

RINGKASAN

Kegiatan Usaha Kesehatan Gigi Sekolah (UKGS) merupakan bagian dari kegiatan Usaha Kesehatan Sekolah (UKS) yang secara rutin dilaksanakan di sekolah dengan tujuan menumbuhkan dan mewujudkan kemandirian siswa untuk hidup sehat yang memungkinkan terwujudnya derajat kesehatan masyarakat yang optimal.

Yang melatarbelakangi penelitian ini adalah rendahnya pemanfaatan BP Gigi Puskesmas Rangkah oleh siswa Sekolah Dasar (SD) yang hanya mencapai 6,25%, sedangkan standar jumlah anak sekolah yang diobati baik di sekolah maupun di Puskesmas berdasarkan stratifikasi Puskesmas adalah 30% dari seluruh populasi anak sekolah yang ada di wilayah kerja Puskesmas. Berdasarkan hasil penelitian, hal ini terjadi karena beberapa faktor antara lain jam buka pelayanan Puskesmas yang bersamaan dengan jam pelajaran sekolah, masih rendahnya kesadaran masyarakat untuk memeriksakan kesehatan gigi dan mulut, perasaan takut yang lebih banyak dialami siswa untuk berobat gigi, tidak pernah dilaksanakannya penyuluhan dan tindakan atau pengobatan saat UKGS oleh karena keterbatasan tenaga dan alat, serta kurangnya sosialisasi BP Gigi Puskesmas Rangkah. Tujuan dari penelitian ini adalah menyusun strategi fungsional untuk meningkatkan kunjungan siswa SD ke BP Gigi Puskesmas Rangkah menggunakan metode *Internal External Matrix (IE Matrix)*.

Penelitian ini dilaksanakan di Puskesmas Rangkah Kecamatan Tambaksari dari 1 September sampai dengan 31 Oktober 2002. Rancang bangun penelitian ini adalah penelitian observasional, menggunakan pengamatan dan kuesioner untuk mengumpulkan data. Observasi dilakukan terhadap faktor internal dan eksternal untuk mengetahui kekuatan, kelemahan, peluang dan ancaman bagi BP Gigi Puskesmas Rangkah. Selanjutnya dilakukan analisis menggunakan *Internal Factor Evaluation Matrix (IFE Matrix)* dan *External Factor Evaluation Matrix (EFE Matrix)* untuk mendapatkan skor total masing-masing faktor. Kedua skor tersebut diposisikan pada *Internal External Matrix (IE Matrix)* guna mengetahui di sel mana posisi BP Gigi Puskesmas Rangkah berada. Dengan mengetahui posisi tersebut dapat ditentukan strategi apa yang dapat dipakai untuk meningkatkan kunjungan siswa SD ke BP Gigi Puskesmas Rangkah.. Pengambilan sampel adalah total sampel sebesar 91 orangtua siswa. Kuesioner ditujukan kepada orangtua siswa, dokter gigi, perawat gigi, serta 8 orang guru UKS SD. Selain kuesioner, pada dokter gigi dan perawat gigi juga dilakukan pengamatan.

Hasil penelitian menunjukkan bahwa dalam *IE Matrix*, BP Gigi Puskesmas Rangkah berada pada sel II dengan “*Grow and Build Strategy*” yaitu strategi intensif berupa *market penetration*, *market development* dan *product development*. Setelah dilakukan diskusi kelompok terfokus (FGD), maka untuk saat ini strategi yang dapat dilaksanakan adalah melaksanakan kegiatan UKGS sesuai standart yaitu 2x/tahun/SD, memberikan jadwal kegiatan UKGS pada awal tahun ajaran baru, memberikan penyuluhan saat kegiatan UKGS, memberikan materi tentang kesehatan gigi dan mulut sebagai bahan materi pelajaran pendidikan jasmani dan kesehatan di

sekolah, memberikan jadwal kunjungan ke BP Gigi bagi siswa yang dirujuk, tetap melayani siswa yang berobat gigi di atas jam 12.00 siang, mengaktifkan kembali kegiatan UKGMD di posyandu, penyuluhan pada orang tua siswa, mengadakan pelatihan guru UKS, memberikan materi penyuluhan secara singkat, jelas dan menarik disertai poster bergambar, alat peraga dan penyuluhan bisa memperagakan sesuai pesan yang terkandung dalam materi penyuluhan, melakukan tindakan ringan saat UKGS, mengajarkan cara menggosok gigi yang baik dan benar dan mendahulukan pelayanan bagi siswa yang berobat gigi di BP Gigi Puskesmas Rangkah.

