

Literature review: development of Balanced Counseling Strategy media as a tool to assist in making decisions about family planning after childbirth

Literature Review: Media Strategi Konseling Berimbang (SKB) sebagai Alat Bantu Pengambilan Keputusan Ber-KB Pasca Persalinan

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ABSTRACT

Background: Total fertility rate (TFR) affects population growth and may increase maternal and infant mortality if not controlled through effective family planning programs, particularly postpartum family planning. Balanced Counseling Strategy (BCS) is a practical, interactive, and client-centered counseling approach designed to improve contraceptive decision-making and client participation.

Objective: This study aimed to review the effectiveness of Balanced Counseling Strategy media as a tool for postpartum family planning decision-making.

Methods: This study used a literature review design. Articles were obtained from electronic databases using the keyword "Balanced Counseling Strategy." Inclusion criteria included full-text articles published between 2019–2024, employing quantitative, qualitative, or mixed-method designs, and conducted by researchers in the health field. A total of 10 national and international journal articles met the inclusion criteria and were analyzed.

Results: The reviewed studies showed that Balanced Counseling Strategy media was effective in supporting postpartum family planning decision-making. BCS helped prospective family planning acceptors select contraceptive methods according to their needs and preferences, increased client participation, and improved the effectiveness of counseling services.

Conclusion: Balanced Counseling Strategy media is effective as a counseling tool for postpartum family planning decision-making. Its use supports appropriate contraceptive selection and enhances the quality of postpartum family planning counseling.

Keywords: balanced counseling strategy, postpartum family planning

ABSTRAK

Latar Belakang: Total fertility rate (TFR) memengaruhi pertumbuhan penduduk dan dapat meningkatkan angka kematian ibu dan bayi apabila tidak dikendalikan melalui program keluarga berencana, khususnya KB pascapersalinan. *Balanced Counseling Strategy (BCS)* merupakan metode konseling yang praktis, interaktif, dan berpusat pada klien untuk membantu pengambilan keputusan kontrasepsi.

Tujuan: Meninjau efektivitas media *Balanced Counseling Strategy* sebagai alat pengambilan keputusan KB pascapersalinan.

Metode: Penelitian ini menggunakan desain literature review. Pencarian artikel dilakukan melalui database elektronik menggunakan kata kunci "Balanced Counseling Strategy". Kriteria inklusi meliputi artikel *full text* tahun 2019–2024 dengan desain penelitian kuantitatif, kualitatif, atau *mixed methods* yang dilakukan oleh peneliti bidang kesehatan. Sebanyak 10 artikel jurnal nasional dan internasional memenuhi kriteria dan dianalisis.

Hasil: Hasil telaah menunjukkan bahwa media *Balanced Counseling Strategy* efektif mendukung pengambilan keputusan KB pascapersalinan. BCS membantu calon

akseptor memilih metode kontrasepsi sesuai kebutuhan dan preferensi, meningkatkan partisipasi klien, serta meningkatkan efektivitas layanan konseling.

Kesimpulan: Media *Balanced Counseling Strategy* efektif digunakan sebagai alat konseling dalam pengambilan keputusan KB pascapersalinan dan mendukung pemilihan kontrasepsi yang tepat serta peningkatan kualitas konseling KB.

Kata Kunci: strategi konseling berimbang, KB pasca persalinan

INTRODUCTION

The continuous increase in population can be an obstacle to a country's development process. Indonesia, with a population of around 278 million, is still ranked fourth as the most populous country in the world¹. The birth rate or total fertility rate (TFR) is one of the factors that influence the rate of population growth. Thus, if the increase in the Total Fertility Rate (TFR) is not controlled, it will result in a condition of four too (4T) - too young, too old, too many children, and too frequent pregnancies - which contributes to increasing maternal and infant mortality rates.²

