



The Impact of Video Media on the Motivation of Pregnant Women to Calculus Removal at Puskesmas Bendo, Magetan, East Java

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ARTICLE INFORMATION	ABSTRACT
<i>Article History:</i> <i>Received: May 3, 2025</i> <i>Revised: May 28, 2025</i> <i>Published: May 31, 2025</i> Keywords: Video Media Pregnant Women Motivation Calculus	Hormonal changes during pregnancy can lead to alterations in periodontal tissue structure, making pregnant women more susceptible to periodontal diseases such as gingivitis and periodontitis, which are caused by plaque and calculus buildup. Motivation for pregnant women to calculus removal is crucial in preventing calculus related issues. The research problem in this study is the high percentage of pregnant women experiencing calculus buildup at Puskesmas Bendo, which is 51.41%. This study aims to examine the impact of video media on the motivation of pregnant women to calculus removal at Puskesmas Bendo, Magetan Regency, East Java. The study used a quasi-experimental design with a one-group pretest-posttest design, involving 36 pregnant women who visited the dental clinic and attended the pregnant women's class at Puskesmas Bendo, Magetan. Data collection was done using a questionnaire, and data analysis was performed using the Wilcoxon test and the Mann-Whitney test. The results showed an Asymp. Sig (2-tailed) value of 0.017, indicating a statistically significant difference ($p < 0.05$). This indicates that the use of video media significantly influenced the motivation of pregnant women to calculus removal at Puskesmas Bendo, Magetan Regency. In conclusion, the use of video media is effective in increasing the motivation of pregnant women to calculus removal at Puskesmas Bendo, Magetan, East Java.

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INTRODUCTION

Oral and dental health refers to the well-being of both the hard and soft tissues of the mouth, enabling individuals to eat, speak, and interact socially without discomfort. Poor oral health can negatively affect daily life, contributing to general health problems and reduced self-confidence (Kementerian Kesehatan Republik Indonesia, 2020). During pregnancy, there is a significant increase in estrogen and progesterone levels. These hormonal changes affect the oral cavity, immune system, and can lead to inflammation and blood vessel dilation (Contaldo et al., 2020; Murodullayevich, Abdunosirovich, & Bakhiyorovna, 2024). Such conditions alter

the structure of periodontal tissues, making the gums more sensitive to irritation and more susceptible to periodontal diseases such as gingivitis and periodontitis. These diseases are often caused by the buildup of plaque and calculus, which harbor bacteria along the gum line and tooth surfaces. Periodontal disease in pregnant women has been associated with preterm birth and low birth weight (Hidayat et al., 2021). A study by Patel (2023) at Gujarat University in India showed that 0.5% of mothers with periodontitis caused by calculus gave birth prematurely, and 1.6% gave birth to babies with low birth weight (Patel et al., 2023).

Antenatal Health Services, pregnant women must undergo integrated antenatal care. One of the goals is the early detection of health problems and complications during pregnancy, including oral health issues such as calculus buildup (Chan, 2024; Islam & Haque, 2024). This ensures the oral cavity remains healthy, supporting optimal fetal growth and development (Thakur et al., 2020). In line with this, Regulation No. 89 of 2015 on Dental and Oral Health stipulates that pregnant women must visit a dental clinic at least once during pregnancy (Kementerian Kesehatan Republik Indonesia, 2016). One of the effective ways to prevent oral health issues is by motivating pregnant women through health promotion, which aims to improve personal and community dental hygiene habits (Restuning et al., 2024). Promoting information about calculus can help reduce oral health issues in pregnant women. Health professionals can also encourage pregnant women to maintain better oral hygiene (Putri, 2021). Video is an audiovisual medium that presents moving images with synchronized or relevant sound (Claudiati, Purwaningsih, & Ulfah, 2021; Harapan, Karamoy, & Bidjuni, 2023; Variiani, Sidabutar, & Ayatullah, 2023). It can be used to demonstrate processes, explain complex concepts, teach skills, adjust time perception (by speeding up or slowing down sequences), and influence attitudes to enhance learning and understanding (Luthfiani, Lina, & Maywati, 2021).

According to the 2018 Basic Health Research data Ministry of Health, RI, 57.6% of Indonesia's population experienced dental and oral health issues, but only 10.2% received professional dental care, and just 1.4% had undergone calculus cleaning (Badan Penelitian dan Pengembangan Kesehatan, 2019). The East Java Health Department in 2023 reported an even higher rate, with 72.2% experiencing oral health problems. Calculus is a hard, rough, yellowish deposit that adheres to teeth and can cause dental problems. It ranges in color from yellow to brown or black and typically forms on tooth surfaces due to plaque buildup (Astuti, 2021).

