

Jurnal Info Kesehatan

Vol. 20, No. 2, December 2022, pp. 270-277

P-ISSN 0216-504X, E-ISSN 2620-536X

DOI: [10.31965/infokes.Vol20Iss2.950](https://doi.org/10.31965/infokes.Vol20Iss2.950)Journal homepage: <http://jurnal.poltekkeskupang.ac.id/index.php/infokes>**RESEARCH****Open Access****The Effect of Promotion with Flipchart Media on Toothbrush Knowledge Levels of Maintaining Dental and Oral Health in Children****Wiworo Haryani^{1a*}, Siti Sulastri^{1b}**¹ Department of Dental Health, Politeknik Kesehatan Kementerian Kesehatan Yogyakarta, Yogyakarta, Indonesia^a Email address: haryaniwiworo@gmail.com^b Email address: sitistr7@gmail.com

Received: 22 October 2022

Revised: 27 December 2022

Accepted: 29 December 2022

Abstract

Elementary school children possess a high risk of dental caries. Based on the Basic Health Research 2018 data, the percentage of dental and oral health problems in the 10–14 year age group is 41.4%. Efforts to reduce dental and oral health problems in children are conducted by health promotion which can be implemented with flipchart media. Flipchart media can be an alternative; hence, elementary school children are able to better understand the importance of knowledge on maintaining oral health. The objective of this study is to determine the effect of promotion with flipcharts on the level of toothbrush knowledge of maintaining oral and dental health in children. This type of research was a quasi-experimental with a pretest-posttest design with control group. The research location is at SD Muhammadiyah Banyuraden, Gamping, Sleman, Yogyakarta. The research sample is 80 children aged 8 to 12 years. The sampling technique employed purposive sampling. The influence variable is promotion with flipchart, and the affected variable is the level of knowledge in maintaining oral health. The treatment and control groups performed pretest and posttest to determine the level of knowledge of dental and oral care in elementary school children. The results of the Wilcoxon Signed Rank Test analysis demonstrated that before and after promotion, the two groups owned a significant difference in toothbrush knowledge level ($p=0.00$). The results of the Mann Whitney test analysis display that the mean rank of children's toothbrush knowledge level using flipchart media is greater than PowerPoint media, which is $58.03 > 20.98$ so that it can be stated that the use of flipchart media is more effective than PowerPoint media. The conclusion of the study is that promotion by employing flipchart media can increase the level of toothbrush knowledge on maintaining oral and dental health in children.

Keywords: Promotion, Flipchart, Maintaining Oral Health.***Corresponding Author:**

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1. INTRODUCTION

The oral health of the Indonesian people still requires serious attention from health workers, both dentists and dental or oral therapists (Femala et al., 2012). Dental and oral health problems of the Indonesian people can be identified based on basic health research data in 2018, in which the percentage of the Indonesian population who owns dental and oral health problems increased for the 5–9-year age group by 54.0%, while in the 10–14-year age group it was 41.4% (Kementerian Kesehatan Republik Indonesia, 2019).

Health promotion aims to increase an individual's knowledge and awareness so that they participate actively in enhancing the degree of dental and oral health regardless of age (Albino et al., 2012), (Yufiarti, Y., 2019). School age is an essential age for acquiring health behaviors and practices. Behavior that generated during the school period will continue for the future (Nurhidayat et al., 2012). Health promotion aims to create changes in individual behavior in fostering and maintaining healthy behavior, as well as playing a pivotal role in realizing optimal health degrees (Batras et al., 2016).

Efforts to maintain dental health and foster dental health for school-age children require special attention because at this age, children are experiencing a process of growth and development (Purnama et al., 2019). The condition of children's teeth will affect the development of dental health in adulthood; hence, dental and oral health education for children from an early age is tremendously necessary (Prasko et al., 2016).

