

INFLUENCE OF PROMOTION THROUGH TIKTOK SOCIAL MEDIA ON KNOWLEDGE OF MALOCCLUSION AND INTEREST IN ORTHODONTICS IN TEENAGERS

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ABSTRACT

Background: Based on the 2018 National Basic Health Research (Rikesdas) report, malocclusion in Indonesia is a fairly high dental and oral health problem, accounting for around 80% of the population. Promotion is needed to increase knowledge of malocclusion and interest in orthodontics, one of which is through TikTok social media.

Objective: To determine the influence of promotion via TikTok social media on knowledge of malocclusion and interest in orthodontics in adolescents.

Method: Quasi-experimental research design with a Non-Equivalent Control Group design, sampling using purposive sampling of 64 respondents divided into an experimental group and a control group. The research was conducted in July-August 2023. The research location was SMA Negeri 1 Godean. The data collection technique uses a questionnaire. Data analysis used the normality test, Wilcoxon Signed Rank Test, Mann Whitney U Test.

Results: Knowledge of malocclusion in the experimental group before promotion was 28.1%, increased to 96.9%, good criteria. Knowledge of malocclusion in the control group before promotion was 21.9%, increasing to 71.9%, good criteria. The interest in orthodontics in the experimental group before the promotion was 3.1%, increasing to 71.9%, high criteria. The control group's orthodontic interest before promotion was 12.5% increased to 50% high criteria. The Wilcoxon Signed Rank Test on the knowledge and interest variables obtained a value of $p=0.000<0.05$.

Conclusion: Promotion via TikTok social media has an effect on increasing knowledge of malocclusion and interest in orthodontics in adolescents

Keywords: Promotion, Tiktok, Malocclusion, Orthodontics, Knowledge, Interest

PENGARUH PROMOSI MELALUI MEDIA SOSIAL TIKTOK TERHADAP PENGETAHUAN MALOKLUSI DAN MINAT ORTHODONTI PADA REMAJA

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ABSTRAK

Latar Belakang: Berdasarkan laporan hasil Riset Kesehatan Dasar (Rikesdas) Nasional tahun 2018, maloklusi di Indonesia merupakan masalah kesehatan gigi dan mulut yang cukup tinggi terhitung sekitar 80% dari jumlah populasi. Promosi diperlukan untuk meningkatkan pengetahuan maloklusi dan minat orthodonti salah satunya adalah melalui media sosial tiktok.

Tujuan: Diketuinya pengaruh promosi melalui media sosial tiktok terhadap pengetahuan maloklusi dan minat orthodonti pada remaja.

Metode: Desain penelitian quasi eksperimental dengan rancangan *Non Equevalent Control Group*, pengambilan sampel menggunakan *purposive sampling* sejumlah 64 responden dibagi menjadi kelompok eksperimen dan kelompok kontrol. Penelitian dilakukan bulan Juli-Agustus 2023. Lokasi penelitian SMA Negeri 1 Godean. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan uji normalitas, *Wilcoxon Signed Rank Test*, *Mann Whitney U Test*.

Hasil: Pengetahuan maloklusi kelompok eksperimen sebelum promosi 28,1% meningkat menjadi 96,9% kriteria baik. Pengetahuan maloklusi kelompok kontrol sebelum promosi 21,9% meningkat menjadi 71,9% kriteria baik. Minat orthodonti kelompok eksperimen sebelum promosi 3,1% meningkat menjadi 71,9% kriteria tinggi. Minat orthodonti kelompok kontrol sebelum promosi 12,5% meningkat menjadi 50% kriteria tinggi. Uji *Wilcoxon Signed Rank Test* pada variabel pengetahuan dan minat diperoleh nilai $p=0,000<0,05$.

Kesimpulan: Promosi melalui media sosial tiktok berpengaruh dalam meningkatkan pengetahuan maloklusi dan minat orthodonti pada remaja

Kata Kunci: Promosi, Tiktok, Maloklusi, Orthodonti, Pengetahuan, Minat