

Health Promotion Media in The Prevention of Cervical Cancer in Pangandaran Indonesia.

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- **Abstract:** This article is the result of research that describes efforts to prevent cervical cancer for female citizens in the tourist region of Pangandaran. The large number of cervical cancer patients in Indonesia that has reached 21 thousand people per year shows the uniqueness and urgency value of this research, combined with the research location that is located in the tourist region of Pangandaran, and the impact it has on the community. As a tourist attraction that has become a destination for foreign tourists, the aim of the research is to explore the efforts to prevent cervical cancer for female citizens in the tourist region of Pangandaran and to reveal the reasons for cervical cancer prevention efforts in the area. A qualitative approach was carried out in this research using a case study research method, to be able to explore research objectives in a comprehensive manner. Data collection techniques that have been used are observation, in-depth interviews with 6 informants, and literature study techniques. The research results showed that optimizing the use of health promotion media was found as an effort to prevent cervical cancer for female citizens in the tourist region of Pangandaran. Moreover, the main reason for this effort is based on evidence regarding the lack of information sources and the use of health promotion media on cervical cancer prevention for female citizens in health development programs in the tourist region of Pangandaran.
- **Keywords:** Pangandaran, cervical cancer, comprehensive manner