Various supporting media can also be employed by health workers in public health promotion, one of which is flipchart (Harsismanto & Sulaeman, 2019). Flipcharts are sheets of paper resembling a calendar, containing abstracted material and learning messages in the form of images, text, and graphics (Nugraheni et al., 2017). Flipchart is utilized by turning the sheets of the image one by one (Koch & Yuliana, 2021).

The advantage of flipcharts is that they are simple and effective print media in conveying information, making it easier for educational targets to understand the content of the material provided (Adeniyi et al., 2017). Flipchart media consists of sheets of paper bundled with ring binding so that they can be reversed, which contain messages and are explained with pictures that explain a topic in sufficient detail so that the delivery of information becomes concise and practical accompanied by direct explanations (Yandi et al., 2020). In general, each particular topic of discussion always consists of 2 pages, one illustrated page with limited text facing the participants while the page facing the facilitator contains key information, so that the presentation of information by extension workers using flipchart media tools can be more optimal (Febriany et al., 2021).

The provision of health promotion using flipchart media is frequently accompanied by a lecture method (Bagaray et al., 2016). Methods and media in health education can increase children's motivation to act or behave in order to meet their life needs (Larasati et al., 2015). The objective of increasing motivation is to encourage children to perform behavioral changes in maintaining and enhancing their health (Notoatmojo, 2010).

Based on this background of the study, the researchers conducted a study aimed at identifying the effect of dental and oral health counseling with flipchart media on the level of knowledge of maintaining oral and dental health in elementary school students. This research is limited to promotive efforts associated with the implementation of dental and oral health care services.

The effect of flipchart as a medium for promoting dental and oral health for researchers, can be utilized as a reference in the implementation of promotive activities, and can increase toothbrush knowledge of maintaining oral health. Hence, it is able to change the elementary school students' degree of dental and oral hygiene to the better. The objective of this study is

to determine the effect of dental and oral health counseling using flipcharts on the level of knowledge of brushing teeth for elementary school students. The significances of the results of this study are as a source of information and reference material for further research on dental and oral health promotion media.

2. RESEARCH METHOD

The type of research conducted by the researcher is a quasi-experimental or quasi-experimental with a pretest-posttest design with a control group. This design was conducted by administering a questionnaire to determine the initial knowledge (pretest). Then, intervention was performed in both groups, and the measurements were utilized by performing a questionnaire to determine the final knowledge (posttest). The study was conducted on fourth and fifth grade students at SD Muh. Banyuraden from June 2021 to November 2021. The sample consisted of 80 students who fit the inclusion criteria in the population, and were divided into two groups, which were 40 students from the experimental group and 40 students from the control group. The sampling technique was conducted with the purposive sampling (Sugiyono, 2013).

Inclusion and exclusion criteria to determine samples that can be and cannot be used encompass: 1. Inclusion criteria, encompassing; a. Students aged 10-11 years, b. Fourth and fifth grade students of SD Muh Banyuraden, c. Willing to be a respondent, d. Students are cooperative during research. 2. Exclusion Criteria, incorporating; a. Students suffer from illness when the research is conducted, b. Not allowed by parents

The tools and materials employed include: 1. Writing utensils, 2. Flipcharts, 3. Pretest – Posttest questionnaires on tooth brushing knowledge, 4. Informed Consent Sheet. The research data were first examined for normality by employing the Kolmogorov-Smirnov test and homogeneity test using the Levene test with homogeneous results. The data were analyzed by employing the Wilcoxon Signed Rank Test to determine the difference in the level of toothbrush knowledge before and after the intervention of each group. Mann Whitney test was also administered to determine the effect of promotion with flipchart on the level of toothbrush knowledge of maintaining oral health in both groups (Sugiyono, 2013). This research has received a certificate of ethical research feasibility (Ethical Clearance) from the Health Research Ethics Commission no. e-KEPK/POLKESYO/0588/VI/2021.

