

**PENGARUH PENYULUHAN AUDIO VISUAL MELALUI WHATSAPP
TERHADAP PENGETAHUAN DAN PERILAKU IBU HAMIL
TENTANG KESEHATAN GIGI DAN MULUT
DI PUSKESMAS TELAGA MURNI,
CIKARANG BARAT**

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ABSTRAK

Selama kehamilan terjadi perubahan pada rongga mulut terkait dengan perubahan hormonal, perubahan fisik, perubahan perilaku salah satunya yaitu pengetahuan yang kurang dan dapat mempengaruhi perilaku yang buruk tentang kesehatan gigi dan mulut saat kehamilan. Permasalahan kesehatan gigi dan mulut pada kelompok ibu hamil di Indonesia masih tinggi, sehingga diperlukan suatu promosi kesehatan melalui media sosial whatsapp, dan penelitian ini menggunakan media video. Tujuan untuk menganalisis pengaruh penyuluhan audio visual melalui whatsapp terhadap pengetahuan dan perilaku ibu hamil tentang kesehatan gigi dan mulut di Puskesmas Telaga Murni Cikarang Barat. Jenis penelitian pra-eksperiment dengan rancangan *one group pre test* dan *post test design*, populasi 35 orang ibu hamil dengan *accidental sampling*. Analisa data menggunakan uji *paired t-test*. Hasil penelitian menunjukkan pengetahuan kesehatan gigi ibu hamil di Puskesmas Telaga Murni Cikarang Barat sebelum diberikan penyuluhan menggunakan audio visual melalui whatsapp memiliki pengetahuan cukup (45,7%) dan sesudah diberikan penyuluhan meningkat menjadi baik (74,3%), sedangkan perilaku ibu hamil sebelum diberikan penyuluhan menggunakan audio visual dalam aplikasi Whatsapp memiliki perilaku sedang (57,1%) dan sesudah diberikan penyuluhan meningkat menjadi menjadi baik (74,3%). Hasil uji *wilcoxon* menunjukkan ada pengaruh penyuluhan audio visual melalui whatsapp terhadap pengetahuan ibu hamil tentang kesehatan gigi dan mulut (p-value: 0,000), sedangkan hasil uji *paired t-test* menunjukkan ada pengaruh pengaruh penyuluhan audio visual melalui whatsapp terhadap perilaku ibu hamil tentang kesehatan gigi dan mulut (p-value: 0,000). Kesimpulan pada penelitian ini ada pengaruh penyuluhan audio visual melalui whatsapp terhadap pengetahuan dan perilaku ibu hamil tentang kesehatan gigi dan mulut di Puskesmas Telaga Murni, Cikarang Barat.

Kata kunci : Pengetahuan, Perilaku, Audio Visual, Whatsapp, Ibu Hamil

**THE EFFECT OF AUDIO-VISUAL COUNSELING THROUGH WHATSAPP
ON THE KNOWLEDGE AND BEHAVIOR OF PREGNANT WOMEN
REGARDING ORAL AND DENTAL HEALTH AT TELAGA MURNI
COMMUNITY HEALTH CENTER, WEST CIKARANG**

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ABSTRACT

During pregnancy, changes occur in the oral cavity related to hormonal changes, physical changes, and behavioral changes, including lack of knowledge, which can affect poor behavior regarding dental and oral health during pregnancy. The issue of dental and oral health among pregnant women in Indonesia is still high, thus health promotion through social media, particularly WhatsApp, is needed, and this study uses video media. The aim is to analyze the effect of audiovisual counseling via WhatsApp on the knowledge and behavior of pregnant women regarding dental and oral health at Puskesmas Telaga Murni Cikarang Barat. The research type is a pre-experimental study with a one group pre-test and post-test design, with a population of 35 pregnant women using accidental sampling. Data analysis was conducted using a paired t-test. The study results showed that the oral health knowledge of pregnant mothers at Puskesmas Telaga Murni Cikarang Barat before being given counseling using audiovisual materials via WhatsApp was moderate (45.7%) and increased to good (74.3%) after the counseling. Meanwhile, the behavior of pregnant mothers before being given counseling using audiovisual materials via the WhatsApp application was moderate (57.1%) and increased to good (74.3%) after the counseling. The Wilcoxon test results indicated that there was an effect of audiovisual counseling via WhatsApp on pregnant mothers' knowledge of oral health (p-value: 0.000), while the paired t-test results showed that there was an effect of audiovisual counseling via WhatsApp on pregnant mothers' behavior regarding oral health (p-value: 0.000). The conclusion of this study is that there is an effect of audiovisual counseling through WhatsApp on the knowledge and behavior of pregnant women regarding oral health at Telaga Murni Health Center, West Cikarang.

Keywords: Knowledge, Behavior, Audio Visual, WhatsApp, Pregnant Mother