

# **PENGARUH PROMOSI MENGGUNAKAN MEDIA LEAFLET TERHADAP PENGETAHUAN MALOKLUSI DAN MINAT PENGUNAAN ORTHODONTI PADA REMAJA**

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## **ABSTRAK**

**Latar Belakang :** Di Indonesia, maloklusi merupakan masalah kesehatan gigi dan mulut dengan prevalensi 80% dari populasi. Hasil studi pendahuluan yang dilakukan di SMA N 1 Turi kepada 10 siswa kelas XI yang tidak memakai alat orthodonti didapatkan hasil 60% siswa memiliki pengetahuan sedang dan didapatkan 70% siswa tidak berminat melakukan perawatan orthodonti.

**Tujuan :** Diketuainya pengaruh promosi menggunakan media leaflet terhadap pengetahuan maloklusi dan minat penggunaan orthodonti cekat pada remaja.

**Metode :** Desain penelitian ini adalah *Quasi-Eksperimental* dengan rancangan *Nonequivalent Control Group*, pengambilan sampel menggunakan total sampling dengan jumlah sampel 68 responden, sampel dibagi menjadi dua kelompok yaitu kelompok perlakuan dan kontrol. Penelitian dilakukan bulan Juli 2024. Lokasi penelitian di SMA N 1 Turi. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan uji *Paired sample T-test* dan uji *Mann-Whitney*.

**Hasil :** Rata-rata pengetahuan kelompok perlakuan pretest 66,76 dan posttest 95,88 dan kelompok kontrol pretest 60,58 dan posttest 64,11. Rata-rata minat kelompok perlakuan pretest 25,29 dan posttest 2,23 dan kelompok kontrol pretest 26,00 dan posttest 25,91. Uji *Paired Sample T-test* diperoleh pengetahuan kelompok perlakuan  $p < 0,000 < 0,05$  dan kontrol  $0,050 < 0,050$  dan minat kelompok perlakuan  $0,000 < 0,05$  dan kontrol  $0,816 > 0,05$ . Uji *Mann Whitney* pengetahuan  $0,000 < 0,05$  dan minat  $0,095 > 0,05$ .

**Kesimpulan :** Adanya pengaruh promosi menggunakan media leaflet terhadap peningkatan pengetahuan maloklusi dan minat penggunaan orthodonti pada remaja.

**Kata Kunci :** Leaflet, Pengetahuan, Minat, Maloklusi, Orthodonti.

# THE EFFECT PROMOTION USING LEAFLET MEDIA ON KNOWLEDGE OF MALOCCLUSION AND INTEREST IN THE USE OF ORTHODONTY IN ADOLESCENTS

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## ABSTRACT

**Background** : In Indonesia, malocclusion is a dental and oral health problem with a prevalence of 80% of the population. The results of a preliminary study conducted at SMA N 1 Turi on 10 grade XI students who did not use orthodontic devices showed that 60% of students had moderate knowledge and 70% of students were not interested in undergoing orthodontic treatment..

**Objective** : The influence of promotion using leaflet media on knowledge of malocclusion and interest in using fixed orthodontics in adolescents is known.

**Method** : The design of this research is Quasi-Experimental with a Nonequivalent Control Group design, sampling using total sampling with a sample size of 68 respondents, the sample is divided into two groups, namely the treatment and control groups. The research was conducted in July 2024. The research location was SMA N 1 Turi. The data collection technique uses a questionnaire. Data analysis used the Paired sample T-test and the Mann-Whitney test.

**Results** : The average knowledge of the treatment group pretest 66.76 and posttest 95.88 and the control group pretest 60.58 and posttest 64.11. The average interest of the treatment group pretest 25.29 and posttest 2.23 and the control group pretest 26.00 and posttest 25.91. Paired Sample T-test obtained knowledge of the treatment group  $p < 0.000 < 0.05$  and control  $0.050 < 0.050$  and interest of the treatment group  $0.000 < 0.05$  and control  $0.816 > 0.05$ . Mann Whitney test knowledge  $0.000 < 0.05$  and interest  $0.095 > 0.05$ .

**Conclusion** : There is a promotional effect using leaflet media on increasing knowledge of malocclusion and interest in using orthodontics in adolescents.

**Keywords** : Leaflet, Knowledge, Interest, Malocclusion, Orthodontics.