

ABSTRACT**MOTHER'S BEHAVIOR CONTROLLED SUGAR SNACKING IN PRESCHOOL-AGED CHILDREN IN SURABAYA BASED ON THEORY OF PLANNED BEHAVIOR**

Background: Caries is one of the most common oral health problems complained by people. Riskesdas (2018) showed the incidence of caries in 3-4 years old children is 81,1%. The incidence of caries is related to the habit of brushing teeth, consumption of sugar snacking and routine dental attendance. Consumption of sugar snacking is the key behavior to prevent caries in children. Preschool-aged children are the most vulnerable group to caries because their behavior don't support their own dental health, so they need the role of parents to maintain the oral health. One of the most popular socio-behavioral theories and models to predict health behavior is Theory of Planned Behavior. **Objective:** To find out mother's behavior controlled sugar sunacking in preschool-aged children in Surabaya based on Theory of Planned Behavior. **Methods:** Cross-sectional analytic study with a number of 100 sample mothers of preschool-aged children from kindergarten in Surabaya. Data were obtained by online questionnaire form that consist of 38 questions. **Results:** The variables of Theory of Planned Behavior which showed significant effect on intention to act were attitude towards behavior and subjective norm, while the variable of Theory of Planned Behavior which showed significant effect on mother's behavior controlled sugar snacking in preschool-aged children were intention and perceived behavioral control with p -value $< 0,05$. **Conclusion:** Attitude towards behavior and subjective norm are the most dominant factors in shaping the intentions of mothers towards controlling sugar snacking in preschool-aged children, while intention and perceived behavioral control are the most dominant factors in shaping the intentions of mothers towards controlling sugar snacking in preschool-aged children.

Key word: sugar snacking, caries, preschool-aged children, mother, behavior, theory of planned behavior.

ABSTRAK**PERILAKU IBU MENGELOLA JAJANAN MANIS PADA ANAK USIA
PRASEKOLAH DI SURABAYA BERDASARKAN *THEORY OF PLANNED
BEHAVIOR***

Latar Belakang: Karies merupakan salah satu masalah kesehatan gigi dan mulut yang paling banyak dikeluhkan oleh masyarakat. Hasil Riskesdas (2018) menunjukkan angka kejadian karies pada anak usia 3-4 tahun sebesar 81,1%. Kejadian karies sangat berhubungan erat dengan kebiasaan menyikat gigi, konsumsi jajanan manis serta kontrol rutin ke dokter gigi. Konsumsi jajanan manis merupakan perilaku kunci untuk mencegah terjadinya karies pada anak. Anak usia prasekolah merupakan kelompok yang paling rentan terhadap karies karena masih memiliki perilaku yang kurang menunjang kesehatan gigi, sehingga diperlukan peran orang tua dalam memelihara kesehatan gigi dan mulut anak. Salah satu teori dan model sosial-perilaku yang paling populer untuk menduga perilaku kesehatan adalah *Theory of Planned Behavior*. **Tujuan:** Untuk mengetahui perilaku ibu mengelola jajanan manis pada anak usia prasekolah di Surabaya berdasarkan *Theory of Planned Behavior*. **Metode:** Penelitian *cross-sectional* analitik dengan jumlah sampel 100 ibu yang memiliki anak usia 3-5 tahun dari Taman Kanak-kanak di wilayah Surabaya. Data didapatkan dengan menggunakan formulir kuesioner daring, terdiri dari 38 pertanyaan. **Hasil:** Menunjukkan variabel *Theory of Planned Behavior* yang paling kuat memengaruhi intensi ibu mengelola jajanan manis pada anak adalah sikap dan norma subjektif, sedangkan variabel *Theory of Planned Behavior* yang paling kuat memengaruhi perilaku ibu mengelola jajanan manis pada anak adalah intensi dan persepsi kontrol perilaku dengan nilai signifikan $P\ value < 0,05$. **Simpulan:** Sikap dan norma subjektif merupakan faktor yang sangat penting dalam membentuk intensi ibu mengelola jajanan manis pada anak, sedangkan intensi dan persepsi kontrol perilaku merupakan faktor yang sangat penting dalam membentuk perilaku ibu mengelola jajanan manis pada anak.

Kata kunci: jajanan manis, karies, anak prasekolah, ibu, perilaku, *theory of planned behavior*.