The government, through the National Population and Family Planning Agency (BKKBN), continues to implement efforts to control the birth rate or Total Fertility Rate (TFR), one of which is through the implementation of the postpartum Family Planning (KB) program. Postpartum KB is an effort to prevent pregnancy through the use of contraceptive devices or drugs given immediately after delivery up to 42 days or six weeks of postpartum. In its implementation, counseling activities play a very important role in achieving quality family planning services. Midwives, as health workers and counselors for mothers and children, have the responsibility to provide accurate, complete, and easy-to-understand information to prospective acceptors to help choose the right contraceptive method.²

Henderson's research shows that there are still potential Family Planning (FP) acceptors who have not received adequate information about the contraceptive method they will use. This condition emphasizes the important role of counseling in family planning services, especially in helping clients choose a contraceptive method that suits their needs and preferences, anticipate and manage potential side effects, and support the continued use or switching contraceptive methods if necessary. Various family planning counseling approaches have been developed to improve the quality of services, including the Decision-Making Tool (ABPK), the KIA Book, Klik KB, and the Balanced Counseling Strategy (SKB).³ One approach that has been developed and adapted since 2016 is the Balanced Counseling Strategy (BCS), which aims to strengthen postpartum family planning counseling services through a more friendly, interactive, and client-oriented approach.⁴

In this strategy, clients are more actively involved in deciding which contraceptive method to use. Research by Leon and colleagues shows that in countries such as Afghanistan, Ghana, Liberia, and Malawi, the implementation of SKB as a counseling method has been shown to improve the quality of family planning program implementation. Comparing the periods before and after the implementation of SKB, there was an increase of approximately 30% in the proportion of mothers receiving counseling. This improvement in counseling quality contributed to an increase in postpartum family planning adoption rates, doubling from an average of 20% to approximately 40% after the use of SKB. This positive impact occurs because counseling using the SKB approach is more interactive, focused, and client-centered, and uses updated contraceptive method information based on the 2015 WHO Medical Eligibility Criteria for Contraceptive Use.⁶ Based on the background above, the author is interested in conducting a Literature Review with the title Development of Balanced Counseling Strategy Media (SKB) as a Tool to Assist in Postpartum Family Planning

Decision Making to review articles relevant to the title.

METHODS

Study design

The study design used in this research was a systematic literature review conducted in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines. This study aimed to identify, analyze, and synthesize evidence related to the development of Balanced Counseling Strategy media as a tool to assist decision-making regarding postpartum family planning. The overall approach involved systematically searching, selecting, evaluating, and synthesizing relevant literature from several scientific databases based on predetermined inclusion and exclusion criteria to obtain comprehensive and reliable findings related to the effectiveness and implementation of counseling media in postpartum family planning services.⁷

Search strategy

The search strategy in this systematic literature review was conducted by searching several electronic databases, including Google Scholar, PubMed, Scopus, and ScienceDirect, to identify relevant studies related to the development of Balanced Counseling Strategy media for postpartum family planning decision-making. The literature search included articles published within the last ten years to obtain recent and relevant evidence. The keywords used in the search process included "Balanced Counseling Strategy," "postpartum family planning," "decision making," "counseling media," and "family planning counseling." Boolean operators such as AND and OR were applied to combine keywords and refine the search results, for example: "Balanced Counseling Strategy" AND "postpartum family planning" OR "decision making." The search process was carried out systematically following PRISMA guidelines to ensure transparency, reproducibility, and comprehensive identification of eligible studies.

Eligibility criteria

The eligibility criteria in this systematic literature review were determined to ensure that the selected studies were relevant to the research objectives. The inclusion criteria consisted of articles published in English between 2019 and 2024, original research articles with quantitative, qualitative, or mixed-method designs, studies involving postpartum mothers or family planning counseling providers, and studies discussing the development or implementation of Balanced Counseling Strategy media related to postpartum family planning decision-making. Articles were also required to provide complete and accessible full-text data. The exclusion criteria included duplicate articles, review papers, conference abstracts, editorials, studies not related to postpartum family planning counseling, and articles with incomplete data or unclear research methods. These criteria were applied systematically to obtain high-quality and relevant studies for the review.

