

## Using Personal Branding Method to Improves Reproductive Health Knowledge among Youth Orphanage

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### Abstract

*The large population of the adolescent group in Indonesia must be guaranteed to grow and develop positively and free from various problems including reproductive health problems. At this period, adolescents experience many challenges both from themselves and surrounding environment, therefore they need to have the ability to address these issues. Partner in this program is the The Noor Hidayah Orphanage, with the number of 35 adolescents. Health problems among those teenage children are lack of nutritional needs completed with signs of anemia, lack of Clean and Healthy Behavior (CHB), less of self-confidence and feel insecure about their conditions. The proposed intervention based on partner problems, namely improving reproductive health status and branding skill for adolescents. In particular, providing counseling about health reproductive, nutrition for adolescents, FGD on CHB, Hb examination for early detection of anemia and the establishment of adolescent health care services. Improving self-branding skills was conducted by providing counseling on the importance of personal branding for a public figure as well as providing training to build personal branding through public speaking skills. At the end of the program, it revealed that around 41.9% teenage had mild anemia, improved knowledge of reproductive health and CHB, the formation of health cadres and they were more confident in seeing themselves and their lives in the future.*

### Abstrak

Besarnya populasi kelompok remaja di Indonesia tentunya dijamin tumbuh dan berkembang secara positif dan bebas dari berbagai masalah termasuk masalah kesehatan reproduksi. Pada periode ini, remaja mengalami banyak tantangan baik dari diri sendiri maupun lingkungan sekitarnya, oleh karena itu mereka perlu memiliki kemampuan untuk mengatasi masalah ini. Partner dalam program ini adalah Noor Hidayah Panti Asuhan, dengan jumlah 35 remaja. Masalah kesehatan Diantara

anak-anak remaja tersebut adalah kurang terpenuhinya kebutuhan gizi dengan tanda-tanda anemia, Perilaku Hidup Bersih dan Sehat (PHB), kurang percaya diri dan merasa tidak aman tentang kondisi mereka, yang diusulkan intervensi berdasarkan masalah pasangan, yaitu meningkatkan reproduksi status kesehatan dan keterampilan branding bagi remaja. Secara khusus, menyediakan penyuluhan tentang kesehatan reproduksi, gizi remaja, FGD on Pemeriksaan CHB, Hb untuk deteksi dini anemia dan penetapan dari pelayanan kesehatan remaja. Meningkatkan keterampilan pencitraan diri adalah dilakukan dengan memberikan penyuluhan tentang pentingnya branding bagi seorang publik figur serta memberikan pelatihan untuk membangun personal branding melalui keterampilan berbicara di depan umum. Di akhir program, terungkap bahwa sekitar 41,9% remaja mengalami anemia ringan, peningkatan pengetahuan tentang kesehatan reproduksi dan CHB, pembentukan kader kesehatan dan mereka lebih percaya diri dalam melihat diri mereka sendiri dan kehidupan mereka di masa depan.

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## 1. INTRODUCTION

The youth group aged 10-19 years has a proportion of 18.3% of the total population of Indonesia or around 43.5 million people (Population Census, 2010). The large population of the adolescent age group is an asset and potential of the nation in the future, therefore it must be guaranteed that Indonesian adolescents can grow and develop positively and be free from various threatening problems including reproductive health problems (Kemenkes RI, 2015).

Adolescence is a time of storm and stress, because adolescents experience many challenges both from themselves (biopsychosocial factors or environmental environmental factors). If adolescents do not have the ability to face these challenges, they can end up in various complex health problems as a result of their risky behavior. Based on the results of the 2015 School-Based Health Survey in Indonesia (GSHS), it can be seen a description of the health risk factors for students aged 12-18 years (SMP and SMA) nationally. As many as 41.8% of men and 4.1% of women had ever smoked, 14.4% of men and 5.6% of women had ever consumed alcohol, then it was also found that 2.6% of men had ever consumed drugs. The description of other health risk factors is sexual behavior obtained by 8.26% male students and 4.17% female students aged 12-18 years who have had sexual intercourse. The impact of premarital

sex is very dangerous, especially in relation to the transmission of infectious diseases and unwanted pregnancy and abortion. Nutritional problems also need attention, based on the results (Risksedes 2010), namely children aged 6-12 years 15.1% are very short and 20.5% are short, 4.6% are very thin and 7.6% are thin, and 9.2 % are overweight.

