ABSTRACT

According to RISKESDAS, 25.9% of Indonesia peoples had dental problem on 2013. Based on their age, 25.5% of people at age 10-14, namely school age, had dental health problem. Nowdays, there is a comic telling about dental health as campaign media of health that belong to Indonesia Ministry of Health (Kementrian Kesehatan Republik Indonesia).

This study used Quasy Experimental Design. Questionnaires was filled by 80 fifth grade students that spread over two schools, SDN Martopuro 1 and SDN Martopuro 2. Sample was taken using Total sampling method. Independent variable in this study was comic about dental health while dependent variables were knowledge, behaviour belief, attitude, and intention to act about dental health.

The result indicated that there was a difference of knowledge and intention to act between control group and treatment group. There was a difference of knowledge, belief, and intention to act between control group and treatment group.

The conclusion of this study was the comic that belong to Health Campaign Center of Indonesia Ministry of Health (Pusat Promosi Kesehatan Kementerian Kesehatan Republik Indonesia) was effective in improving knowledge and belief of students of SDN Martopuro Kecamatan Purwosari Kabupaten Pasuruan about dental health.

Keywords: Comic effectivity, dental health, knowledge, belief, attitude, intention