Study selection process

The study selection process in this systematic literature review was conducted in accordance with the PRISMA guidelines. Initially, studies were identified through database searching from Google Scholar, PubMed, Scopus, and ScienceDirect using predetermined keywords related to Balanced Counseling Strategy and postpartum family planning. All identified records were collected and duplicate articles were removed before the screening process. The remaining studies underwent title and abstract screening to assess their relevance to the research objectives and eligibility criteria. Articles that met the initial criteria were then reviewed in full text to determine their suitability for inclusion in the review. Studies that did not meet the inclusion criteria, had incomplete data, or were not directly related to the topic were excluded. Finally, the selected studies were

included in the synthesis and analysis process. The overall selection procedure was documented and presented using a PRISMA flow diagram to ensure transparency and reproducibility of the review process (Figure 1).

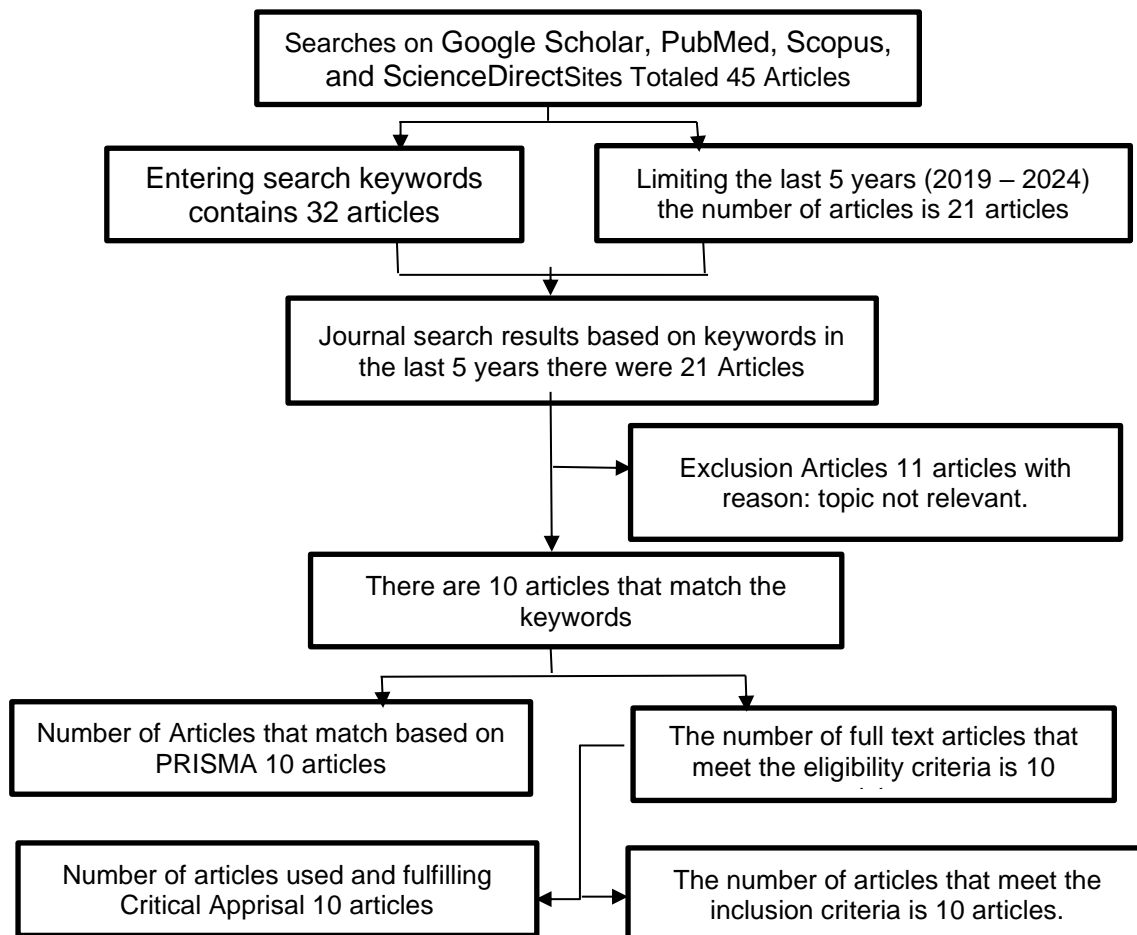


Figure 1. Article Search Flowchart⁸

Data extraction

Data extraction in this systematic literature review was conducted using a standardized data extraction form to ensure consistency and transparency across all selected studies. The extracted data included author names, year of publication, country of study, study design, sample size, characteristics of participants, type of intervention related to Balanced Counseling Strategy media, variables measured, and key findings relevant to postpartum family planning decision-making. In addition, information regarding outcomes such as effectiveness of counseling media, changes in knowledge, attitudes, or decision-making ability of postpartum mothers was also collected. All data were independently extracted and then cross-checked to minimize errors and bias, ensuring that only relevant and accurate information was included in the final synthesis.

Quality assessment / Risk of bias

The quality assessment of articles in the study "Literature Review: Development of Balanced Counseling Strategy Media as a Tool to Assist Decision Making on Postpartum Family Planning" was conducted using the Joanna Briggs Institute Critical Appraisal Tools (JBI). This instrument is used to disseminate the methodological quality and risk of bias of each article reviewed according to its research design, such as cross-sectional,

quasi-experimental, or randomized controlled trial. The assessment includes clarity of research objectives, sample selection, method validity, variable measurement, data analysis, and consistency of research results so that the articles used are of good quality and can be trusted as sources of evidence in the literature review.