Information about reproductive health in adolescents tends to be obtained from peers, as shown by the Indonesian Adolescent Health Survey data (SKRRI, 2017), as many as 44.3% of adolescent girls and 46.9% of boys use their friends as a source of information about change physical at puberty. In addition, 69.3% of girls and 56.7% of boys like to confide in (curhat) their reproductive health with their friends compared to their parents or teachers (Kemkes RI, 2015). This shows the large number of adolescents who need an easily accessible place to solve problems or peers to discuss their health problems apart from the existing health facilities. This need is needed to be able to facilitate friends in understanding adolescent problems, find alternative solutions to problems and form youth support groups.

Noor Hidayah Dempel Lor Orphanage in Semarang is a foundation that has been established since November 14, 2007. The number of foster children in the girls' dormitory is 35. Consisting of 27 women and 8 men. Most of the foster children who live in orphanages are

still in the adolescent phase with their education level still junior high school.

Partners in PKM activities who are also caregivers of 35 foster children who live together under one roof. With regard to health problems, if a child is sick orphaned, he will be examined at the nearest clinic. In the orphanage there were no first aid kits found, there were no basic equipment used to check if a foster child was sick, such as a thermometer and there were also no tools to determine the nutritional status of their students, such as scales, height gauges, LiLA tape.

Most of the foster children are young women, but when menstruating pain 26.7% did nothing and 20% the way to maintain genital hygiene was still wrong, namely from back to front. The wrong behavior is because they don't know anything related to adolescent reproductive health, especially adolescent reproductive health. To find out the growth and development of adolescents, most of the foster children measure their height and weight 20% once a year, there are even 20% of them (Hudaya, Isna: 2018).

The daily activities of foster children at the Noor Hidayah Orphanage are no different from those of teenagers in general. They go to school in the morning, in the afternoon, learn the Koran, read the Qur'an and other activities. Some foster children have additional activities, namely attending recitation in the village, providing additional lessons for their younger siblings at the orphanage itself and in the surrounding environment, some even excel at school, but most of the foster children feel less confident and insecure about their conditions. There is a lot of potential for orphanage children to be able to play a role in improving the reproductive health status of adolescents both in the orphanage, in the environment around the school, but they have not been able to compare themselves to be a good public figure.

The implementation of this PKM activity consists of 3 lecturers with different knowledge, assisted by 2 midwifery students and 2 communication science students. Two lecturers come from the Midwifery Study Program, Faculty of Medicine and 1 lecturer from the Communication studies department Faculty of

Language and Communication Sciences. Partner problems will be resolved together according to their respective expertise.

## 2. METHOD

The implementation of PKM begins in coordination with partners so that solutions are provided in accordance with the problems at hand. The direct target is the children of the Noor Hidayah Orphanage. The place where the activities are carried out at the orphanage itself and outside the orphanage.

Preparation for activities begins with permission to conduct an introspective survey. The forms of activity are; KRR counseling, nutrition, PHBS, physical examination and Hb, training to build personal branding through public speaking skills and the formation of health care cadres for adolescents.

Increasing knowledge and changing hygiene behavior is carried out by using the snake and ladder game method and monopoly which is divided into 2 groups according to adolescence and the material provided is also based on these categories. Each activity is recorded and documented and as a form of program continuity, monitoring is carried out after the activity, either through partners or youth health cadres that have been formed.

## 3. RESULTS AND DISCUSSION

PKM activities have been carried out according to the agreement between the partners and the proposing team for 3.5 weeks (5 - 31 July 2019). The PKM activity began with a discussion between the proposing team and partners for technical implementation which was carried out at the Noor Hidayah Orphanage, Semarang.

### Adolescent Reproductive Health Education

The direct target of the adolescent reproductive health education in this PKM activity is the Noor Hidayah Orphanage, most of whom are in their teens. In adolescence, there is rapid growth or growth spurt, also known as puberty. In this phase, physical growth occurs accompanied by mental-cognitive, psychological development, as well as a reproductive growth process that regulates the function of sexuality.

