

**PENGARUH PROMOSI MENGGUNAKAN E-BOOKLET TERHADAP
PENGETAHUAN DAN MINAT MELAKUKAN PENUMPATAN GIGI
PADA REMAJA**

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ABSTRAK

Latar Belakang: Prevalensi masalah kesehatan gigi yaitu gigi rusak/berlubang pada Provinsi Daerah Istimewa Yogyakarta mencapai 38,1% dan gigi yang telah ditambal atau ditumpat karena berlubang hanya mencapai 5,5%. Prevalensi gigi berlubang/rusak pada umur 15-24 tahun mencapai 36% dan gigi yang telah ditambal karena berlubang hanya mencapai 4,1%. Diperlukan adanya promosi dalam meningkatkan pengetahuan dan minat melakukan perawatan perbaikan gigi yang berlubang.

Tujuan: Diketuainya pengaruh promosi menggunakan media e-booklet terhadap pengetahuan dan minat melakukan penumpatan gigi.

Metode: Desain penelitian ini adalah *quasi eskperiment* yaitu eksperimen semu yang mendapat perlakuan atau tindakan, pengambilan sampel menggunakan teknik sampling jenuh dengan jumlah sampel 64 responden. Sampel dibagi menjadi dua kelompok yaitu : kelompok perlakuan dan kelompok kontrol. Penelitian dilakukan pada bulan Juli 2025. Lokasi penelitian di SMAN 1 Gamping. Teknik pengambilan data menggunakan kuesioner. Analisis data menggunakan uji normalitas, *Wilcoxon Signed Rank Test*, dan Uji *Mann-Whitney U*

Hasil: Peningkatan pengetahuan kelompok perlakuan sebelum diberikan promosi menggunakan media e-booklet adalah 65,6%, pengetahuan sesudah adalah 90%. Pada variabel minat sebelum diberikan promosi menggunakan media e-booklet pada kelompok perlakuan adalah 71,9% dan minat sesudah adalah 87,5%. Terjadi kenaikan yang signifikan antara sebelum dan sesudah pada kelompok perlakuan, hasil analisis uji statistic menggunakan uji *wilcoxon* dan *Mann-Whitney* diperoleh $p\text{-value } 0,000 < 0,05$.

Kesimpulan: Promosi menggunakan media *e-booklet* berpengaruh terhadap peningkatan pengetahuan dan minat melakukan penumpatan gigi

Kata Kunci: Promosi, *E-Booklet*, Pengetahuan, Karies

INFLUENCE OF PROMOTION USING E-BOOKLETS ON KNOWLEDGE AND INTEREST IN DOING DENTAL PAINTING IN YOUTH

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ABSTRACT

Background: *The prevalence of dental health problems, namely damaged/perforated teeth in the Special Province of Yogyakarta reached 38.1% and teeth that had been patched or filled due to cavities only reached 5.5%. The prevalence of cavities/damaged teeth at the age of 15-24 years reached 36% and teeth that had been patched due to cavities only reached 4.1%. Promotion is needed to increase knowledge and interest in performing cavity repair treatment. Promotion using e-booklet media is one way to increase knowledge and interest in performing dental fillings.*

Objective: *To know the effect of promotion using e-booklet media on knowledge and interest in performing dental fillings.*

Methods: *This research design is a quasi-experimental, namely a pseudo-experiment that receives treatment or action. Sampling was taken using a saturated sampling technique with a sample size of 64 respondents. The sample was divided into two groups: the treatment group and the control group. The study was conducted in July 2025. The research location was SMAN 1 Gamping. The data collection technique used a questionnaire. Data analysis used the normality test, Wilcoxon Signed Rank Test, and Mann-Whitney U Test.*

Results: *The increase in knowledge of the treatment group before being given a promotion using e-booklet media was 65.6%, knowledge after was 90%. In the interest variable before being given a promotion using e-booklet media in the treatment group was 71.9% and interest after was 87.5%. There was a significant increase between before and after in the treatment group, the results of statistical test analysis using Wilcoxon and Mann-Whitney tests obtained a p-value of 0.000 < 0.05.*

Conclusion: *Promotion using e-booklet media has an effect on increasing knowledge and interest in performing dental fillings.*

Keywords: *Promotion, E-Booklet, Knowledge, Caries*