

Improving knowledge and motivation among mothers with under-five children regarding children's oral health through canva-based video

Peningkatan Pemahaman dan Motivasi pada Ibu dengan Anak Usia Balita tentang Kesehatan Gigi Anak Melalui Video Canva

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ABSTRACT

Background: Dental caries is a common health problem among children, with a prevalence of approximately 76% in Indonesia. Data from the 2023 SKI survey indicate that the DMF-T index for children aged 3–5 years remains high, while utilization of dental health services is low (11.2%). In Kupang City, dental health education is still dominated by unengaging poster media, necessitating innovative educational media such as Canva videos.

Objective: To determine the improvement in understanding and motivation among mothers with under-five children regarding their children's oral health through Canva videos.

Methods: This study employed a quasi-experimental design using a non-randomized pre-test and post-test control group design. The sample size of 84 participants was determined using the Slovin formula (5%) and purposive sampling, then divided into intervention and control groups. Data were collected via a questionnaire. Univariate analysis was applied to examine frequency distributions, while bivariate analysis was used to assess differences before and after the intervention. The Shapiro–Wilk normality test indicated that the data were not normally distributed; therefore, the Wilcoxon Signed-Rank Test was used with a significance level of $p < 0.05$.

Results: There was a significant increase in mothers' understanding and motivation before and after the intervention ($p = 0.000$), with a greater increase in the intervention group compared to the control group.

Conclusion: Canva educational videos effectively improve mothers' understanding and motivation, making them a suitable tool for innovative and engaging dental health promotion for children.

Keywords: children's oral health, canva videos, mothers with under-five children, understanding, motivation

ABSTRAK

Latar Belakang: Karies gigi merupakan masalah kesehatan yang umum pada anak, dengan prevalensi sekitar 76% di Indonesia. Data SKI 2023 menunjukkan indeks DMF-T usia 3–5 tahun masih tinggi, sementara pemanfaatan layanan kesehatan gigi rendah (11,2%). Di Kota Kupang, edukasi kesehatan gigi masih didominasi media poster yang kurang menarik, sehingga diperlukan inovasi media edukasi seperti video Canva.

Tujuan: Mengetahui peningkatan pemahaman dan motivasi ibu dengan anak usia balita tentang kesehatan gigi anak melalui video Canva.

Metode: Penelitian ini menggunakan desain *quasi-experimental* dengan rancangan *non-randomized pre-test and post-test control group design*. Jumlah responden 84 orang yang ditentukan menggunakan rumus Slovin (5%) dan teknik purposive sampling, kemudian dibagi menjadi kelompok intervensi dan kontrol. Data dikumpulkan menggunakan kuesioner. Analisis univariat diterapkan untuk melihat distribusi frekuensi, sementara analisis bivariat digunakan untuk memeriksa perbedaan yang terjadi sebelum dan sesudah intervensi. Hasil uji normalitas Shapiro–Wilk menunjukkan data tidak berdistribusi normal, sehingga digunakan uji Wilcoxon Signed Rank Test dengan tingkat signifikansi $p < 0,05$.

Hasil: Terdapat peningkatan signifikan pada pemahaman dan motivasi ibu sebelum dan sesudah intervensi ($p = 0,000$), dengan peningkatan yang lebih tinggi pada kelompok intervensi dibandingkan kelompok kontrol.

Kesimpulan: Edukasi video Canva efektif meningkatkan pemahaman dan motivasi ibu, sehingga dapat digunakan sebagai media edukasi yang inovatif dan menarik dalam upaya promosi kesehatan gigi anak.

Kata kunci: ibu dengan anak usia balita, kesehatan gigi anak, motivasi, pemahaman, video Canva

INTRODUCTION

A mother's involvement in maintaining her child's oral and dental health is a crucial element in establishing healthy habits from an early age. This can be achieved by paying attention to how children care for their oral hygiene and by regulating the types of foods they consume to ensure a healthy diet. Mothers' knowledge, attitudes, and practices regarding oral and dental care have been proven to significantly influence how children learn to maintain their own oral health.¹ However, many mothers still consider dental problems in young children to be normal, assuming that primary teeth will eventually be replaced by permanent teeth. This perception reflects a lack of understanding regarding the long-term impacts of dental diseases, which can affect a child's growth, development, and overall quality of life if proper oral care is not initiated early.²

To encourage mothers to take a more active role in maintaining their children's oral and dental health, continuous health education is essential. Educational programs play an important role in helping mothers better understand and recognize the importance of maintaining children's oral health from an early age. Through appropriate and ongoing education, mothers' knowledge regarding proper dental care for children can be improved, thereby fostering positive habits that help prevent oral and dental health problems in children.²

Educational programs should be designed to be engaging and interactive without reducing the core message being delivered. This effort can be carried out through various learning methods that utilize different types of media. These include printed media such as booklets, leaflets, and posters, as well as audiovisual and digital media, including educational videos. By selecting appropriate media, the delivery of information is expected to become more effective and capable of encouraging positive behavioral changes in maintaining oral and dental health.³

Comprehensive education regarding oral and dental health can broaden mothers' knowledge, enabling them to understand the various consequences that may arise from oral and dental health problems, both for themselves and for their children. Such understanding can foster internal motivation and awareness among mothers to actively participate in maintaining their children's oral and dental health on a continuous basis.⁴

One of the most common oral health problems among children is dental caries. In

Indonesia, the prevalence of dental caries among children remains alarming, with approximately 76% of children affected by this condition.⁵ Similarly, based on the 2023 Indonesian Health Survey (SKI 2023), the situation remains concerning, as the DMF-T index among children aged 3–4 years, 5 years, and adults over 35 years is still categorized as high to very high. Meanwhile, only around 11.2% of the population utilize healthcare services for the treatment of these conditions, including in the Province of East Nusa Tenggara.⁶ Preliminary survey results from all community health centers (Puskesmas) in Kupang City revealed that approximately 87% of oral health education activities still rely on poster media. This finding highlights the need for more effective interventions, particularly educational approaches that are able to reach the community more broadly and engage them more effectively.

