

PROMOTIONAL EFFECTS OF USING TOOTH BRUSHING FLASHCARD MEDIA ON TOOTHBRUSHING KNOWLEDGE LEVEL IN PRIMARY SCHOOL CHILDREN

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ABSTRACT

Background: Brushing your teeth is the easiest and most effective way to keep your teeth and gums clean from plaque and food debris. Dental and oral health needs to be paid attention to from an early age to avoid problems that cause problems or discomfort to the teeth and mouth. Promotions using flashcard media can be easy to remember, because images accompanied by text make it easier for students to remember the message received.

Research Objective: The effect to of toothbrushing promotion using flashcard media on the level of toothbrushing knowledge in elementary school children

Research Method: The type of research is quasi-experimental research with a population of 47 students, 23 people were included in the intervention, namely the group given promotions using flashcard media and 24 other students as the control group, namely the group given promotions using the lecture method. The research data were analyzed using the Wilcoxon Signed Ranks Test and Mann Whitney Test.

Research Results: The level of dental and oral health knowledge before promotion was 56.5% poor, 43.5% adequate, and 0% good. After the promotion was carried out, the criteria were 91.3% good, 8.7% adequate, and 0% poor. The results of the Wilcoxon Signed Ranks Test showed significant results of $0.000 < 0.005$. The result of the Mann Whitney difference test showed that the difference results in the experimental group were higher with an average value of 23,00 and the control group 21,66.

Conclusion: Promotion of tooth brushing using FlashCRD media influences the level of dental and oral health knowledge in elementary school children.

Keywords: Promotion, Level of Knowledge, Elementary School Children, Flashcard.

PENGARUH PROMOSI MENYIKAT GIGI MENGGUNAKAN MEDIA *FLASHCARD* TERHADAP TINGKAT PENGETAHUAN MENYIKAT GIGI PADA ANAK SEKOLAH DASAR

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ABSTRAK

Latar Belakang : Menyikat gigi merupakan cara yang paling mudah dan efektif untuk menjaga kebersihan gigi dan gusi dari plak dan sisa makanan. Kesehatan gigi dan mulut perlu diperhatikan sejak dini agar terhindar dari masalah yang menyebabkan gangguan atau ketidaknyamanan pada gigi dan mulut. Promosi menggunakan media *flashcard* dapat mudah diingat, karena gambar yang dilengkapi teks memudahkan peserta didik mengingat pesan yang diterima.

Tujuan Penelitian : Diketuinya pengaruh promosi menyikat gigi menggunakan media *flashcard* terhadap tingkat pengetahuan menyikat gigi pada anak sekolah dasar.

Metode Penelitian : Jenis penelitian adalah penelitian *quasi experiment* atau eksperimen semu dengan jumlah populasi 46 siswa, 23 orang dimasukkan ke dalam intervensi yaitu kelompok yang diberikan promosi menggunakan media *flashcard* dan 23 siswa lainnya sebagai kelompok kontrol yaitu kelompok yang diberikan promosi menggunakan metode ceramah. Data hasil penelitian dianalisis menggunakan *Uji Wilcoxon Signed Ranks Test* dan *Uji Mann-Whitney*.

Hasil Penelitian : Tingkat pengetahuan kesehatan gigi dan mulut sebelum promosi yaitu kriteria kurang sebanyak 56,5%, cukup sebanyak 43,5%, dan baik sebanyak 0%. Setelah promosi dilakukan didapatkan kriteria baik sebanyak 91,3%, cukup sebanyak 8,7%, dan kurang sebanyak 0%. Hasil *Uji Wilcoxon Signed Ranks Test* menunjukkan hasil signifikan $0,000 < 0,005$. Hasil Uji beda *Mann Whitney* menunjukkan hasil selisih pada kelompok eksperimen lebih tinggi dengan nilai rata – rata 23,00 dan kelompok kontrol 21,66.

Kesimpulan : Promosi menyikat gigi menggunakan media *flashcard* berpengaruh terhadap tingkat pengetahuan kesehatan gigi dan mulut pada anak sekolah dasar.

Kata Kunci : Promosi, Tingkat Pengetahuan, Anak Sekolah Dasar, *Flashcard*.