

ABSTRAK

PERBANDINGAN EFEKTIVITAS PROMOSI KESEHATAN MELALUI MEDIA KOMUNIKASI *SYNCHRONOUS* DAN *ASYNCHRONOUS* TERHADAP PENINGKATAN PENGETAHUAN DAN SIKAP PEMELIHARAAN GIGI DAN MULUT

(Studi pada siswa SMAN 1 Watumalang Kabupaten Wonosobo)

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Usia sekolah menengah atas cenderung memiliki pola hidup yang mengikuti gaya kekinian terhadap pola konsumsi makanan dan minuman kariogenik. Hal ini mempengaruhi kesehatan rongga mulut sehingga diperlukan promosi kesehatan gigi dan mulut salah satunya melalui media komunikasi *synchronous* dan *asynchronous*. Penelitian bertujuan untuk membandingkan efektivitas promosi kesehatan gigi dan mulut melalui media komunikasi *synchronous* dan *asynchronous* terhadap peningkatan pengetahuan dan sikap pemeliharaan gigi dan mulut. Jenis penelitian adalah *Quasi Eksperimental* dengan rancangan penelitian *Pre-Test Post-Test with Control Group Design*. Pengambilan data aspek pengetahuan dan sikap diperoleh melalui *google form* dengan responden sebanyak 114 yang berasal dari siswa SMAN 1 Watumalang dengan masing-masing kelompok terdiri dari 38 responden kelompok *synchronous*, *asynchronous* dan kontrol. Pengambilan sampel menggunakan *simple random sampling*. Hasil data pengetahuan dianalisis menggunakan uji *Kruskall Wallis* dengan uji lanjut *Mann Withney* serta data sikap dianalisis menggunakan uji *One Way Anova*. Hasil penelitian menunjukkan terdapat perbedaan yang sangat signifikan efektivitas promosi kesehatan gigi dan mulut melalui media *synchronous*, *asynchronous* dan kontrol terhadap peningkatan pengetahuan ($p < 0,01$) serta tidak terdapat perbedaan signifikan efektivitas promosi kesehatan gigi dan mulut melalui media *synchronous*, *asynchronous* dan kontrol terhadap peningkatan sikap pada siswa SMAN 1 Watumalang ($p > 0,05$). Simpulan penelitian ini adalah tidak terdapat perbedaan bermakna efektivitas promosi kesehatan melalui media komunikasi *synchronous* dan *asynchronous* terhadap peningkatan pengetahuan dan sikap pemeliharaan kesehatan gigi dan mulut pada siswa SMAN 1 Watumalang.

Kata Kunci: Promosi kesehatan, gigi dan mulut, media komunikasi, *synchronous*, *asynchronous*.

ABSTRACT

THE COMPARISON OF HEALTH PROMOTION EFFECTIVNESS BETWEEN SYNCHRONOUS AND ASYNCHRONOUS MEDIA COMMUNICATION ON THE IMPROVEMENT OF DENTAL KNOWLEDGE AND DENTAL MANAGEMENT BEHAVIOR

(Study on Students of Senior High School 1 Watumalang, Wonosobo Regency)

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Senior high school age students usually follow the current millenials lifestyle of consuming cariogenic foods and drinks. This lifestyle effects oral and dental health. Dental health promotion using both synchronous and asynchronous is required. This study aimed to compare the effectiveness between synchronous and asynchronous on improving oral and dental knowledge and management behavior. The research method was quasi experimental with Pre Test Post Test with Control Group Design. Data related to dental knowledge and management behavior were collected through google form with total sample 114 respondents from Senior High School 1 Watumalang, Wonosobo Regency students, divided into synchronous, asynchronous, and control groups with each 38 respondents. Respondents were collected with simple random sampling. Data was anylized using Kruskall Wallis test and continued with Mann Whitney Test for dental knowledge data and One Way Anova Test for dental management behavior data. The result showed that there was a significant difference on dental and oral health promotion efftiveness using synchronous, asynchronous, and control groups on the improvement of dental knowledge ($p < 0,01$), and there was no significant difference on dental and oral health promotion using synchronous and asynchronous media communication on the improvement of dental management behavior on Senior High School 1 Watumalang students ($p > 0,05$). The conclusion of this study is there was no significant difference between the effectiveness of health promotion using synchronous and asynchronous media communication on the improvement of dental knowledge and dental management behaviour on Senior High School 1 Watumalang.

Key Words: *health promotion, dental and oral, communication media, synchronous, asynchronous*