Pada penelitian ini dapat disimpulkan bahwa : BP Gigi memiliki nilai kekuatan lebih besar daripada kelemahannya. Kekuatan terbesar terletak pada keterampilan dokter gigi dan perawat gigi, kebersihan ruang periksa, kenyamanan suasana di Puskesmas dan lokasi Puskesmas yang mudah dijangkau. Sedangkan kelemahan BP Gigi terletak pada kunjungan UKGS yang hanya 1x/tahun/SD, tidak adanya penyuluhan saat UKGS, tidak seluruh SD melaksanakan UKGS, pengetahuan tentang manajemen pelayanan yang kurang baik dan kurangnya sosialisasi BP Gigi.

BP Gigi memiliki nilai peluang lebih besar daripada ancamannya. Peluang terbesar terletak pada penilaian orang tua siswa tentang keterampilan dokter gigi dan perawat gigi, perilaku dokter gigi dan perawat gigi yang ramah dan baik, ruang tunggu yang memadai, biaya pelayanan yang murah, pelayanan kesehatan gigi yang sangat dibutuhkan, kebiasaan orang tua siswa berobat ke Puskesmas Rangkah. Sedangkan ancaman bagi BP Gigi adalah jam buka pelayanan yang kurang sesuai harapan, kurangnya kesadaran orang tua siswa tentang kesehatan gigi, tidak ada pelatihan guru UKS, perasaan takut siswa untuk berobat gigi.

Dari kesimpulan di atas dapat disarankan sebagai berikut :

1. Agar dokter gigi dan perawat gigi memahami sekaligus mampu menyusun perencanaan, melaksanakan dan melakukan evaluasi kegiatan. Menjalin kerjasama yang baik dengan sekolah dan Dinas Pendidikan tingkat kecamatan, hasil kegiatan UKGS dan *screening* diberitahukan pada orang tua siswa.
2. Agar guru segera merujuk siswa ke Puskesmas Rangkah bila ditemukan kelainan atau keadaan sakit pada siswa, memotivasi siswa agar rajin menjaga kesehatan gigi.
3. Agar Dinas Pendidikan tingkat kecamatan sekali waktu dapat mengunjungi SD saat kegiatan UKGS sebagai bentuk tanggung jawab terhadap pelaksanaan kegiatan UKGS.

Kata kunci : Usaha Kesehatan Gigi Sekolah, Pemanfaatan BP Gigi, Strategi Fungsional, Analisis Matriks

SUMMARY

Strategy to Improve the Dental Clinic Utilization by Elementary Students at the Vicinity of Rangkah Public Health Center, Tambaksari District of Surabaya

School Dental Health (SDH) is one of School Health's activities, routinely performed to develop students' self awareness of oral-dental hygiene and to promote students' over all health. Hence, in the long run, it can contribute to optimal health status of the community.

The background of this research was the low utilization of the Dental Clinic of Rangkah Public Health Center (PHC). Only 6,25% elementary students visited Rangkah PHC Dental Clinic. Whilst PHC stratification has targetted 30% of all school children in PHC area should be covered both at school and at the PHC. Based on previous observation, the low utilization was caused among others by: the collision of Dental Clinic service-hour with school time; low community awareness of dental health; students' fear factor; lack of dental guidance and information during SDH activity due to lack of manpower and equipments; and low socialization of Rangkah PHC Dental Clinic. The aim of this study was to formulate a functional strategy to increase the visit of elementary students to Dental Clinic at Rangkah PHC using Internal External Matrix (IE Matrix) method.

The study was done at Rangkah PHC of Tambaksari District. This was an observational study using observation and questionnaires to collect data. Carried out from 1st September to 31st October 2002, the internal and external factors were observed to learn strengths, weaknesses, opportunities and threats of Rangkah PHC Dental Clinic. Afterwards, the data was analyzed by Internal Factor Evaluation (IFE) Matrix and External Factor Evaluation (EFE) Matrix to obtain the total score of each factor. Both scores were placed at IE Matrix to find out the actual position of Rangkah PHC Dental Clinic. By knowing its position, strategies to increase elementary school children visits could be formulated.

The population was parents of the elementary students, dentists, dental nurses and SDH teachers. The sampling method was a total sample of 91 parents. There were 101 respondents consisted of 91 parents, 1 dentist, 1 dental nurse, and 8 School Dental Health teachers. Questionnaires were given to 101 respondents while at the same time, the dentist and dental nurse were also being observed.

