

## PENGARUH PROMOSI MEDIA *BOOKLET* PENANGANAN TRAUMA GIGI TERHADAP TINGKAT PENGETAHUAN PADA KOMUNITAS *FUN FOOTBALL*

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### ABSTRAK

**Latar Belakang:** Survei Kesehatan Indonesia (SKI) tahun 2023 menunjukkan bahwa 54,1% penduduk usia 25–34 tahun mengalami masalah gigi dan mulut. Salah satu masalah yang perlu mendapat perhatian adalah *Traumatic Dental Injury* (TDI) dengan prevalensi global berkisar antara 6,1% hingga 58,6%. Hasil studi pendahuluan pada komunitas *Fun football Unmanaged FC* 80% anggota belum mengetahui penanganan trauma gigi.

**Tujuan:** Diketahui pengaruh promosi media *booklet* penanganan trauma gigi terhadap tingkat pengetahuan pada komunitas *fun football*.

**Metode:** Jenis penelitian menggunakan *Quasi-Eksperimen* dengan rancangan *pre-test-posttest with Control Grup Design*. Populasi berjumlah 72 responden yang diambil dengan teknik *total sampling* dibagi menjadi kelompok eksperimen 36 dan kelompok kontrol 36. Penelitian ini dilaksanakan pada bulan April 2026 di DM Sport Ciledug. Pengumpulan data menggunakan kuesioner *pre-test* dan *posttest*. Analisis data menggunakan uji *Wilcoxon Signed Rank Test* dan *Mann Whitney*.

**Hasil:** Tingkat pengetahuan promosi media *booklet* mengalami peningkatan dari mayoritas kategori cukup menjadi kategori baik setelah promosi, rerata skor pengetahuan meningkat dari  $8,11 \pm 2,513$  menjadi  $14,02 \pm 1,502$ , pada kelompok kontrol rerata skor meningkat dari  $8,05 \pm 2,013$  menjadi  $10,05 \pm 2,389$ . Hasil uji *Wilcoxon* menunjukkan adanya peningkatan pengetahuan yang signifikan pada kelompok eksperimen maupun kontrol ( $p < 0,05$ ). Hasil uji *Mann-Whitney* menunjukkan perbedaan peningkatan pengetahuan yang signifikan antara kedua kelompok ( $p < 0,05$ ).

**Kesimpulan:** Promosi media *booklet* penanganan trauma gigi bisa meningkatkan pengetahuan pada komunitas *fun football*.

**Kata Kunci:** *Booklet*, Trauma Gigi, Pengetahuan, Promosi Kesehatan, Komunitas Olahraga

# THE EFFECT OF MEDIA PROMOTION OF DENTAL TRAUMA HANDLING BOOKLET ON THE LEVEL OF KNOWLEDGE IN THE FUN FOOTBALL COMMUNITY

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## ABSTRACT

**Background:** The 2023 Indonesian Health Survey (SKI) showed that 54.1% of the population aged 25–34 experienced dental and oral problems. Traumatic Dental Injury (TDI) is one issue that requires attention, with a global prevalence ranging from 6.1% to 58.6%. A preliminary study of the Fun Unmanaged FC football community found that 80% of members were unaware of dental trauma treatment.

**Objective:** The influence of media promotion of dental trauma treatment booklets on the level of knowledge in the fun football community was known.

**Method:** This study employed a quasi-experimental design with a pre-test/post-test control group structure. The study population consisted of 72 respondents selected via total sampling and divided into an experimental group 36 and a control group 36. The research was conducted in April 2026 at DM Sport Ciledug, with data collected using pre-test and post-test questionnaires. Data analysis was performed using the Wilcoxon Signed-Rank Test and the Mann-Whitney test.

**Results :** The level of knowledge regarding the booklet-based promotion improved from the (fair) category to the (good) category; the mean knowledge score rose from  $8.11 \pm 2.513$  to  $14.02 \pm 1.502$ . In the control group, the mean score increased from  $8.05 \pm 2.013$  to  $10.05 \pm 2.389$ . Wilcoxon test results indicated a significant increase in knowledge in both the experimental and control groups ( $p < 0.05$ ). Mann-Whitney test results showed a significant difference in the improvement of knowledge between the two groups ( $p < 0.05$ ).

**Conclusion:** Promoting a booklet on dental trauma management can increase knowledge within the fun football community.

**Keywords:** Booklet, Dental Trauma, Knowledge, Health Promotion, Sports Community