Information on KRR is very important because the physical growth of adolescents is not always accompanied by maturity of thought and emotion, so that the correct knowledge of KRR can help the process of identifying identity and overcoming health problems that often occur in adolescents. Counseling on adolescent reproductive health was carried out for 1 day at the Noor Hidayah Orphanage with 31 children of the orphanage, both boys and girls.

Extension is carried out by various methods, namely: snake and ladder games, monopoly games, educational videos about PHBS, discussions and questions and answers. This method is implemented so that participants can easily understand and can apply PHBS in their daily life. During the game, participants were divided into 2 groups, namely the youth group and the children group. The material given is in accordance with the stages of growth and development of the participants by using different games. The snake and ladder game is for children (kindergarten and elementary school) with material on puberty, menstruation, and personal hygiene. While the game of monopoly is adolescent participants (SMP, SMU and PT) with juvenile delinquency material.



Fig 1 Ular Tangga Games



Fig. 2 : Monopoli Games

The PHBS (Clean and Healthy Life Behavior or Pola Hidup Bersih dan Sehat) counseling aside from the proposer explaining using power points, is also delivered by watching videos and the 6-step hand washing practice together. Participants were very enthusiastic about participating in these activities from start to finish and participants were very active when asked and answered.

### Personal Branding Training

Personal branding training was held 2 times. The first meeting at the Ibis Hotel with participants of orphanage children who have entered their early teens, namely starting in grade 6 SD - College. Of the total children in the existing orphanage, the number of participants in personal branding training was 19 teenage. personal branding is very necessary in looking to the future and appearing confident. Meanwhile, the form of personal branding activities for children was carried out in the orphanage by coloring, sticky scissors and public speaking. The second meeting was held at the orphanage as a continuation of the first meeting.

The training began with a hotel tour and ended with a table manner with resource persons from the management of the Ibis Simpang Lima Hotel Semarang assisted by a community service team. The reason why it is held in a hotel is so that the children of the orphanage have the experience of interacting outside and being in a different atmosphere from everyday life at the orphanage. The choice of Hotel Ibis Simpang Lima Semarang is because this hotel regularly collaborates with the Communication Studies Study Program to organize table manner for students and MC training activities. With the children of the orphanage invited to the hotel and doing a hotel tour, it will provide experience and increase confidence and understanding of the activities at the hotel. The rooms visited during the hotel tour are important places in the hotel, such as: the front office, lobby, restaurant, and the types of services in the room. Henceforth the orphanage children are given an understanding of personal branding. Training materials of personal branding training include: personal mapping, know yourself, find your passion and vision, promote your brand with confidence, all stages are packaged in different forms of

activities and guided by the PKM team. In personal branding, the first thing to do is to know yourself. The method of identifying yourself by describing who he is, his strengths and talents, hobbies and aspirations and vision and mission of life through writing called personal mapping



Fig. 3 : Hotel Tour



Fig 4 Make a dreamboard



Fig 5 Promote personal brand with confidence

The next activity is to make a dream board using cardboard, scissors, glue, color markers and prepared magazines. After the orphanage children wrote and talked about themselves and their dreams and goals in life, the children were asked to cut and paste the expected images and write or decorate them on a cardboard that had been prepared. It is hoped that through this dream board, the picture of his ideals and life goals can become clearer and can be seen every day and hopefully it can be realized in real life in the next life. How the children of the orphanage view themselves and their future lives is very important to shape their personal branding.

The end of the activity is evaluation and closing. The community service team visited the orphanage again to see the dream board that had been made and told about the dreams that had been compiled after being given counseling on vocal techniques and effective speaking techniques.

### **Youth Health Cadre Training**

The target of training for youth cadres in this PKM is young women who are still active and live at the Noor Hidayah Orphanage. In the cadre training for young women who are trained to practice anthropometry and examination of vital signs in adolescents, as well as exercises for using the tools in the first aid kit kit and light drugs for adolescents.