Data synthesis / Data analysis

Data synthesis and data analysis in this literature review were conducted using a narrative synthesis approach. The selected studies were analyzed systematically by comparing and summarizing the findings related to the development of Balanced Counseling Strategy media as a tool to assist decision-making regarding postpartum family planning. The data were organized based on several aspects, including the type of media developed, counseling methods, target participants, research design, and the effectiveness of the intervention in improving knowledge and decision-making among postpartum mothers. The findings from each study were then interpreted to identify similarities, differences, strengths, and limitations of the interventions, which were subsequently used to draw conclusions and provide recommendations for future research and practice.⁷

RESULTS

Table 1. Literature Review Results

No	Title, Author, Year	Objective	Method	Results
1	Pengembangan Metode Strategis untuk Konseling Berimbang Keluarga Berencana (SKB-KB) dalam Mendukung Pemilihan Metode Kontrasepsi Calon Akseptor di Makassar Sitti Mukarramah Indriani, Zulaeha A. Amdadi 2024	Development of strategic methods of balanced family counseling (SKB-KB) on the selection of contraceptive devices for potential acceptors in Makassar City	A quasi-experimental design was used. A sample size of 30 respondents was selected using a stratified random sampling method. The media used in the balanced counseling strategy were algorithms, family planning cards, and brochures.	Method SKB-KB influences KB acceptors in selecting the contraceptive device to be used.
2	<i>The effect of balanced counseling strategy and audiovisual on postpartum mother's interest in using postpartum contraception at the Samboja Health Center</i> Mulyati, Di Virawati, Satriani. 2023	To determine the influence of balanced and audiovisual counseling strategies on postpartum mothers' interest in using postpartum contraception at the Samboja Community Health Center.	A quasi-experimental design with a single pre-test and post-test group design. The sample size was 26 respondents. The media used in the balanced counseling strategy were algorithms, family planning cards, and brochures.	Before the implementation of the Balanced Counseling Strategy with audiovisual media, the majority of postpartum mothers at the Samboja Community Health Center showed a low level of interest in postpartum contraceptive use, at 88.5%. However, after the intervention, there was a significant increase in interest, with 92.3% of respondents having a high level of interest in postpartum contraceptive use.

