

THE EFFECT OF PROMOTION USING VIDEO BLOGS (VLOGS) ON KNOWLEDGE OF DENTAL CARIES AND TOOTH FILLING MOTIVATION IN LATE ADOLESCENTS

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ABSTRACT

Background: Dental caries is a dental health problem with a prevalence of 41.7%, which is common among adolescents. A preliminary study at the Ulul Albab Islamic Boarding School in Balirejo, Yogyakarta, found that 80% of students had dental caries and 66.6% had insufficient knowledge about dental caries. Audiovisual-based health promotion media, such as video blogs (vlogs), are considered capable of increasing adolescents' understanding and motivation towards oral health.

Objective: To determine the effect of promotion using video blogs (vlogs) on dental caries knowledge and tooth filling motivation in late adolescents.

Method: This study was a quasi-experimental study with a non-equivalent pretest-posttest design with a control group. Sampling used purposive sampling. The sample size was 60 respondents, divided into an experimental group and a control group, which was conducted in April 2026 at the Ulul Albab Islamic Boarding School in Balirejo, Yogyakarta. Data were collected using questionnaires before and after the promotion and analyzed using the Wilcoxon and Mann-Whitney tests.

Results: The results showed that the average knowledge score of the experimental group increased from 10.67 to 14.83 with a difference of 4.16. Respondents' motivation scores increased from 47.30 to 59.83 with a difference of 12.53. Wilcoxon test results showed a significant difference before and after the promotion with a p-value of <0.05. Mann-Whitney test results showed that promotion using vlogs had an effect on knowledge of dental caries and motivation for dental fillings in late adolescents, with a p-value of <0.05.

Conclusion: Promotion using video blogs (vlogs) had an effect on knowledge of dental caries and motivation for dental fillings in late adolescents.

Keywords: Video Blog (Vlog), Knowledge, Dental Caries, Motivation, Dental Fillings.

PENGARUH PROMOSI MENGGUNAKAN VIDEO BLOG (VLOG) TERHADAP PENGETAHUAN KARIES GIGI DAN MOTIVASI PENUMPATAN GIGI PADA REMAJA AKHIR

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ABSTRAK

Latar Belakang: Karies gigi merupakan masalah kesehatan gigi dengan prevalensi 41,7%, yang banyak terjadi pada remaja. Berdasarkan studi pendahuluan di Pondok Pesantren Ulul Albab Balirejo Yogyakarta, diperoleh data 80% santri mengalami karies gigi dan 66,6% santri memiliki pengetahuan yang kurang mengenai karies gigi. Media promosi kesehatan berbasis audiovisual seperti video blog (vlog) dinilai mampu meningkatkan pemahaman dan motivasi remaja terhadap kesehatan gigi dan mulut.

Tujuan: Diketuinya pengaruh promosi menggunakan video blog (vlog) terhadap pengetahuan karies gigi dan motivasi penumpatan gigi pada remaja akhir.

Metode: Penelitian ini adalah *quasi experiment* dengan desain *pretest-posttest non-equivalent with control group*. Pengambilan sampel menggunakan *purposive sampling*. Jumlah sampel 60 responden, dibagi menjadi kelompok eksperimen dan kelompok kontrol yang dilaksanakan pada bulan April 2026 di Pondok Pesantren Ulul Albab Balirejo Yogyakarta. Data dikumpulkan menggunakan kuesioner sebelum dan sesudah promosi dan dianalisis menggunakan uji *Wilcoxon* dan *Mann-Whitney*.

Hasil: Hasil penelitian menunjukkan nilai rerata pengetahuan kelompok eksperimen meningkat dari 10,67 menjadi 14,83 dengan selisih sebanyak 4,16. Pada nilai motivasi responden mengalami peningkatan dari 47,30 menjadi 59,83 dengan selisih sebanyak 12,53. Hasil uji *Wilcoxon* menunjukkan perbedaan signifikan sebelum dan sesudah promosi didapatkan nilai $p < 0,05$. Hasil uji *Mann-Whitney* menunjukkan promosi menggunakan vlog berpengaruh terhadap pengetahuan karies gigi dan motivasi penumpatan gigi pada remaja akhir, dengan nilai $p < 0,05$.

Kesimpulan: Promosi menggunakan video blog (vlog) berpengaruh terhadap pengetahuan karies gigi dan motivasi penumpatan gigi pada remaja akhir.

Kata Kunci: Video Blog (Vlog), Pengetahuan, Karies Gigi, Motivasi, Penumpatan Gigi