

EFEKTIVITAS PROMOSI MENGGUNAKAN VIDEO TERHADAP PENGETAHUAN *CALCULUS* DAN MINAT PERAWATAN *SCALING* PADA REMAJA

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ABSTRAK

Latar Belakang: Berdasarkan hasil SKI 2023 menunjukkan bahwa masalah kesehatan gigi mencapai 56,9% dan penduduk yang mendapat perawatan tindakan pembersihan *calculus* atau *scaling* 12,5%. Studi pendahuluan di SMP Negeri Batuputi menunjukkan banyak siswa memiliki karang gigi sebanyak 64 % atau 128 siswa, hal ini mengindikasikan bahwa tingkat pengetahuan dan minat perawatan *scaling* siswa masih rendah. Media edukasi video tentang perawatan *calculus* berpotensi membantu meningkatkan pengetahuan tentang *calculus* dan minat perawatan *scaling* pada remaja.

Tujuan: Diketuinya efektivitas promosi menggunakan video terhadap pengetahuan *calculus* dan minat perawatan *scaling* pada remaja.

Metode: Penelitian menggunakan desain *pre – experimental* dengan pendekatan *one group pre – test post-test*. Penelitian ini dilaksanakan pada Bulan Juli 2025 di SMP Negeri Batuputi, dengan populasi 128 siswa dan 128 siswa tersebut juga sebagai sampel yang dipilih melalui total sampling. Instrumen penelitian berupa kuesioner pengetahuan *calculus* dan minat perawatan *scaling*. Analisis data menggunakan *Uji Wilcoxon Signed Rank Test* dan *Kendall Tau*.

Hasil: Media video terbukti efektif meningkatkan pengetahuan tentang *calculus* dan minat perawatan *scaling* pada remaja. Hasil penelitian menunjukkan nilai rata-rata pengetahuan meningkat $12,58 \pm 1,943$ (cukup) menjadi $18,79 \pm 1,445$ (baik). Nilai rata-rata minat meningkat sebesar $40,34 \pm 5,138$ (sedang) menjadi $54,61 \pm 5,801$ (tinggi). *Uji wilcoxon* menunjukkan terdapat perbedaan signifikan sebelum dan setelah diberikan promosi tentang *calculus* dan *scaling* menggunakan video dengan nilai $p < 0,05$ dan uji *kendall Tau* menunjukkan hasil tidak signifikan berkolerasi antara pengetahuan *calculus* dengan minat perawatan *scaling* dengan nilai $p > 0,05$.

Kesimpulan: Media video terbukti efektif sebagai alat promosi dalam meningkatkan pengetahuan tentang *calculus* dan minat perawatan *scaling* pada remaja.

Kata Kunci: Video, *calculus*, *scaling*.

THE EFFECTIVENESS OF PROMOTION USING VIDEOS ON KNOWLEDGE OF DENTAL CALCULUS AND INTEREST IN SCALING TREATMENT AMONG ADOLESCENTS

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ABSTRACT

Background: Based on the 2023 Indonesia Health Survey (SKI), the prevalence of dental and oral health problems reached 56.9%, while the proportion of the population who received dental calculus cleaning (scaling) treatment was only 12.5%. A preliminary study conducted at SMP Negeri Batuputi showed that 64% (128 students) had dental calculus, indicating that the level of knowledge and interest in scaling treatment among students was still low. Educational media such as videos about calculus and scaling have the potential to improve knowledge and interest in scaling treatment among adolescents.

Objective: To determine the effectiveness of health promotion using animated videos on knowledge about calculus and interest in scaling treatment among adolescents.

Method: This study used a pre-experimental design with a one-group pre-test–post-test approach. The research was conducted in July 2025 at SMP Negeri Batuputi with a population of 128 students, all of whom were selected as samples using the total sampling technique. The research instruments were questionnaires on knowledge about calculus and interest in scaling treatment. Data were analyzed using the Wilcoxon Signed Rank Test and Kendall's Tau correlation test.

Results: The use of videos was proven effective in increasing knowledge about calculus and interest in scaling treatment among adolescents. The average knowledge score increased from 12.58±1.943 (moderate) to 18.79±1.445 (good), and the average interest score increased from 40.34±5.138 (moderate) to 54.61±5.801 (high). The Wilcoxon test showed a significant difference before and after the intervention ($p < 0.05$), while the Kendall's Tau test indicated no significant correlation between knowledge about calculus and interest in scaling treatment ($p > 0.05$).

Conclusion: Animated video media is proven to be an effective promotional tool to enhance knowledge about calculus and increase interest in scaling treatment among adolescents.

Keywords: Video, calculus, scaling.