According to data from Puskesmas Bendo in Magetan Regency, 177 pregnant women visited the dental clinic from the maternal and child health (MCH) clinic in 2021. Among them, 91 women (51.41%) were diagnosed with calculus. This figure is significantly higher than the Puskesmas' ideal target of 0%. This study aims to examine the impact of video media on the motivation of pregnant women to calculus removal at Puskesmas Bendo, Magetan Regency, East Java.

METHOD

This study employed a quasi-experimental design using a one-group pretest-posttest approach. The research was conducted at Puskesmas Bendo, located at Jl. Raya Bendo No. 116, Bendo Subdistrict, Magetan Regency, East Java. The study was carried out from July to August 2024. The population consisted of all pregnant women who visited Puskesmas Bendo in 2024. The sample was selected using accidental sampling, which involves selecting respondents who happened to be present and met the inclusion criteria at the time of data collection. A total of 36 pregnant women participated as respondents in this study. Data were collected using a structured questionnaire. The Wilcoxon signed-rank test was used to analyze the differences in intrinsic and extrinsic motivation before and after the intervention. Additionally, the Mann–Whitney U test was conducted to assess the effect of video media on pregnant women's motivation to undergo dental scaling at Puskesmas Bendo, Magetan Regency. This study received ethical approval from the Health Research Ethics Committee of the Health Polytechnic of the Ministry of Health Surabaya, with approval number: EA/3023/KEPK-Poltekkes_Sby/V/2024.

RESULTS AND DISCUSSION

Table 1. Distribution of Pregnant Women at Puskesmas Bendo, Magetan Regency, in 2024.

Characteristics	n	Percentage (%)
Age		
21–31 years	30	83,33%
32–36 years	6	16,66%
Education		
Junior High School (SMP)	3	08,33%
Senior High School (SMA)	21	58,33%
Higher Education	12	33.33%
Occupation		
Entrepreneur	3	08,33%
Civil Servant (PNS)	2	05,55%
Private Employee	2	05,55%
Housewife	29	80,55%

Table 1 shows that the highest percentage distribution of pregnant women's age at Puskesmas Bendo falls within the 21–31 years age group, accounting for 30 individuals (83.33%). The highest level of education among pregnant women is senior high school (SMA), with 21 individuals (58.33%). Meanwhile, the most common occupation is housewife (IRT), with 29 individuals (80.55%).

Table 2. Frequency Distribution of Intrinsic Motivation of Pregnant Women at Puskesmas Bendo, Magetan Regency, Before and After Receiving Promotion Using Video Media in 2024.

Motivasi	Before		After	
	n	%	n	%
High	0	0 %	30	83.33%
Moderate	30	83.33%	6	16.67%
Low	6	16.67%	0	0%
Total	36	100%	36	100%

Table 2 shows that the majority of respondents, before receiving the video media counseling, had motivation categorized as moderate at 83.33%. After receiving the video media counseling, their motivation was categorized as high, also at 83.33%.

Table 3. Frequency Distribution of Extrinsic Motivation of Pregnant Women at Puskesmas Bendo, Magetan Regency Before and After Receiving Promotion Using Video Media in 2024.

Motivation	Before		After	
	n	%	n	%
High	0	0%	28	77,78%
Moderate	29	80,56%	8	22,22%
Low	7	19,44%	0	0%
Total	36	100%	36	100%

Table 3 shows that the majority of respondents before the video-based counseling had motivation categorized as moderate, at 80.56%. After receiving the video-based counseling, 77.78% of respondents showed motivation categorized as high.

Table 4. Wilcoxon Test Results Before and After on Intrinsic Motivation

Motivation	Category			p-value
	High	Moderate	Low	
Before	0	30	6	0,001
After	30	6	0	

Table 4 shows that the Asymp Sig (2-tailed) value is 0.001, which is less than 0.05, meaning that the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is

rejected. This indicates that there is a significant difference in intrinsic motivation scores before and after the video-based education was provided.

Table 5. Wilcoxon Test Results of Extrinsic Motivation Before and After Video-Based Counseling

Motivation	Category			p-value
	High	Moderate	Low	
Before	0	29	7	0,001
After	28	8	0	

Table 5 shows that the Asymp. Sig. (2-tailed) value is 0.001, which is less than 0.05. Therefore, the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. This indicates that there is a significant difference in extrinsic motivation scores before and after the counseling session using video media.

