

EFFECTIVENESS OF PROMOTION USING VIDEO MEDIA TOWARD KNOWLEDGE OF ORAL HYGIENE MAINTENANCE AND PLAQUE INDEX OF FIXED ORTHODONTIC USER

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ABSTRACT

Baground : Fixed orthodontic appliance users are often unaware of the risks associated with oral hygiene. These appliances facilitate the accumulation of food debris and are difficult to clean, potentially causing plaque buildup. Health promotion using interesting media such as videos can improve knowledge and behavior. Students of the Yogyakarta Ministry of Health Polytechnic who use fixed orthodontics still have poor levels of hygiene as indicated by poor plaque scores.

Research Objective : It is known that the effectiveness of promotion using video media on knowledge of oral hygiene maintenance and plaque index of fixed orthodontic users.

Research Methode : This type of research is quasi-experimental with a pretest-posttest with control group design conducted in April-May 2025 with a population of 94 respondents of fixed orthodontic students of the Poltekkes Kemenkes Yogyakarta. The research was conducted at the Poltekkes Kemenkes Yogyakarta Department of Dental Health. The research sampling technique used purposive sampling by examining the plaque index and administering questionnaires. Data analysis used the Wilcoxon test and the Mann-Whitney test.

Research Results : The knowledge of fixed orthodontic users before being given promotion using video media was the most with sufficient criteria of 57.5% and after promotion it became good criteria of 90%. The plaque index of fixed orthodontic users before promotion using video media was the most with poor criteria of 67.5% and after promotion it became good criteria of 60%. The Wilcoxon Signed Ranks test produced $p = 0.000$. The Mann-Whitney test produced $p = 0.000$ so that there was a significant effect.

Conclusion: Promotion using video media is effective in increasing knowledge of oral hygiene maintenance and plaque index of fixed orthodontic users.

Keyword : Oral hygiene, fixed orthodontics, plaque, knowledge, maintenance, videos.

EFEKTIVITAS PROMOSI MENGGUNAKAN MEDIA VIDEO TERHADAP PENGETAHUAN PEMELIHARAAN KEBERSIHAN MULUT DAN INDEKS PLAK PENGGUNA ORTODONTI CEKAT

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ABSTRAK

Latar Belakang : Pengguna alat ortodonti cekat seringkali tidak menyadari resiko terkait kebersihan mulut. Alat ini memudahkan penumpukan sisa makanan dan sulit dibersihkan, berpotensi menyebabkan penumpukan plak. Promosi kesehatan menggunakan media yang menarik seperti video dapat meningkatkan pengetahuan dan perilaku. Mahasiswa Poltekkes Kemenkes Yogyakarta pengguna ortodonti cekat masih memiliki tingkat kebersihan yang buruk ditandai dengan skor plak yang buruk.

Tujuan Penelitian : Diketuinya efektivitas promosi menggunakan media video terhadap pengetahuan pemeliharaan kebersihan mulut dan indeks plak pengguna ortodonti cekat.

Metode Penelitian : Jenis penelitian ini *quasi eksperimen* dengan desain *pretest-posttest with control group* yang dilaksanakan pada bulan April-Mei 2025 dengan jumlah populasi 94 responden Mahasiswa pengguna ortodonti cekat Poltekkes Kemenkes Yogyakarta. Penelitian dilakukan di Poltekkes Kemenkes Yogyakarta Jurusan Kesehatan Gigi. Teknik Pengambilan sampel penelitian dilakukan menggunakan *purposive sampling* dengan melakukan pemeriksaan indeks plak dan pemberian kuesioner. Analisis data menggunakan uji *wilcoxon* dan uji *mann-whitney*.

Hasil : Pengetahuan pengguna ortodonti cekat sebelum diberikan promosi menggunakan media video terbanyak dengan kriteria cukup 57,5 % dan setelah promosi menjadi kriteria baik 90%. Indeks plak pengguna ortodonti cekat sebelum promosi menggunakan media video terbanyak dengan kriteria buruk 67,5% dan setelah promosi menjadi kriteria baik 60%. Uji *wilcoxon* menghasilkan $p=0,000$. Uji *mann-whitney* menghasilkan $p=0,000$ sehingga ada pengaruh signifikan.

Kesimpulan : Promosi menggunakan media video efektif terhadap peningkatan pengetahuan pemeliharaan kebersihan mulut dan indeks plak pengguna ortodonti cekat.

Kata Kunci : Kebersihan mulut, ortodonti cekat, plak, pengetahuan, pemeliharaan, video.