No	Title, Author, Year	Objective	Method	Results
3	Effect of balance counseling strategy towards knowledge and attitude in contraception among pregnant women As Darmastuti, Kasiati K., Ma Cahya Laksana 2020	To determine the effect of balanced counseling strategies on pregnant women's knowledge and attitudes about contraception.	Design: quasi-experimental, pre-post with a control group design. The sample size was 39 respondents. The media used in the balanced counseling strategy are algorithms, family planning cards, and brochures.	Counseling using a balanced counseling strategy can improve the knowledge and attitudes of pregnant women about family planning and is more effective than the class method for pregnant women at the Tanah Kalikedinding Public Health Service.
4	Hubungan strategi konseling berimbang pada ibu postpartum dengan penggunaan kontrasepsi pasca persalinan di rsu pku muhammadiyah delanggu klaten Rifki Ahyani 2019	To determine the relationship between balanced counseling strategies for postpartum mothers and the use of postpartum contraception at PKU Muhammadiyah Delanggu Klaten Hospital.	The method used a cross-sectional design. The sample size was 60 respondents. The media used in the balanced counseling strategy were algorithms, family planning cards, and brochures.	The results of the study showed a relationship between balanced counseling strategies and postpartum contraceptive use (p-value = 0.000). Respondents who received balanced counseling strategies were 4.2 times more likely to use postpartum contraception (95% CI: 1.752-10.309).
5	Pengaruh konseling berimbang terhadap pengetahuan dan sikap ibu hamil tm iii dalam pemilihan KBPP Sari Akmidia 2023	To determine the effect of balanced counseling on the knowledge and attitudes of third-term pregnant women in selecting KBPP.	pre-experimental, one-group pretest-posttest type, purposive sampling technique with a sample of 19 people. The media used in the balanced counseling strategy are algorithms, family planning cards, and brochures.	There is an influence of balanced counseling on the knowledge and attitudes of pregnant women in TM III.
6	<i>Effect Of Balance Counseling Strategy Towards Knowledge And Attitude In Contraception Among Pregnant Women</i> Alfi Syfa Damayanti 2020	To Determine the Effect of Balanced Counseling Strategy on Pregnant Women's Knowledge and Attitudes about Contraception	A pre-post design with a control group was implemented. Quota sampling was used to select respondents. The number of respondents was 39. The media used in the balanced counseling strategy were algorithms, family planning cards, and brochures.	Counseling with a balanced counseling strategy can improve pregnant women's knowledge and attitudes about family planning and is more effective than the pregnancy class method.
7	Peningkatan pengetahuan ibu tentang IUD pasca persalinan setelah diberikan Strategi Konseling Berimbang (SKB) dengan video learning.	This study aims to analyze the differences in pre- and post-treatment knowledge in the SKB group without and SKB with Video Learning.	Quasi-experimental (pre-post test design). The sample size was 44 respondents. The media used in the balanced counseling strategy were algorithms, family planning cards, and brochures.	The counseling method uses SKB with faster video learning to increase mothers' knowledge about postpartum IUDs.

No	Title, Author, Year	Objective	Method	Results
8	Indo Ake 2020 Hubungan strategi konseling berimbang pada ibu hamil dengan pemilihan KB pasca persalinan metode kontrasepsi jangka panjang di UPT Puskesmas Sukarasa Erni Hernawati, Susilawati 2022	To determine the relationship between providing SKB to pregnant women in the third trimester and the choice of postpartum contraception (MKJP).	quantitative observational analytic with a cross-sectional study design. The sample size was 58 respondents. The media used in the balanced counseling strategy are algorithms, family planning cards, and brochures.	There is a significant relationship between the Balanced Counseling Strategy (SKB) in pregnant women in the third trimester and the choice of postpartum Long-Term Contraceptive Methods (MKJP) at the Sukarasa Community Health Center UPT.
9	Yulianita 2023 Pengaruh strategi konseling berimbang (SKB) terhadap pengambilan keputusan ber keluarga berencana (KB) pada ibu hamil trimester III di wilayah puskesmas tanjung selor	To analyze the influence of SKB on family planning decision-making among pregnant women in their third trimester in the Tanjung Selor Community Health Center work area.	Quasi-experiment. Sample size: 66 respondents. The media used in the balanced counseling strategy are algorithms, family planning cards, and brochures.	There is an influence of conducting counseling using SKB
10	Silvia Mariana, Dwi Haryanti, Nisa Kartika Ningsih, Gustinainah 2024 Pengaruh konseling menggunakan strategi konselin berimbang keluarga berencana (SKB-KB) terhadap perilaku ibu dalam memilih kontrasepsi di puskesmas pembantu Kuala Keritang	This study aims to analyze the influence of counseling using the Balanced Family Planning Counseling Strategy (SKB KB) on maternal behavior.	This pre-experimental study used a non-equivalent pretest and posttest one-group design. The sample size was 42 respondents. The media used in the balanced counseling strategy were algorithms, family planning cards, and brochures.	The results of the study showed a significant influence of counseling using the Balanced Family Planning Counseling Strategy (SKB KB) on mothers' knowledge, attitudes, and motivation in choosing contraceptive methods, with a significance value of $p = 0.000$.

