researchers consider to still include images in the proposed model improvements. The suggested image is indeed an illustration only, not the original image of male genitalia. It can be seen from other informants also feel uncomfortable when looking at the picture even though it is their own. The following is an example of an illustrative image that researchers have given to DP3APPKB during research related to vasectomy socialization media:



Source: Researcher's Personal Documentation (2018)

Figure 3. Example of a Male Genital Illustration Image on a Brochure

Important Cadres Convince. Various other dimensions of research related to multimodal have very diverse answers. After being collected in several nodes , it was found that the general theme related to this matter was more emphasized on the cadres. The coding results obtained on NVivo 14 from the interview questions for informants can be seen in the following figure:



Source: Processed by Researchers (2023)

Figure 4. Important Cadre Coding Results Are Convincing

In figure 4 above shows that in multimodal in general more talk about the person of the cadre. As stated by DS, there are indeed various extension friends. Some are also acceptors. So it's good to explain. It can be directly.

When asked for comments obtained regarding word choice, speaking style,

position and so on by cadres explaining to prospective acceptors, HA stated that there was no comment. But it also implies that actually the form of attention to cadres is also lacking.

Furthermore, when asked various things about multimodality, many gave appreciation to the cadres and realized that attention to the cadres was indeed lacking. This can be seen from the statements of NM and SA which are indeed greatly helped by the existence of cadres but have not been able to provide adequate facilities.

Here are photos of some members of Paguyuban Siwalan Mesra fronted by HA:



Source: HA Personal Documentation (2018)

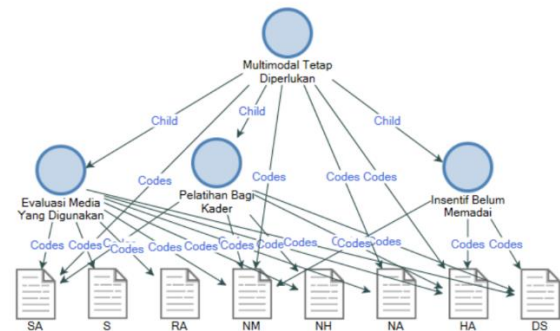
Figure 5. Foto Anggota Paguyuban Siwalan Mesra

This group is the spearhead of PLKB to carry out diffusion related to birth control specifically for vasectomy to many people. This group was specifically formed for education related to male birth control. Paguyuban which has the name SIWALAN which stands for Husband and Wife Must Protect Children and also MESRA which stands for Easy, Effective, Simple, Light and Safe. This community in Surabaya is actively recruiting vasectomy acceptors so that Surabaya can get the 2013 MDGs Award. Members of this group then became cadres for vasectomy socialization.

By the acceptors, S and NA, when asked about the cadres who explained it was not detailed to see how to explain. For S, the important thing is that the cadre is convincing. In addition to NA who after hearing Kader's explanation and participating

in the vasectomy program became often told to others. In closing, in the future NH will also continue to use cadres as a manifestation of testimonials and show the level of trust of prospective acceptors to cadres.

Multimodal Still Required. In the results of the multimodal section that received negative results based on statistical calculations, the coding results on NVivo 14 from the results of the informants' interview questions can be seen in the following figure:



Source: Processed by Researchers (2023)

Figure 6. Multimodal Still Required

It can be seen in the picture above that all eight informants have statements related to multimodality. From the children, there are three themes obtained, starting from the need for evaluation of the media used. This can be seen from the statements of RA, DS and NH who expressed hope to be equipped with a complete brochure. From the three statements, it can be concluded that there are things that need to be evaluated related to the media, such as the language used for ordinary people to read can be adjusted to be not too scientific so that it is considered medical language. Furthermore, regarding the evaluation of existing images, if you only print directly from the files obtained by the center, you will still receive it as it is, it is necessary to give a special budget to evaluate the views of many people on brochures used by the Surabaya City DP3APPKB.

In more detail, NA said to expand or multiply the variety of media used to be able to reach more people by using advertising as well.

Next is the need for training for cadres, especially new ones, to be more appropriate when explaining vasectomy. According to HA, the last training ever conducted in 2016 was the Community Empowerment and Family Planning Agency (BAPEMAS KB) which invited to help share vasectomy related to several new cadres. Here are the last photos HA had at the meeting:



Source: HA Personal Documentation (2016)

Figure 7. The Last Training Conducted by BAPEMAS KB

It was conveyed by HA and NH regarding training for cadres it is very necessary to be carried out regularly but back to the budget issue. This is an obstacle if you want to conduct training for all cadres in the city of Surabaya which reaches more than 1500 people. NM said that there was no budget for the activities of these cadres.

The hope of DS who is no longer serving in the DP3APPKB to the new officers is to prepare the cadres again so that they can return Surabaya to a good population growth rate by paying attention to the supporting elements of the cadres.

This is in line with that indeed cadres have a central role in all activities that take place at posyandu. The presence of cadres is very important and strategic, because when the services provided get support from the community, this will produce a positive impact on public awareness and participation. Especially if the program offered is something that is not widely known by the public. Cadres are expected to be active in promotion and prevention activities, as well as become encouragers, motivators, and educators for the community. This helps the government to make its program a success. In return, cadres also need to be considered in various aspects as well (Megawati & Wiramihardja, 2019).

Added by training is part of the investment in the development of Human Resources (HR) to improve employability and expertise. Cadre Training aims to improve the knowledge and skills of cadres in terms of vasectomy so that they can carry out their duties well. When conducting socialization in general and during home visits with good communication training can convince more people with various levels of knowledge. In this study, most of the respondents had a maximum high school education, it is expected that more male birth control participants, especially those with higher education levels, are expected. The role of cadres is as a facilitator who helps provide the necessary information related to vasectomy, even to assist in the implementation of this vasectomy procedure in expanding the scope of socialization (Nikmah & Khomsatun, 2020).