3. RESULTS AND DISCUSSION

Table 1. Frequency Distribution of Respondents by Age and Gender

Characteristics of Respondents	n	Percentage (%)
Age Group (Years)		
10	38	47,5
11	42	52,5
Total	80	100
Gender		
Man	39	48,8
Woman	41	51,2
Total	80	100

Table 1 displays that the largest number of respondents was 11 years old, that are 42 children (52.5%). The number of respondents based on gender was mostly female, which are 41 children (51.2%). Nurhidayat et al. (2012) explained similarly that the age of 10-11 years is an age group which is significantly critical for the occurrence of dental caries as this period is a transition period for changing deciduous teeth to permanent teeth. At this age, the prevalence of dental caries reaches 60%-80% (Abdullah, 2018).

Table 2. Toothbrush Knowledge Level of Respondents before and after Promotion with Flipchart.

Toothbrush Knowledge Level	<i>Flipchart</i>					
	<i>Pretest</i>		<i>Posttest</i>		Deviation	
	n	%	N	%	n	%
High	3	7,5	34	85	35	87,5
Moderate	4	10	6	15	2	5
Low	33	82,5	0	0	-33	-82,5
Total	40	100	40	100	0	0

Table 2 displays that the majority of respondents had a poor level of toothbrush knowledge before counselling with Flipchart, which are 33 children (82.5%), and most respondents after counselling with Flipchart had a high level of knowledge, that are 34 children (85%). According to Gayatri (2017), the low initial knowledge of children on dental and oral health is due to low awareness of the importance of maintaining dental and oral health in children.

Table 3. Toothbrush Knowledge Level of Respondents before and after Promotion with Power Point

Toothbrush Knowledge Level	<i>PowerPoint (PPT)</i>					
	<i>Pretest</i>		<i>Posttest</i>		Deviation	
	n	%	n	%	N	%
High	0	0	3	7,5	3	7,5
Moderate	21	52,5	37	92,5	16	40
Low	19	47,5	0	0	-19	-47,5
Total	40	100	40	100	0	0

Table 3 displays that the majority of respondents had moderate toothbrush knowledge before counselling with PPT, which are 21 children (52.5%), and 37 children (92%) after counselling with PPT. According to Nurhidayat (2012), the process of health promotion by involving more senses will be more easily accepted and remembered by students. Health promotion will be more effective and the results will be optimal when administering the right media and methods (Nurhidayat, Tunggul & Wahyno., 2012).

Table 4. Cross Tabulation Based on Post Test on Extension with Flipchart and PPT.

Toothbrush Knowledge Level	<i>Flipchart</i>		PPT		Deviation	
	<i>Posttest</i>		<i>Posttest</i>			
	n	%	n	%	n	%
High	34	85	3	7,5	-31	-77,5
Moderate	6	15	37	92,5	31	77,5
Low	0	0	0	0	0	0
Total	40	100	40	100	0	0

Table 4 illustrates that most respondents possess a high level of toothbrush knowledge after counselling with Flipchart, that are 34 children (85%), and 37 children (92.5%) own a moderate level of knowledge after counselling with PPT. These results are comparable to research conducted by Kantohe et al., (2016) about the comparison of the effectiveness of

dental health education by employing video media and flip charts on increasing children's dental and oral health knowledge with a p value = 0.000, thus, it can be concluded that there is an effect of health promotion with flip chart media in enhancing children's oral and dental health.

Table 5. Average Toothbrush Knowledge Level Scores before and after Promotion Using Flipchart and PPT

Knowledge Level	Mean		Deviation
	Before	After	
PPT	6.38	8.68	2,3
Flipchart	8.50	13.13	4,63

Table 5 presents the difference between before and after being provided counselling by employing PPT media which is 2.3, while the difference between before and after being provided counselling by administering Flipchart is 4.63. According to [Reis et al., \(2014\)](#), the use of media in health promotion aims to clarify dental health education, thus, it is not too verbalistic. Health promotion media are also expected to make activities more attractive to educational targets so as to foster motivation to enhance dental and oral health ([Nurmalasari et al., 2021](#)). The results of the statistical test of differences in toothbrush knowledge levels before and after promotion by employing the Wilcoxon difference test are as follows:

Table 6. Wilcoxon Test Analysis Results

Pretest - Posttest	n	Positive Rank	Ties	Negative Rank	p-value
Flipchart	40	40	0	0	0,00
PPT	40	39	1	0	0,00

The results of the Wilcoxon test uncovered a significant value of $p=0.00$ so that there was a significant difference between the level of toothbrush knowledge before and after the promotion of maintaining oral and dental health in elementary school students (Table 6).

