

PENGARUH PROMOSI TENTANG PERAWATAN ORTODONTI MENGUNAKAN MEDIA VIDEO TERHADAP PENGETAHUAN DAN MINAT PERAWATAN ORTODONTI

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ABSTRAK

Latar Belakang: Berdasarkan laporan hasil Riset Kesehatan Dasar Nasional tahun 2018, prevalensi maloklusi di Indonesia masih sangat tinggi sekitar 80% dari jumlah penduduk, maka maloklusi seharusnya dicegah dan ditangani. Diperlukan adanya promosi dalam peningkatan pengetahuan masyarakat dalam bidang perawatan ortodonti. Promosi menggunakan media video adalah salah satu cara meningkatkan pengetahuan dan minat perawatan ortodonti.

Tujuan: Diketuinya pengaruh promosi tentang perawatan ortodonti menggunakan media video terhadap pengetahuan dan minat perawatan ortodonti.

Metode: Desain penelitian ini adalah quasi eksperimental dengan rancangan *Non Equevalent Control Group*, pengambilan sampel menggunakan purposive sampling dengan jumlah sampel 76 responden sampel dibagi menjadi dua kelompok yaitu: kelompok eksperimen dan kelompok kontrol. Penelitian dilakukan di bulan April- Mei 2022. Lokasi penelitian di SMA Negeri 1 Kendal. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan uji normalitas, homogenitas, *Paired sample T- Test*, dan *Independent-Sampels T- Test*.

Hasil: Rata-rata skor awal tingkat pengetahuan pada kelompok eksperimen adalah 10,5 dan rata-rata skor akhir adalah 14,63 Pada variabel minat rata-rata skor awal pada kelompok eksperimen adalah 19,58 dan rata-rata skor akhir 30,92. Terjadi kenaikan yang signifikan rata-rata skor awal dan akhir pada kelompok eksperimen, hasil analisis uji statistis menggunakan uji *Paired sample T- Test* diperoleh p- value diperoleh $0,000 < 0,05$. Hasil analisis uji *Independent-Sampels T- Test* diperoleh p value $0,000 < 0,05$, *mean rank* kelompok eksperimen $32,45 > 28,84$ kelompok kontrol.

Kesimpulan: terdapat pengaruh promosi tentang perawatan ortodonti menggunakan media video terhadap pengetahuan dan minat perawatan ortodonti

Kata Kunci: Promosi, Ortodonti, Video, Pengetahuan, Minat

THE EFFECT OF ORTHODONTIC TREATMENT PROMOTION USING VIDEO MEDIA WITH KNOWLEDGE AND INTEREST IN ORTHODONTIC TREATMENT

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ABSTRACT

Background: Based on the 2018 National Basic Health Research report, the prevalence of malocclusion in Indonesia is still very high, around 80% of the population, so malocclusion should be prevented and treated. There is a need for promotion in increasing public knowledge in the field of orthodontic treatment. Promotion using video media is one way to increase knowledge and interest in orthodontic treatment.

Objective: To find out the effect of promotion of orthodontic treatment using video media on knowledge and interest in orthodontic treatment.

Methods: The design of this study was quasi-experimental with the design of Non Equevalent Control Group, sampling using purposive sampling with a total sample of 76 respondents, the sample was divided into two groups, namely: the experimental group and the control group. The research was conducted in April-May 2022. The research location is in SMA Negeri 1 Kendal. Data collection techniques using a questionnaire. Data analysis used normality test, homogeneity, Paired sample T-Test, and Independent-Samples T-Test.

Results: The average initial score of knowledge level in the experimental group was 10.5 and the average final score was 14.63. In the interest variable, the average initial score in the experimental group was 19.58 and the average final score was 30.92. There was a significant increase in the average initial and final scores in the experimental group, the results of statistical test analysis using the Paired sample T-Test test. obtained p-value obtained $0.000 < 0.05$. The results of the analysis of the Independent-Samples T-Test obtained p value $0.000 < 0.05$, the mean rank of the experimental group was $32.45 > 28.84$ the control group.

Conclusion: there is an the effect of orthodontic treatment promotion using video media with knowledge and interest in orthodontic treatment.

Keywords: Promotion, Orthodontics, Video, Knowledge, Interests