Table 6. Mann-Whitney Test Results on Intrinsic and Extrinsic Motivation.

Motivation	Mann Whitney	
	p	α
Intrinsic	0.017	0,05
Extrinsic		

Table 6 shows that the alpha value (α) is 0.05 and the p-value is 0.017. Since $p < 0.05$, this indicates a statistically significant effect of using video media on the motivation to undergo Calculus examination at Bendo Public Health Center, Magetan Regency.

DISCUSSION

Intrinsic Motivation of Pregnant Women to Undergo Calculus Examination at Bendo Public Health Center, Magetan Before and After Counseling Using Video Media in 2024

The findings of this study indicate an increase in the average score of intrinsic motivation among pregnant women at Bendo Public Health Center, Magetan Regency, before and after receiving health education using video media. The level of motivation improved from a moderate category in the pretest to a high category in the posttest. This change may be attributed to the fact that most respondents strongly agreed with statements indicating their consistent efforts to remove Calculus in order to maintain oral cleanliness.

This result is consistent with the study conducted by Fitriana et al. (2021), which found that pregnant women had a high level of intrinsic motivation concerning Calculus examination. Based on the questionnaire results, it was found that the majority of the respondents' highest level of education was senior high school. While high school graduates are generally capable of understanding basic health information, this level of understanding may still be insufficient to make dental care a top personal priority.

The intrinsic motivation of pregnant women to seek Calculus examination reflects a strong internal desire to maintain oral health for their own well-being and that of their unborn child. Oral hygiene during pregnancy is critical in preventing complications that could negatively impact both maternal and fetal health. In this context, intrinsic motivation arises from within, independent of external encouragement, and plays a crucial role—especially when pregnant women understand that having Calculus cleaned is an essential step in maintaining their overall health.

Pregnant women with strong intrinsic motivation typically feel personally responsible for maintaining their oral hygiene without needing reminders or influence from others. This awareness may stem from a deeper understanding of the potential health risks—such as oral infections—that could adversely affect fetal development. When pregnant women perceive clear, personal benefits from undergoing Calculus examinations, they are more likely to take preventive action voluntarily.

Intrinsic motivation originates from within the individual, driven by personal will rather than external pressure or encouragement. According to Putra and Frianto (2020), intrinsic motivation is an internal drive that emerges from the individual's own awareness of the

importance, benefit, or meaning of the action being taken. Factors influencing intrinsic motivation, as described by Fitriana et al. (2021), include needs, expectations, and interests.

Extrinsic Motivation of Pregnant Women to Undergo Calculus Examination at Bendo Public Health Center, Magetan Before and After Counseling Using Video Media in 2024

The results of this study indicate an increase in the average score of extrinsic motivation among pregnant women at Bendo Public Health Center, Magetan Regency, regarding Calculus examination before and after being given counseling using video media. The motivation level shifted from a moderate category in the pretest to a high category in the posttest. This improvement may be attributed to the characteristics of pregnant women in the region, who tend to comply with advice from midwives at the Maternal and Child Health (MCH) clinic, despite having generally low educational backgrounds.

This finding aligns with the research by Fitriana et al. (2021), which also showed a high level of extrinsic motivation among pregnant women regarding calculus examination. Another contributing factor is the routine visits by pregnant women to village health posts (posyandu) accompanied by midwives and health cadres, which broadens their knowledge about dental hygiene and encourages them to calculus examination.

Furthermore, the questionnaire results showed that the majority of the pregnant women were housewives. Pregnant women in this role bear significant responsibilities, including managing the household, meeting family needs, and maintaining their health during pregnancy. However, their motivation to undergo calculus examination at Bendo Public Health Center tended to remain at a moderate level.

Several factors may explain this. First, housewives often prioritize family needs over personal health. As oral health checks may not be perceived as urgent, they are often postponed. Second, the lack of information about the importance of oral health during pregnancy can hinder action. Many are unaware that untreated calculus can negatively affect both maternal and fetal health, including increased risks of preterm birth and low birth weight.

Economic and accessibility factors also play an important role. Although services at Bendo Public Health Center are relatively affordable, some women may feel reluctant to allocate time and energy due to their busy daily routines. The lack of transportation or perceived long distance may further deter them.

This moderate level of motivation suggests that while there is an intention to maintain oral health, the external drive is not yet strong enough to consistently translate into action. Therefore, more intensive efforts are needed, such as targeted education on the importance of dental care during pregnancy, family support, and improved access to health services. These steps are expected to enhance the motivation of pregnant housewives to seek dental care at Bendo Health Center.

