

**PENGARUH PROMOSI *MOTION GRAPHIC* TERHADAP
PENGETAHUAN DAN PERILAKU PEMELIHARAAN
KESEHATAN GIGI DAN MULUT
PENGGUNA *ORTHODONTI***

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ABSTRAK

Latar Belakang : Berdasarkan Riskesdas pemakai orthodonti di Provinsi DIY pada tahun 2018 diatas rata-rata Indonesia yakni sebesar 0,7% . Pemakai alat orthodonti sangat rentan dalam peningkatan akumulasi plak yang disertai penyakit mulut lainnya seperti gingivitis, indeks plak dan indeks pendarahan yang tinggi.

Tujuan : Mengetahui pengaruh promosi *motion graphic* terhadap pengetahuan dan perilaku pemeliharaan kesehatan gigi dan mulut pengguna *orthodonti*.

Metode : Jenis penelitian ini yaitu *quasi eksperimen* dengan teknik *random sampling*, desain penelitian yang digunakan adalah *pretest-posttest group design*, terdapat populasi sebanyak 113 responden didapatkan sampel 90 responden yang dihitung menggunakan rumus *slovin* kemudian dibagi menjadi dua yaitu 45 responden kelompok perlakuan dan 45 responden kelompok kontrol. Pengambilan data dengan kuesioner. Analisis data menggunakan uji *Wilcoxon* dan uji *Mann Whitney*.

Hasil : Diketahui pengetahuan kelompok perlakuan sebelum promosi 46,7% dan sesudah menjadi 80,0% pada kelompok kontrol sebelum promosi 55,6% dan sesudah menjadi 71,1%. Diketahui perilaku kelompok perlakuan sebelum promosi 46,7% dan sesudah menjadi 66,7% pada kelompok kontrol sebelum promosi 57,8% dan sesudah menjadi 68.9%. Hasil uji *wilcoxon* ada perbedaan bermakna sebelum dan sesudah pada pengetahuan dan perilaku setelah promosi dengan *motion graphic* dan video konvensional didapatkan nilai $p < 0,05$.

Kesimpulan : Promosi *motion graphic* berpengaruh terhadap pengetahuan dan perilaku pemeliharaan kesehatan gigi dan mulut pengguna *orthodonti*.

Kata Kunci : Promosi, *motion graphic*, pengetahuan, perilaku, pemeliharaan kesehatan gigi dan mulut, *orthodonti*.

**THE EFFECT OF MOTION GRAPHIC PROMOTION ON
KNOWLEDGE AND MAINTENANCE BEHAVIOR
DENTAL AND ORAL HEALTH
ORTHODONTICS USERS**

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ABSTRACT

Background: Based on Riskesdas, orthodontic wearers in DIY Province in 2018 were above the Indonesian average of 0.7%. Orthodontic appliance wearers are very vulnerable in increasing plaque accumulation accompanied by other oral diseases such as gingivitis, plaque index and high bleeding index.

Objective: Know the effect of motion graphic promotion on knowledge and oral health maintenance behavior of orthodontic users.

Method: This type of research is a quasi-experiment with random sampling technique, the research design used is pretest-posttest group design, there is a population of 113 respondents, a sample of 90 respondents was obtained which was calculated using the Slovin formula and then divided into two, namely 45 treatment group respondents and 45 control group respondents. Data collection with a questionnaire. Data analysis using the Wilcoxon test and the Mann Whitney test.

Results: It is known that the knowledge of the treatment group before the promotion was 46.7% and after becoming 80.0% in the control group before the promotion was 55.6% and after becoming 71.1%. It is known that the behavior of the treatment group before the promotion was 46.7% and after becoming 66.7% in the control group before the promotion 57.8% and after becoming 68.9%. Wilcoxon test results there is a significant difference before and after on knowledge and behavior after promotion with motion graphics and conventional videos obtained p value <0.05.

Conclusion: Motion graphic promotion affects the knowledge and oral health maintenance behavior of orthodontic users.

Keywords: Promotion, motion graphics, knowledge, behavior, oral health maintenance, orthodontics.