

PENGARUH PROMOSI MENGGUNAKAN MEDIA CARD GAME TOOTH GUARDIANS TERHADAP PENGETAHUAN KESEHATAN GIGI DAN MULUT PADA ANAK SEKOLAH DASAR

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ABSTRAK

Latar Belakang: Menurut Survei Kesehatan Indonesia atau SKI (2023), prevalensi karies gigi di Indonesia mencapai 82,8% dengan proporsi masalah gigi dan mulut di sebesar 56,9 %. Karies dapat mengganggu kemampuan anak dalam mengunyah, sehingga mengurangi asupan nutrisi yang berdampak pada pertumbuhan dan perkembangan anak. Promosi kesehatan gigi memerlukan media yang tepat untuk pengetahuan anak sekolah dasar. *Card game* merupakan salah satu media yang efektif untuk meningkatkan pengetahuan pada anak sekolah dasar.

Tujuan: Diketuinya pengaruh promosi menggunakan media *card game tooth guardians* terhadap pengetahuan kesehatan gigi dan mulut pada anak sekolah dasar.

Metode: Jenis penelitian ini adalah *quasi experiment* dengan rancangan *Non-Equivalent Control Group Pre-test Pos-test*. Populasi yaitu siswa kelas VI SD Negeri Depok 1 dengan pengambilan sampel menggunakan teknik total sampling sejumlah 70 responden. Penelitian dilaksanakan bulan April 2026, menggunakan media *card game tooth guardians* dan kuesioner. Variabel pengaruh yaitu promosi menggunakan media *card game tooth guardians* dan variabel terpengaruh yaitu pengetahuan kesehatan gigi dan mulut. Analisis data menggunakan uji *Wilcoxon* dan uji *Mann-Whitney*.

Hasil: Pengetahuan siswa mengalami peningkatan dari kategori kurang 100% menjadi kategori baik 71,4%, dengan selisih rata-rata sebesar 8,63. Hasil analisis Uji *Wilcoxon* menunjukkan nilai 0,001 dan Uji *Mann-Whitney* menunjukkan nilai $p=0,000$ ($p<0,05$), yang berarti media *card game tooth guardians* berpengaruh signifikan terhadap pengetahuan anak.

Kesimpulan: Promosi menggunakan media *card game tooth guardians* meningkatkan pengetahuan kesehatan gigi dan mulut pada anak.

Kata Kunci: promosi, media *card game tooth guardians*, pengetahuan, kesehatan gigi dan mulut

THE EFFECT OF PROMOTIONS USING THE TOOTH GUARDIANS CARD GAME ON DENTAL AND ORAL HEALTH KNOWLEDGE AMONG ELEMENTARY SCHOOL CHILDREN

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ABSTRACT

Background: According to the Indonesian Health Survey (SKI, 2023), the prevalence of dental caries in Indonesia reached 82.8%, with 56.9% of children experiencing some form of dental and oral health problem. Cavities can interfere with a child's ability to chew, thereby reducing nutrient intake, which impacts the child's growth and development. Promoting oral health requires appropriate educational tools tailored to elementary school children. Card games are one effective tool for enhancing knowledge among elementary school children.

Purpose: To determine the effect of promotional campaigns using card games on elementary school children's knowledge of oral health.

Method: This study is a quasi-experimental study with a non-equivalent control group pre-test/post-test design. The population consists of sixth-grade students at Depok 1 Public Elementary School, with a sample of 70 respondents selected using total sampling. The study was conducted in April 2026, using the "Tooth Guardians" card game and a questionnaire. The independent variable was promotion using the "Tooth Guardians" card game, and the dependent variable was knowledge of oral health. Data analysis was performed using the Wilcoxon test and the Mann-Whitney test.

Results: Students' knowledge improved from the "below average" category (100%) to the "good" category (71.4%), with an average difference of 8.63. The results of the Wilcoxon test showed a value of 0.001, and the Mann-Whitney test showed a p-value of 0.000 ($p < 0.05$), indicating that the "Tooth Guardians" card game had a significant effect on the children's knowledge.

Conclusion: Promoting oral health through the tooth guardians card game enhances children's knowledge of oral health.

Keywords: promotion, tooth guardians card game, knowledge, oral health