Extrinsic motivation plays a crucial role in encouraging pregnant women to undergo Calculus examinations, particularly when external factors help raise awareness and foster a desire to maintain oral health. Examples of such external motivators include family encouragement, advice from health workers, and public health education campaigns.

Pregnant women may not always realize the significance of dental health for their own well-being or their baby's development. This is where the role of health professionals becomes vital. Recommendations from doctors or midwives can strongly influence pregnant women to undergo dental examinations, as they tend to trust medical professionals. In addition, health education through video media provides an external stimulus, especially when messages are delivered in engaging and relevant ways.

Extrinsic motivation originates from outside the individual and encourages them to take action. According to Potu et al. (2021), extrinsic motivation refers to a condition where external factors drive a person to perform optimally. These factors include monetary rewards, incentives, recognition, prizes, high salaries, promotions, and praise. Such external stimuli can be powerful enough to change a person's behavior from reluctance to willingness to act.

The Effect of Video Media on Pregnant Women's Motivation to Undergo Calculus Examination at Bendo Public Health Center, Magetan Regency

The results of this study indicate that video-based media has a significant effect on increasing the motivation of pregnant women to calculus removal at Puskesmas Bendo, Magetan. This finding aligns with a study by Reni (2022), which demonstrated that video education is effective in enhancing pregnant women's motivation in gingival care. Video is a type of audiovisual medium capable of depicting moving images accompanied by natural or appropriate sound. It conveys information, illustrates processes, explains complex concepts, teaches skills, condenses or extends time, and influences attitudes—factors that are closely tied to motivation (Rusdianto, 2020).

Video media is particularly engaging because it can overcome the limitations of direct experience for pregnant women. It provides a realistic depiction of the conveyed information, creating a stronger impression and enhancing understanding. Audiovisual media accelerates the learning process and can increase knowledge while transforming passive or static attitudes that stem from low motivation (Majid et al., 2020).

This study is also supported by Ribawati (2020), who found that the use of video media significantly affects motivation. In her study, 87.5% of participants exposed to video interventions reported high motivation, 12.5% reported moderate motivation, and none reported low motivation—demonstrating the effectiveness of video in enhancing motivation compared to those who did not receive the intervention.

Video is an appealing tool for health promotion and education, as it can present scenarios not directly experienced by pregnant women in their everyday environments. The delivery of information and visuals related to the risks of calculus for pregnant women and encouragement to undergo calculus removal can influence long-term memory retention (Majid et al., 2020).

The use of video as an educational tool at Puskesmas Bendo had a positive impact on the motivation of pregnant women to calculus removal. Educational videos deliver information in a more engaging and easily understood format, particularly for those who may lack prior awareness about the importance of oral health during pregnancy. In this context, video serves not only as a source of information but also as a tool to raise awareness and inspire preventive action.

A key advantage of video is its ability to present detailed and illustrative visuals, allowing pregnant women to clearly see the benefits of routine dental care and the consequences of neglecting oral health. Animated presentations are more engaging and easier to understand. This form of delivery can appeal to emotional responses, which play an important role in enhancing motivation.

Moreover, video media allows pregnant women to receive information without feeling overwhelmed—unlike traditional methods such as lectures or brochures, which may be less engaging. The use of video at Puskesmas Bendo demonstrates that more interactive and modern approaches can yield better outcomes compared to conventional methods. Video is also flexible, enabling repeated viewing, which reinforces retention of the information presented.

One limitation of this study is the relatively small sample size, due to the limited number of pregnant women who visited the dental clinic specifically for calculus removal. Typically, fewer pregnant women seek dental care during pregnancy compared to other types of patients, limiting the available sample pool. To address this issue and expand the sample size, the researchers included pregnant women who participated in antenatal care classes. This strategy aimed to diversify the sample and better represent the broader population of pregnant women. Despite these limitations, the findings of this study provide a valuable initial contribution to understanding the role of video media in enhancing the motivation of pregnant women to calculus removal.

CONCLUSION

It can be concluded that video-based health education has a significant effect on increasing the motivation of pregnant women to calculus removal at Puskesmas Bendo, Magetan Regency. Future researchers are encouraged to develop more innovative and technology-based educational media to further promote oral health among pregnant women. In addition, social media platforms such as YouTube, Instagram, and TikTok—which are commonly used by pregnant women to access health information—can be utilized to deliver educational content more widely and interactively.

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