The result in IE Matrix showed that Dental Clinic of Rangkah PHC was in the second quadrant i.e "Grow and Build Strategy". This was an intensive strategy consisted of market penetration, market development and product development. A recommendation was formulated after an FGD (Focus Group Discussion).

The recommendation was strategies likely to be implemented i.e. to carry out the standard SDH twice/year/Elementary School; to give SDH schedule at the beginning of school year; to give oral-dental health promotion during SDH activities as school materials of physical education and school health; to inform the schedule for student's referral to PHC; to provide dental service even after 12 o'clock noon; to re-active the Village Dental Health Activity at the Village Health Integrated Post (VHIP=Posyandu); to provide dental information and lectures to parents; to do trainings for School Health teachers; to present short, concise,

interesting information with illustrated posters; to have visual aids demonstrating the actual content of dental health information; to do small dental measure during SDH; to teach the correct and proper way of brushing teeth; and to give service priorities to elementary students who visited Rangkah PHC Dental Clinic.

The conclusion of this research was the Dental Clinic had strength value more than weaknesses. The strength rested on : the skill of the dentist and the dental nurse; the cleanliness of examination room; PHC's soothing atmosphere; and PHC's location accessibility. Whereas the weaknessess sat on only once-a-year SDH visit; no dental health information during SDH activities; not all Elementary Schools had SDH activities; the poor knowledge of service management; and lack of Dental Clinic socialization.

Dental Clinic's opportunities were bigger than its threats. The opportunities were parents' evaluation of the skillful dentist and dental nurse; kind and cordial attitudes of both dentist and dental nurse; sufficient waiting room; low priced dental service; most needed dental service; and parents' habit to seek therapy at Rangkah PHC. While the threats for Dental Clinic were the unsuitable dental service hour; lack of parent's awareness of the importance of dental health; no training for dental teachers; and student's fear factor.

The suggestions will be: 1) for the dentist and dental nurse to understand and able to formulate, implement, and do evaluation of the activity; to do good working cooperation with elementary schools and the District Department of Education; to inform parents of the result of dental screening and SDH; to present a proposal to the Mayor via Health Office in order to obtain additional operational fund; and to advocate the Subdistrict of the Education Office to provide trainings for School Health teachers; 2) for the dentist to do referral to Rangkah PHC as soon as possible, should there be any student's complaints and sickness; to motivate students to take care of their dental health; and 3) to ask the Subdistrict Education Office to visit elementary schools as the patron of School Dental Health program.

Strategy to Improve the Dental Clinic Utilization by Elementary Students at the Vicinity of Rangkah Public Health Center, Tambaksari District of Surabaya

School Dental Health (SDH) is one of School Health's activities, routinely performed to develop students' self awareness of oral-dental hygiene and to promote students' over all health. At present, the Dental Clinic of Rangkah PHC (Public Health Center) is under utilized. Only 6,25% elementary students from the 30% PHC targetted coverage, visit Dental Clinic at Rangkah PHC.

The aim of this study was to formulate a functional strategy to increase the visit of elementary students to Rangkah PHC Dental Clinic using the Internal External Matrix (IE Matrix) method. This was an observational study using questionnaires to collect data. Carried out from September 1st to October 31st, 2002 at Rangkah PHC, the population was parents of the elementary students, dentists, dental nurses and SDH teachers. There were 101 respondents consisted of 91 parents, 1 dentist, 1 dental nurse, 8 School Dental Health teachers and the method to analyze was Internal Factor Evaluation (IFE) Matrix and External Factor Evaluation (EFE) Matrix. The score from these two evaluations was placed in Internal External Matrix (IE Matrix) to know the position of Dental Clinic.

The result in IE Matrix showed that Dental Clinic of Rangkah PHC was in the second quadrant i.e "Grow and Build Strategy". This was an intensive strategy consisted of market penetration, market development and product development. A recommendation was formulated after FGD (Focus Group Discussion).

The conclusion of this research was the Dental Clinic had strength value more than weaknesses and Dental Clinic's opportunities were bigger than its threats.

The recommendation was strategies to be likely implemented i.e. to carry out the standard SDH twice/year/Elementary School; to give SDH schedule at the beginning of school year; to give oral-dental health promotion during SDH activities as school materials; to inform the schedule for student's referral to PHC; and to provide dental service even after 12 o'clock noon.

Key words: School Dental Health, Dental Clinic utilization, functional strategy, matrix analysis.