

ABSTRAK

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Judul : Efektivitas *Framing Social Media* Terhadap Persepsi Risiko
Risiko Karies Mahasiswa FKKGIK Universitas Prima
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Akses terhadap edukasi kesehatan gigi semakin luas tetapi, prevalensi karies gigi tetap tinggi di kalangan mahasiswa ilmu kesehatan, mencerminkan adanya kesenjangan antara pengetahuan teoritis dan persepsi risiko individu. Penelitian ini bertujuan untuk mengevaluasi efektivitas strategi *framing* pesan di *social media* dalam meningkatkan persepsi risiko karies berdasarkan kerangka *Health Belief Model* (HBM). Desain eksperimen semu *pretest-posttest* dengan kelompok kontrol diterapkan pada 130 mahasiswa Fakultas Kedokteran, Kedokteran Gigi, dan Ilmu Kesehatan Universitas Prima Indonesia, dibagi secara acak ke dalam kelompok intervensi (n=65) dan kontrol (n=65). Kelompok intervensi menerima paparan pesan kesehatan berupa *gain-framed* dan *loss-framed* melalui *social media* selama satu bulan, sementara kelompok kontrol tidak menerima intervensi. Persepsi risiko diukur melalui enam konstruk utama dan dianalisis menggunakan uji *Wilcoxon Signed-Rank* serta *Mann-Whitney U*. Hasil menunjukkan peningkatan yang signifikan secara statistik ($p < 0,001$) pada dimensi persepsi kerentanan, keparahan, manfaat, isyarat bertindak, dan efikasi diri dalam kelompok intervensi, sedangkan dimensi persepsi hambatan tidak mengalami perubahan berarti. Temuan ini menunjukkan bahwa strategi *framing* pesan *social media* efektif meningkatkan persepsi risiko karies dan berpotensi menjembatani kesenjangan antara pengetahuan dan perilaku pada populasi usia produktif.

Kata kunci:

Framing pesan; karies gigi; persepsi risiko; *Health Belief Model*; promosi kesehatan digital; intervensi *social media*

ABSTRACT

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Title : *Effectiveness of Social Media Framing on Caries Risk Perception of FKKGIK Students at Prima Indonesia University*

Despite increasing access to oral health education, the prevalence of dental caries remains high among health science students, indicating a gap between theoretical knowledge and individual risk perception. This study aimed to evaluate the effectiveness of message framing strategies delivered via social media in enhancing caries risk perception, based on the Health Belief Model (HBM). A quasi-experimental pretest-posttest control group design was implemented involving 130 students from the Faculty of Medicine, Dentistry, and Health Sciences at Universitas Prima Indonesia, randomly assigned to intervention (n = 65) and control (n = 65) groups. The intervention group was exposed to gain-framed and loss-framed health messages through social media over a one-month period, while the control group received no intervention. Risk perception was measured using six core HBM constructs and analyzed using the Wilcoxon Signed-Rank Test and Mann–Whitney U Test. The results showed statistically significant improvements ($p < 0.001$) in perceived susceptibility, severity, benefits, cues to action, and self-efficacy in the intervention group, while perceived barriers showed no significant change. These findings suggest that social media–based message framing is effective in improving caries risk perception and may help bridge the gap between knowledge and behavior among the productive-age population.

Keywords:

Message framing; dental caries; risk perception; Health Belief Model; digital health promotion; social media intervention