DISCUSSION

This research involved 10 journals related to the development of Balanced Counseling Strategy (SKB) media as a tool to assist in postpartum family planning decision-making.

The Influence of Balanced Counseling Strategies on Knowledge, Choice, Behavior, and Use of Family Planning

The Balanced Counseling Strategy (SKB-KB) has been proven to be able to increase mothers' knowledge and skills in determining contraceptive methods, but its

effectiveness is very dependent on the quality and technique of counseling delivery.⁹ Quasi-experimental studies by Sitti Mukarramah et al. (2024) and Silvia M. et al. (2024) showed increased knowledge and motivation after SKB-KB counseling, but the limited sample size makes generalizations cautious. Meanwhile, research by Rifki Ahyani (2019) showed a significant association between SKB-KB and postpartum contraceptive use, but the cross-sectional design cannot confirm a causal relationship. Differences begin to emerge when educational media are modified: research by Indo Ake et al. (2020) showed that the addition of video learning accelerated knowledge gains compared to face-to-face counseling. These findings are also supported by studies by Haris (2021) and Nurdiana et al. (2022), which demonstrated that visual media (flashcards and videos) increased maternal cognitive engagement, making the process of understanding contraceptive methods more effective. Overall, the effectiveness of SKB-KB lies not only in the balanced information content but also in the method and media used to deliver it. SKB-KB works because it provides a space for objective decision-making without pressure, giving mothers more confidence in choosing an appropriate method. However, the dominance of quasi-experimental and cross-sectional designs suggests that RCT studies with larger samples are needed to ensure the validity and sustainability of the effects.^{10,11,12}

The Influence of Balanced Counseling Strategies on Interest in Family Planning

The Balanced Counseling Strategy (SKB-KB) has consistently been shown to increase interest in family planning among pregnant and postpartum women. This is supported by research by Mulyati et al. (2023), which used a quasi-experimental design with a single pretest–posttest group. The results of this study showed that before the Balanced Counseling Strategy intervention accompanied by audiovisual media, the majority of postpartum women at the Samboja Community Health Center had a low level of interest in using postpartum contraception, namely 88.5%. After the intervention, respondents' interest increased significantly, with 92.3% of postpartum women in the high interest category in using postpartum contraception.¹⁰

The findings of this study align with Hardianti's opinion that the use of audiovisual media can optimally enhance understanding, thereby increasing motivation for healthy behaviors. Audiovisual media is a modern form of learning media that is relevant to current developments and advances in science and technology, as it encompasses elements that can be seen, heard, or a combination of the two simultaneously.¹¹

Balanced Counseling Strategy (SKB) has a significant and positive influence on mothers' interest in using family planning. This method helps mothers understand contraceptive methods in depth and make more informed decisions without coercion, as evidenced by increased interest in and decisions about family planning after counseling interventions, as well as the ability to choose a method that suits their needs. Through counseling, mothers feel more confident in choosing a contraceptive method because they have carefully considered it, not because of coercion. The SKB can improve mothers' knowledge and attitudes about family planning, making them more positive about choosing a suitable option for their circumstances. The SKB is significantly associated with postpartum contraceptive method choice, especially for women in the third trimester.