Anthropometry in adolescents consists of examining body weight (BB), height (TB), upper arm circumference (LiLA), examining vital signs consisting of blood pressure and body temperature measurements and a First Aid box in accidents (P3K) and light drugs as a first step in early anticipation and treatment of injury. Information on anthropometric examinations for adolescents is very important as an effort to detect the health of young women and calculate BMI (Body Mass Index) using the  $BB / TB^2$  formula to the interpretation stage for thin, normal, fat and ideal assessments. With the availability of data on anthropometric examination results, adolescents can find out the interpretation of the assessment and as an effort to detect early adolescent growth and development, physical assessment of adolescent health problems, and as an effort to prepare for the reproductive health of prospective mothers

who are physically healthy in order to prepare a healthy and intelligent generation.

The youth anthropometry training consisting of TB, BB, IMT and LiLA was held for one day at the Noor Hidayah Orphanage with 10 young women as participants. In the Cadre Training, 10 young women were divided into two groups, each of which consisted of five young women who were given the responsibility of practicing anthropometry and examining vital signs in adolescents, as well as the person in charge for the first aid kit and medicine set. -mild medication for adolescents after receiving youth anthropometry training and documenting the results of the assessment in the youth health journal of the Noor Hidayah Orphanage, Semarang.

The training is carried out using various methods, namely: demonstrations, presentation of material, and practice role play, discussion and question and answer. This method is implemented so that participants can easily understand and can carry out anthropometric examinations as an early detection of diseases and health problems as well as adolescent development. The anthropometric training speaker in addition to explaining using power points, was also delivered with demonstrations and role-playing exercises by each group accompanied by the speaker. Participants were very enthusiastic about participating in the training activities from beginning to end and participants were very active during discussions and questions answers.



Fig 6 The Way to Check LiLA

## Hb Checking

Nutritional problems in the 10-24 year age group in Indonesia are still high. Riskesdas 2013 data, the prevalence of all ages 15 years and over is 22.7%. While the SKRT data (2001), the prevalence of anemia in adolescent girls (aged 10-19 years) is 30%.

Hb examination conducted on all children in the orphanage aims to detect anemia. The results of the examination are shown in the Table 1.

Adolescents, especially adolescent girls (rematriate) at puberty are at very risk of developing iron deficiency anemia. This is due to the large amount of iron lost during menstruation, but it is also exacerbated by a lack of iron intake. Rematriots at this time really need iron for accelerated growth and development. Other risks include giving birth to Low Birth Weight (LBW) and stunting if you are pregnant, because the need for iron increases for placenta formation and fetal growth. So that iron supplementation is significantly associated with a reduced risk of anemia (Directorate of Nutrition, Directorate General of Public Health, Ministry of Health, Republic of Indonesia, 2016).

Lack of iron intake in adolescents is related to the perception of body shape, so that adolescents choose to diet or picky eaters (picky eaters) which results in eating disorders. The most important event at this time is puberty, in young women menstruation and fat accumulation begins. Young women experience sexual maturity earlier than young men, therefore the protein needs of young women aged 11-14 years are higher than young men. Due to biological factors adolescent girls require higher iron so that with the wrong diet, adolescent girls have the potential to experience anemia.

Table 1 Result of Hb Examination

No Anemia	Mild Anemia	Moderate Anemia	Severe Anemia	Don't want
11 (35,5%)	13 (41,9%)	1 (3,2%)	0 (0%)	6 (19,4)



Fig 7 Hb Checking

#### 4. CONCLUSION

Adolescent knowledge about the physiology of human reproductive health and ways to protect themselves against sexual or reproductive problems must be well understood. Adolescents are expected to have good knowledge about these things, and have the right attitude and responsible reproductive health behavior.

The nutritional status of adolescents also needs to be monitored regularly as an effort to detect adolescent reproductive health early, one of which is by examining anthropometry and vital signs. Measurement of body weight

(BB) and height (TB) is done to calculate the body mass index (BMI). Body Mass Index (BMI) or Body Mass Index (BMI) is a simple tool or way to monitor the nutritional status of adults, especially in relation to under and overweight.

Personal branding for orphanage children is very important because it helps them make a clearer picture of their dreams and goals in life and can be manifested in their future life confidently and balanced with clean and healthy behavior.

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