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THE TRIGGER TYPE IN THE IMPLEMENTATION OF CERVICAL CANCER EARLY DETECTION THROUGH INSPECTION METHOD OF ACETIC ACID VISUAL (IVA) IN KEDIRI \* Eko Winarti, \*\* Budi Santoso, \*\*\* Suhatno, \*\*\*\* Rachmad Hargono \* Student of Doctoral Program of Health Sciences Airlangga University Surabaya \*\* Faculty of Medicine Airlangga University Surabaya \*\*\* Doctor Sutomo General Hospital Surabaya \*\*\*\* Faculty of Public Health Airlangga University Surabaya Email: ekowinarti@unik-kediri.ac.id Abstract: The purpose of this research is to find out various types of trigger in women who have conducted the screening of early detection of cervical cancer IVA method. This research uses qualitative approach through the case study.

The informants in this research consist of 9 (nine) women who have conducted early detection of cervical cancer IVA method. The data collection uses in-depth interviews and supported by data recorder tool. The results of this research showed that the types of triggers which delivered by the participants can be distinguished between internal triggers and internal triggers.

The public health office of Kediri should provide health education to the public in order to perform early detection of cervical cancer using the appropriate type of trigger.

Keywords: Trigger, early detection of cervical cancer, IVA Screening INTRODUCTION  
Early detection of cervical cancer and immediate treatment is effective in reducing the morbidity and mortality of cervical cancer (1).

WHO states that cervical cancer is currently ranked top among the various types of cancer that causes deaths to women in the world. Based on data Globocan, International Agency for Research on Cancer (IARC), it is known the prevalence of cervical cancer in the world reached 16 per 100,000 women (2). In Indonesia, cervical cancer is ranked

second in terms of the number of cancer patients in women but as a cause of death is still in the first rank (WHO, 2010).

East Java Province is the first ranked province as the largest contributor to the number of cervical cancer cases in Indonesia (3). For not doing regular screening tests is the biggest factor causing cervical cancer in someone (4). So far, the efforts that have been made to increase women's participation in early detection of cervical cancer such as dissemination of information or counseling about early detection of cervical cancer through print media, electronic or through health workers.

However, the number of female visits related to the early detection of cervical cancer in various places is still low (5). The research conducted on migrant women in Thailand suggests that perceived susceptibility, cues or triggers for detection and self-efficacy are factors that influence breast self-examination for early detection of breast cancer (6).

The Fog Behavior Model (FBM) also asserts that the one who wants to do target behavior if she has: 1) sufficient motivation, 2) sufficient ability to conduct treatment, and 3) effective triggers for treatment (7). Based on the theory of HBM and FBM, to improve the behavior of early detection of cervical cancer in women, the effective cues to action or trigger (trigger) is required so it can increase the motivation and ability of women to perform early detection of cervical cancer.

Until now, there has been no research that examines the effective types of triggers based on female characteristics on the behavior of early detection of cervical cancer. Therefore, this research was conducted to determine the various types of triggers in women who have carried out the examination of early detection of cervical cancer IVA method. LITERATURE REVIEW A trigger is something that tells people to get treatment now (7).

According to (8) triggers (priming) is a phenomenon in which a small amount of exposure to stimuli leads to an increase in the impulse of the stimuli emergence. Cues to action are the readiness of individuals to accept or perform an action. This is a supporting factor owned by the client to perform the positive treatment. Cues to action or Trigger can also mean something that speeds up actions so that someone immediately takes treatment.

METHOD Research Approach This research uses qualitative approach through a case study on the analysis of various types of triggers in the screening of early detection of cervical cancer IVA method. Participant The informants in this research consisted of 9 (nine) women who have conducted the early detection of cervical cancer IVA method.

Data Collection Data collection used is in-depth interviews conducted in the residence of women who have conducted the screening **of early detection of cervical cancer IVA method** in 9 (nine) Public Health Centers in Kediri Health Office Work Area in April to June 2016. The research instrument in this research is the interview guideline prepared based on the objectives to be achieved and refers to the supporting theories related to the research focus.

In addition to interview guidelines, researchers also use recorder and stationery **as a means of** collecting data so that data obtained during the interview is not missing. The information-digging was obtained from interviews and observation results for three months conducted at the residence of each informant. RESULTS The trigger type presented by the participant can be distinguished between the internal trigger and the external trigger.

Internal Trigger Participants revealed various types of internal triggers that strongly encouraged them to perform **the detection of cervical cancer IVA method**. The internal triggers found in this research consist of 1) Various physical complaints such as age above 40 years, often whiteness, etc, and 2) Previous experience related to the implementation **of early detection of cervical cancer**.

Trigger external The participants also revealed various types of external triggers that strongly encouraged them to perform **detection of cervical cancer IVA method**. The external triggers found in this research consist of 1) Information from the television, 2) Recommendation from the doctor; 3) Recommendations from midwives; 4) Information from friends or neighbors, 5) Seeing directly the people who affected cervical cancer, 6) Ever seen a friend or neighbor who had cancer; 7) Read a book about cervical cancer.

DISCUSSION Trigger in this research is anything that can ignite women so that immediately carry out **early detection of cervical cancer IVA method**. Based on the research results, it can be known the type of trigger that can trigger the implementation **of early detection of cervical cancer IVA method**. They are the internal trigger and an external trigger.

Based on the research (9), the trigger in the form of doctor and family recommendations can influence the use of influenza vaccine by parents to their baby. The triggers have been shown to **be effective in reducing** perceived obstacles or minimizing the parents' concern **about the negative effects of** vaccine delivery and may increase perceived benefits about the **effectiveness of influenza vaccine** in an infant. Thus, it increases the external motivation to use influenza vaccine.

Research (10) suggests that cues to action or triggers are associated with adherence to taking anti-hypertensive drugs. By reading the disease information, knowing the services, and consulting with others about an illness that can trigger a person to obey. Triggers are needed to encourage individual involvement in health behaviors. The trigger can come from internal or external.

The internal triggers such as physiological cues are a pain. The external triggers such as illness from family members, media reports (11). The existence of clues, education, symptoms or information media can affect a person about the dangers of illness, so he/she needs to take action. According (12), one of the trigger sources is the physiological condition of humans in the form of a sense of discomfort or tension.

When the tension is strong enough, it will motivate humans to act to meet their needs. The previous human experience and current physical condition will greatly affect the behavior to be taken. Meanwhile, the research conducted by (13), states that medical triggers have greater or more effective power in losing weight than other triggers.

Medical triggers can be advice from doctors or stories of patients who have been sick from being overweight. Medical triggers will cause health threats and increase the motivation in patients to lower or control weight. So the results of this study in accordance with the results of previous similar research.

**CONCLUSION** The public health office of Kediri should provide health education to the public in order to perform early detection of cervical cancer using the appropriate type of trigger. Better to involve wife and husbands as well because at this time most of the counseling is always given to the wife only. The target of counseling should also be considered. The target should wife and husband because at this time most of the counseling is always given to the wife only.

Whereas the role of a husband in the implementation of early detection of cervical cancer is considerable because to be able to carry out the early detection, the majority of wives always ask for their husband approval. In order to implement the IVA screening regularly, a husband as a motivator is needed. REFERENCES 1. Donnelly TT. The Health-Care Practices of Vietnamese-Canadian Women?: Cultural Influences on Breast. Vol. 38. 2006. p. 82–101. 2. IARCH.

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