The Influence of Balanced Counseling Strategy on the Knowledge, Attitude, and Motivation of Pregnant Women

Balanced Counseling Strategy has a positive effect on the Knowledge, Attitudes, and Motivation of Pregnant Women. This increase is influenced by the Balanced Counseling Strategy method, which uses more attractive SKB media, namely cards and brochures that can be understood more easily compared to other methods, such as prenatal classes. This is supported by several research results. Based on Darmastuti's research,

in 2020, it was shown that counseling using a balanced counseling strategy can. The application of balanced counseling has been proven to improve the knowledge and attitudes of pregnant women regarding Family Planning (FP) and is considered more effective than the prenatal class method. This finding is in line with the results of Sari A.'s (2023) research, which showed the effect of balanced counseling on the knowledge of pregnant women in the third trimester. Based on the results of the Paired T-Test statistical test, a p-value of 0.000 (<0.05) was obtained, indicating a significant effect of balanced counseling on the attitudes of pregnant women in the third trimester after being given counseling using counseling cards at the Kampung Guci Community Health Center, Padang Pariaman, in 2023.¹²

The results of research conducted by Alfi et al. showed that the implementation of the Balanced Counseling Strategy had a greater influence than the pregnancy class in increasing the attitude scores of pregnant women towards Family Planning (FP) at the Tanah Kali Kedinding Community Health Center.¹² Another research result that is in line is the research by Erni et al in 2022. There is a significant relationship between the Balanced Counseling Strategy (SKB) in pregnant women in the third trimester and the postpartum choice of Long-Term Contraceptive Methods (MKJP) at the Sukarasa Community Health Center UPT.

SKB significantly improves the knowledge and attitudes of pregnant women towards family planning, as evidenced by several studies. This is because the SKB provides comprehensive and interactive information, including the advantages and disadvantages of contraceptive methods, so mothers can make more informed decisions. Research shows a significant relationship between the provision of the SKB and pregnant women's knowledge and attitudes toward family planning. The SKB uses tools such as counseling diagrams, counseling cards, and brochures to present information visually, making it easier for mothers to understand and absorb information about various types of contraception. This improved understanding then leads to more positive attitudes toward the use of long-term contraception (LMP), even after delivery.

A balanced counseling strategy also increases mothers' motivation to choose and use appropriate family planning methods. This motivation is driven by mothers' confidence in choosing the most suitable method for their needs and circumstances, which is one of the goals of family planning counseling.¹³

According to the Indonesian Ministry of Health, the Balanced Counseling Strategy for Family Planning (SKB KB) has several advantages, including helping clients focus more on the counseling process and the family planning method they choose, providing early information about the effectiveness of various contraceptive methods, and guiding clients in determining the method that best suits their needs. Furthermore, this strategy facilitates systematic counseling for health workers and allows clients to visually recognize and understand contraceptive methods.^{5,13}

In general, the advantages of the Balanced Counseling Strategy are its ability to improve knowledge, attitudes, behaviors, and contraceptive method choices among pregnant women, women in labor, postpartum women, and women of childbearing age. However, this strategy has limitations, namely, its implementation is highly dependent on the availability of SKB media (algorithms, cards, and brochures). Without these media, the counseling process cannot be carried out optimally.^{14,15,16} This research implies that the Balanced Counseling Strategy can be implemented by health workers, especially midwives, in various health service facilities as an effective educational approach to support decision-making regarding contraceptive use.^{17,18,19}

CONCLUSION

The results of the review of 10 studies can be concluded that there is a positive

influence of the application of balanced counseling strategies on knowledge, attitudes, motivation, behavior, selection, and use of contraception in pregnant and postpartum women. Suggestions and recommendations based on the results of the literature review are that it is recommended that health workers, especially midwives, conduct counseling using a balanced counseling strategy to determine the most appropriate family planning for clients.

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