

# PENGARUH EDUKASI MENGGUNAKAN MEDIA VIDEO TIKTOK TERHADAP PENGETAHUAN GINGIVITIS PADA SISWA SMA

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## ABSTRAK

**Latar Belakang:** Berdasarkan hasil Survei Kesehatan Indonesia (SKI) tahun 2023, proporsi masalah kesehatan gigi dan mulut di Indonesia sebesar 56,9% dengan karakteristik menunjukkan sebesar 7,3% penduduk Indonesia mengalami gusi bengkak/bisul/abses dan sebesar 6,8% penduduk Indonesia mengalami gusi mudah berdarah. Pada Provinsi DI Yogyakarta sebesar 7,1% masyarakat mengalami gusi bengkak/bisul/abses dan sebesar 6,2% masyarakat mengalami gusi mudah berdarah. Hal itu dilandasi oleh kurangnya pengetahuan dan kesadaran akan pentingnya pemeliharaan gigi dan mulut.

**Tujuan:** Diketuainya pengaruh edukasi menggunakan media video tiktok terhadap pengetahuan gingivitis pada siswa SMA

**Metode:** Penelitian ini adalah *quasi experiment* dengan desain *Pretest-Posttest Control Group Design*. Penelitian dilakukan bulan Juni-Agustus 2025. Populasi siswa kelas XI SMA N 1 Sewon Bantul Yogyakarta berjumlah 357 siswa. Pengambilan sampel menggunakan *purposive sampling*, dengan jumlah sampel 80 responden. Instrumen penelitian menggunakan kuesioner. Analisis data menggunakan uji validitas, uji reliabilitas, uji normalitas, *uji wilcoxon signed ranks test* dan *uji man withey*

**Hasil:** Pengetahuan gingivitis pada kelompok perlakuan sebelum edukasi pada kriteria kurang sebesar 72,5% dan sesudah edukasi menggunakan video tiktok pada kriteria baik sebesar 87,5%. Hasil *uji Wilcoxon Signed Rank Test* menunjukkan pada kelompok perlakuan terdapat perbedaan signifikan antara nilai pre-test dan post-test. Hasil *Uji Mann Whitney* menunjukkan adanya pengaruh yang signifikan pada kelompok perlakuan menggunakan media video tiktok ( $p = 0,000 < 0,05$ ).

**Kesimpulan:** Edukasi menggunakan media video tiktok berpengaruh terhadap peningkatan pengetahuan gingivitis pada siswa SMA.

**Kata kunci:** Edukasi, media video tiktok, pengetahuan gingivitis, siswa SMA.

# THE INFLUENCE OF EDUCATION USING MEDIA TIKTOK VIDEOS AGAINST KNOWLEDGE GINGIVITIS IN HIGH SCHOOL STUDENTS

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## ABSTRACT

**Background:** Based on the results of the 2023 Indonesian Health Survey (SKI), the proportion of dental and oral health problems in Indonesia is 56.9% with characteristics showing that 7.3% of the Indonesian population has swollen gums/ulcers/abscesses and 6.8% of the Indonesian population has bleeding gums. In DI Yogyakarta Province, 7.1% of people experience swollen gums/ulcers/abscesses and 6.2% of people experience bleeding gums. This is based on a lack of knowledge and awareness of the importance of dental and oral care

**Objective:** To know the effect of education using tiktok video media on gingivitis knowledge in high school students

**Methods:** This study is a *quasi experiment with a Pretest-Posttest Control Group Design*. The research was conducted in June-August 2025. The population of class XI students of SMA N 1 Sewon Bantul Yogyakarta is 357 students. Sampling was done using purposive sampling, with a sample of 80 respondents. The research instrument used a questionnaire. Data analysis used validity test, reliability test, normality test, *wilcoxon signed ranks test* and *man withey test*

**Results:** Knowledge of gingivitis in the treatment group before education was in the poor category at 72.5% and after education using TikTok videos was in the good category at 87.5%. The Wilcoxon Signed Rank Test results showed a significant difference in pre-test and post-test scores in the treatment group. The Mann-Whitney test results showed a significant effect in the treatment group using TikTok videos ( $p = 0.000 < 0.05$ ).

**Conclusion:** Education used tiktok video media has an impact on increasing knowledge of gingivitis in high school students.

**Keywords:** Education, tiktok video media, gingivitis knowledge, high school students.