

THE DIFFERENCE BETWEEN THE EFFECTIVENESS OF DENTAL AND ORAL HEALTH PROMOTIONS USING FLASH CARD AND LEAFLET ON THE LEVEL OF KNOWLEDGE ON DENTAL AND ORAL HEALTH OF ELEMENTARY SCHOOL STUDENTS

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ABSTRACT

Background: Elementary school students are vulnerable to dental and oral health issues. Knowledge can be improved through promotion. Effective and optimal promotion can be given using media, including flash card and leaflet. Flash card is a picture card with descriptions on every picture, while leaflet is a paper sheet containing brief sentence and simple picture.

Purpose: To determine the difference between the effectiveness of dental and oral health promotions using flash card and leaflet on the level of knowledge of elementary school students.

Method: The research type was quasi experiment with two group pretest and posttest design. The sample was 80 students of MI Ma'arif Candran aged 8-10 years old. The sampling technique was purposive sampling. The sample was separated into two treatment groups, i.e. flash card group and leaflet group. The present study used paired t test and independent sample t test with level of confidence of 95% ($p < 0.05$).

Result: The result of paired t test on the level of knowledge of students after promotions using flash card and leaflet is $p = 0.000$, meaning there was significant difference between promotions using flash card and leaflet. The result of independent sample t test on the difference of the effectiveness of promotions using flash card and leaflet is $p = 0.520$, meaning there was no difference between the effectiveness of promotions using flash card and leaflet on the level of knowledge.

Conclusion: no difference between the effectiveness of promotions using flash card and leaflet on the level of knowledge on dental and oral health of elementary school students

Keywords: promotion, flash card, leaflet, level of knowledge of student

PERBEDAAN EFEKTIVITAS PROMOSI KESEHATAN GIGI DAN MULUT
MENGUNAKAN MEDIA *FLASH CARD* DAN *LEAFLET* TERHADAP
TINGKAT PENGETAHUAN KESEHATAN GIGI DAN MULUT
SISWA SEKOLAH DASAR

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ABSTRAK

Latar Belakang: Anak SD merupakan masa yang rentan terhadap kesehatan gigi dan mulut. Pengetahuan dapat ditingkatkan melalui promosi, pemberian promosi efektif dan optimal menggunakan media diantaranya *flash card* dan *leaflet*. *Flash card* adalah media kartu bergambar dengan keterangan disertai gambarnya, *leaflet* adalah selebaran kertas berisi tulisan kalimat yang singkat dan gambar sederhana.

Tujuan Penelitian: Mengetahui perbedaan efektivitas promosi kesehatan gigi dan mulut menggunakan media *flash card* dan *leaflet* terhadap tingkat pengetahuan siswa sekolah dasar.

Metode Penelitian: Jenis penelitian ini adalah *quasi experiment* dengan rancangan *two group pre test* dan *post test design*. Sampel yaitu siswa MI Ma'arif Candran usia 8-10 tahun sebanyak 80 siswa. Teknik pengambilan sampel dengan metode *purposive sampling*. Sampel dibagi menjadi dua kelompok perlakuan yaitu kelompok media *flash card* dan kelompok media *leaflet*. Penelitian ini menggunakan uji *paired t test* dan *independent sample t test* dengan tingkat kepercayaan 95% ($p < 0,05$).

Hasil Penelitian: Hasil uji *paired t test* tingkat pengetahuan siswa promosi dengan media *flash card* dan *leaflet* diperoleh $p = 0,000$ berarti ada perbedaan yang bermakna promosi menggunakan media *flash card* dan *leaflet*. Hasil uji *independent sampel t test* perbedaan efektivitas promosi media *flash card* dan *leaflet* diperoleh $p = 0,520$ berarti tidak ada perbedaan efektivitas promosi menggunakan media *flash card* dan *leaflet* terhadap tingkat pengetahuan.

Kesimpulan: Tidak ada perbedaan efektivitas promosi menggunakan media *flash card* dan *leaflet* terhadap tingkat pengetahuan kesehatan gigi dan mulut siswa sekolah dasar.

Kata Kunci: promosi, media *flash card*, media *leaflet*, tingkat pengetahuan siswa