

**PENGARUH PROMOSI MENGGUNAKAN MEDIA BUSY BOOK
TERHADAP PENGETAHUAN MENYIKAT GIGI
PADA ANAK SEKOLAH DASAR**

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ABSTRAK

Latar Belakang : Kesehatan gigi dan mulut berperan penting dalam menunjang kesehatan tubuh secara keseluruhan. Berdasarkan hasil studi pendahuluan 66,6% anak kurang tepat dalam menjawab pertanyaan yang diberikan dan 33,3% anak menjawab dengan tepat, ini menunjukkan bahwa pengetahuan tentang menyikat gigi pada anak sekolah dasar masih rendah. Media edukasi yang menarik dan interaktif, seperti *busy book*, berpotensi meningkatkan pemahaman anak melalui penyampaian informasi yang lebih kreatif dan mudah diingat.

Tujuan : Diketuainya pengaruh promosi menggunakan media *busy book* terhadap pengetahuan menyikat gigi pada anak sekolah dasar.

Metode : Desain penelitian ini adalah *Quasi Eksperiment* dengan rancangan *Pretest-Posttest Non Equivalent Control Group*. Penelitian ini dilaksanakan pada bulan Juni 2025. Populasi penelitian ini adalah siswa kelas 2 dan 3 dengan sampel berjumlah 60 responden yang diambil dengan teknik *sampling* jenuh. Lokasi penelitian di SD Negeri Patran, Gamping, Sleman, Daerah Istimewa Yogyakarta. Teknik pengumpulan data menggunakan kuesioner dan analisis data menggunakan uji *Independent t-Test* dan *Paired t-Test*.

Hasil : Tingkat pengetahuan responden sesudah dilakukan promosi menggunakan media *busy book* diperoleh kategori pengetahuan baik sebanyak 23 responden (76,67%).

Kesimpulan : Promosi menggunakan media *busy book* berpengaruh terhadap pengetahuan menyikat gigi pada anak sekolah dasar.

Kata kunci: Media *Busy Book*, Pengetahuan Menyikat Gigi, Anak Sekolah Dasar

THE EFFECT OF PROMOTION USING BUSY BOOK MEDIA ON TOOTHBRUSHING KNOWLEDGE IN ELEMENTARY SCHOOL CHILDREN

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ABSTRACT

Background: Dental and oral health plays an important role in supporting the overall health of the body. Based on the results of the preliminary study, 66.6% of children were not correct in answering the questions given and 33.3% of children answered correctly, this shows that knowledge about brushing teeth in elementary school children is still low. Interesting and interactive educational media, such as *busy books*, have the potential to improve children's understanding through the delivery of information that is more creative and easy to remember.

Purpose: The effect of promotion using *busy book media* on toothbrushing knowledge in elementary school children is known.

Method: The design of this study is *Quasi Experimental with a Pretest-Posttest Non Equivalent Control Group design*. This research will be carried out in June 2025. The population of this study is 2nd and 3rd grade students with a sample of 60 respondents taken by saturated sampling technique. The research location is at SD Negeri Patran, Gamping, Sleman, Special Region of Yogyakarta. The data collection technique used questionnaires and data analysis using *the Independent t-Test* and *Paired t-Test tests*.

Results: The level of knowledge of respondents after promotion using *busy book media* was obtained in the good knowledge category as many as 23 respondents (76.67%).

Conclusion: Promotion using busy book media has an effect on toothbrushing knowledge in elementary school children.

Keywords: Toothbrushing Knowledge, *Busy Book Media*, Elementary School Children