The results of the Wilcoxon test analysis (Table 6) demonstrate that there are differences in the level of toothbrush knowledge of maintaining oral and dental health in children before and after promotion. There were 40 children in the flipchart group and 39 children in the PPT group with better dental and oral health knowledge results than before. There was 1 child in the PPT group who possessed permanent knowledge, and none had lower knowledge after promotion.

The results of the Wilcoxon test displayed that there was a significant effect between before and after the promotion of maintaining oral health ($p=0.00$). The results of the average posttest > pretest presented that the promotion of maintaining oral health using both flipchart and PPT media could increase the level of toothbrush knowledge in elementary school children. This result is similar to the research by [Sitanaya, \(2019\)](#) that the provision of Dental Health Education by employing flipchart media is effective in increasing the level of toothbrush knowledge of children's dental and oral health.

Table 7. Results of the Mann-Whitney Test Analysis

Group	n	Mean Rank	p-value
Flipchart	40	58,03	0,00
PPT	40	20,98	0,00

Table 7 presents that the results of the analysis using the Mann-Whitney test possess a significance of $p=0.00$ which means that there is a significant difference between promotion with Flipchart media and promotion with PPT on the level of toothbrush knowledge of maintaining oral health in children. The Flipchart group has an average value (mean rank) of

58.03 > 20.98 for the PPT group. It illustrates that promotion with Flipchart media is more influential than promotion with PPT media.

The results of the Mann-Whitney test analysis (Table 7) display that there is an effect of promotion with Flipchart and PPT media on the level of toothbrush knowledge of maintaining oral and dental health in children ($p=0.00$). Promotion with Flipchart media is more influential than PPT media with an average value of $58.03 > 20.98$. It is because Flipchart media makes children more active and interested in learning. Children are more concerned on learning and with pictures on Flipchart media make it easier for children to remember and understand; hence, it can be recorded in the children's' brain in the long-term memory (Kantohe et al., 2016).

Reinforced by Utami et al. (2021), stated that flipchart is an educational tool that is very simple and effective enough to be used in conveying information, including health messages such as dental health education. Flipchart media can increase knowledge of educational objectives, because it is able to present health messages in a concise and practical manner accompanied by direct explanations from the carrier of the material (Zulfikri & Lisnayetty, 2020). The explanation given will clarify and make it easier to capture the contents of the given dental health education material. Presentation of information using flipchart media tools in this study used interesting pictures, as well as concise and clear sentences of educational objectives (Pratiwi et al., 2019).

The findings are consistent with research conducted by Debrin et al. (2020), which discovered that Flipchart media counseling is more effective at changing actions from negative to positive, can enhance children's memory, and can expose children to a variety of images, colors, and shapes of characters that elementary school students like. This research is also in accordance with the study by Arista et al. (2021) who stated that the use of flipchart media was effective in enhancing dental and oral hygiene in elementary school students. Others Mulyaningtiyas et al. (2020) proved that flipchart media is effective as a learning aid that can improve the learning outcomes of elementary school students.

4. CONCLUSION

The conclusion from the results of this study is that there is an effect of promotion with Flipchart media on the level of toothbrush knowledge on maintaining oral health for elementary school children. Promotion of toothbrush knowledge on maintaining oral health in elementary school children using flipchart media is more effective than PPT media. It is recommended that dental health workers can use flipchart media as a media for promoting dental health and for further researchers it is hoped that they will examine other factors related to dental and oral health in elementary school students using Flipchart technology, such as cavities, tartar. teeth, and nutritious foods that can damage teeth.

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