In addition to training are incentives that have not been adequately delivered by NM and DS is dependent on DP3APPKB. With adequate identification will certainly increase the desire of cadres to always learn or improve their abilities personally in the need to explain to prospective vasectomy acceptors. From the two statements

submitted, it can be seen that the welfare of the cadres has not been a concern for the service. The target obtained DP3APPKB from the center so far who get is the cadres. And for many Senior Cadres, they feel that the attention from the service is still lacking. As stated by HA, who wants to make cadres is the main job, this is still thinking again.

In previous research, many cadre empowerments were carried out which centered only on the level of knowledge of cadres because being a cadre is often only considered as an additional activity. In the journal *Da'wah* written by the main principles or core commitments should not change when becoming a Cadre. Being a cadre is not a job that can be done carelessly, but must be dealt with seriously by giving enough time. Cadres are expected not only perfunctory because they will be seen by the wider community. If the welfare of these cadres is considered, then the cadres will also be totality in their roles so that multimodal can be carried out properly. Attention to how to speak, standing or sitting position, word choice and so on will be more focused if cadres give full time to learn and continue to socialize. This can happen, of course, if there is official attention to improving the welfare of cadres (Habibi, 2018).

Visually, NM agreed that there was discomfort when read by prospective acceptors in the statement, "*When it comes to images, yes. Because there is a picture of the male genitals. It was once said that the brochure had such a picture. But in the new brochure there is nothing in pink. But that's for the cadres, it's not spread. This is what I try to find. We also don't have brochures because they are only limited to being given by the center*". Though according to that the existence of attractive visuals should be able to increase people's interest in reading. When the image is even disturbing, it is better to be given a way out such as illustrations or other things without reducing the substance of the

media used. The color chosen can also be adjusted to the target reading in order to generate better reading interest (Nuria, 2019)

Furthermore, related to audio, gestures and spatial perceived by respondents to have good values. This shows that there is respondents' concern about this, but because of the country's overall value on vasectomy adoption and education, there is certainly something behind it. As the new NH official stated, *there was once training for cadres. But yes, you can't often touch the cadres because the number of birth control cadres who are not only vasectomy can be more than 1500 people*. It turns out that this is also an obstacle felt by Cadres related to DP3APPKB attention to Cadres' self-development which results in a decrease in Cadres' performance in finding new acceptor candidates. Even though the appreciation of these cadres is high regarding the way work is done as NM said that *cadres are extraordinary*. However, what has happened so far is that the suboptimal Office has given appreciation to the cadres as stated by DS, *especially that financially there are cadres who have existed for a long time have not been noticed and facilities to increase competence also do not exist*. It was conveyed that the obstacle that the agency has is a very large budget if you want to pay attention to the existing cadres because the number is more than 1000 people.

The hope is that by carrying out improvements at the multimodality stage well, the adoption of innovation can increase. The explanation of relative benefits can be focused on explanations related to comfort and satisfaction after undergoing vasectomy which can be proven from the permission and explanation of the couple's wife. As conveyed by S that *The wife also agreed*. Regarding the dimension of suitability, there is an understanding of the needs and added value offered can be focused on the role of

the father who is favored in maintaining family welfare. Although men do not experience tremendous physical changes due to pregnancy and birth, fathers also need support during the transition to parenthood, especially when deciding crucial things in the family. This is also added by the SA statement which states the many needs of the role of fathers in family planning, (Feinberg et al., 2019) *by conveying that family planning is not only the responsibility of mothers, fathers can also be responsible. Because in the household, the role should be Mr. and Mrs., both, not only one party. And actually this vasectomy has more positive values than negatives.*

Next is the preparation of the service to provide knowledge that this vasectomy has certainly been tested and many pilots. This is certainly an effective tool as long as this is done. That is Cadre as well as being a model because as an acceptor as well. Most of the cadres who joined were of course acceptors who felt positive after undergoing the vasectomy program as well as their partners. This is supported by DS's statement that *extension friends are indeed diverse. Some are also acceptors. So it's good to explain. It can be directly. You also live it yourself.* Men with positive attitudes towards vasectomy, as the study found from two rural towns in Ethiopia, had an increased intention to use the vasectomy method compared to men who had negative attitudes. This positive attitude can be an entry point to increase vasectomy uptake in society by breaking myths and misconceptions that negatively affect vasectomy added with direct explanations of people who have adopted vasectomy. (Betru et al., 2022)

This positive attitude is indeed found also in married couples, NA and RA, who in early 2023 have just adopted a vasectomy program. The couple's concern regarding the diffusion process carried out by DP3APPKB is on the communication channels carried

out. A clear explanation is needed through various media in the digital realm. The things conveyed are expected to be in general language that should not make prospective acceptors and their spouses confused. Also, evaluation related to the selected display certainly also needs to be considered. More specifically, the presence of cadres in deepening the explanation related to this vasectomy innovation. The communication channel delivered by NA as a young adult with an income that is already UMR East Java is the most appropriate for the profile seems to be in activities with face-to-face or interpersonal communication.

CONCLUSION

This qualitative research had 3 main results. The first result is that the visuals in the brochure are of concern, related to the presence of clear images of male genitals which can be replaced with illustrations. Next is the cadre who is important to convince and can be obtained by providing information related to innovation clearly and having adopted the innovation before. And finally, multimodal is still needed to evaluate the media used as a communication channel for innovation and attention for change agents or cadres. The limitations of this research regarding multimodality in spreading the vasectomy program were only carried out in the city of Surabaya with the specific informants all being located and working in the Surabaya City area.

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