In the development of educational media, creative and communicative innovations are needed to ensure that the delivery of information to the target audience becomes more effective and optimal. One possible approach is to present the material through educational videos that combine narration, animation, and engaging as well as enjoyable visuals. Currently, Canva is widely used as a medium for creating educational videos. This application provides convenience in designing content through a variety of attractive templates and visual features, thereby increasing learners' interest and reducing boredom during the learning process.⁷

The purpose of this study was to determine the improvement in understanding and motivation among mothers with under-five children regarding their children's oral health through Canva videos.

METHODS

Study design

This study employed a quasi-experimental design using a non-randomized control group pre-test and post-test approach. This design was used to assess changes in the level of understanding and motivation among mothers with under-five children before and after receiving education regarding children's oral and dental health, involving two groups: an intervention group and a non-intervention (control) group. The study was conducted in September 2025 at Integrated Health Service Posts (Posyandu) within the working area of Oepoi Community Health Center (Puskesmas Oepoi), Kupang City.

Data source and sampling procedure

The data sources in this study were derived from primary data obtained directly from respondents through questionnaires. The study population consisted of all mothers with toddlers within the working area of Oepoi Community Health Center (Puskesmas Oepoi), totaling 106 individuals. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 84 respondents.

A proportional sampling technique was employed, and the respondents were equally divided into two groups: an intervention group consisting of 42 participants and a control group consisting of 42 participants. The inclusion criteria for this study were mothers with under-five children toddlers, willingness to participate in the study, and attendance during the research implementation.

Variables of the study

The independent variable in this study was the provision of oral health education for children using Canva-based video media. The dependent variables included the level of understanding and motivation of mothers with under-five children in maintaining their children's oral health. The levels of understanding and motivation were categorized into three groups: good, moderate, and poor, based on the obtained measurement scores.

Measurement and Instruments

The instrument used in this study was a questionnaire designed to measure the level of understanding and motivation of mothers with under-five children regarding children's oral health. The questionnaire had undergone validity and reliability testing prior to its use in the study. The obtained scores were then categorized into good, moderate, and poor based on the predetermined criteria.

Data collection

Data collection was carried out through three stages: pretest, intervention, and posttest. In the intervention group, respondents received education through a Canva-based video lasting 10–15 minutes, which contained material on the importance of children's oral health. Meanwhile, the control group received the same educational content through conventional oral explanations without the use of video media. The data collection process was conducted by the researcher with the assistance of local health cadres and members of the research team.

Ethical considerations

This study obtained ethical clearance approval from the relevant research ethics committee under approval letter No. LB.02.03/1/0312/2025. All respondents were provided with an explanation of the study objectives and were asked to sign an informed consent form. The confidentiality of respondents' identities was maintained, and the collected data were used solely for research purposes.

Data analysis

Data analysis was performed using univariate analysis to describe the frequency distribution and percentage of respondents' levels of understanding and motivation. Subsequently, bivariate analysis was used to identify differences before and after the intervention. The normality test using the Shapiro–Wilk method showed that the data were not normally distributed; therefore, the difference test was conducted using the Wilcoxon Signed-Rank Test. The level of significance was set at $p < 0.05$.

RESULTS

The results of the study are presented as follows. The Canva-based educational video used in this study can be accessed via the following YouTube link: https://youtu.be/ruUwrR5N_JA?si=q9kZYS-Cvf6Jn_F6

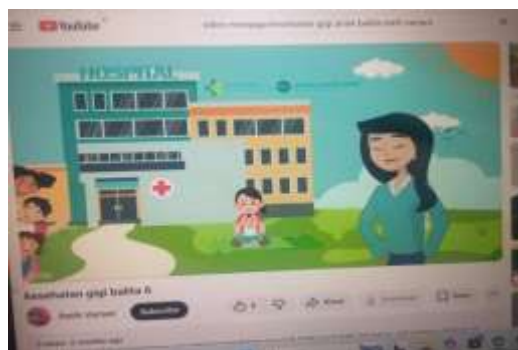


Figure 1. Vidio Display

1. Understanding in the control group and the intervention group.

Table 1 shows an improvement in the level of understanding in both groups after the educational intervention, with a greater increase observed in the intervention group. In the control group, the proportion of the “good” category increased from 11.9% to 66.7%, whereas in the intervention group it increased from 11.9% to 92.9%. These findings

indicate that video media is more effective than conventional methods in improving understanding.

Table 1. Understanding in the Control Group and the Intervention Group.

Category	Before (Control)		After (Control)		Before (Intervention)		After (Intervention)	
	N	%	n	%	N	%	n	%
Good	5	11.9	28	66.7	5	11.9	39	92.9
Moderate	27	64.3	13	30.9	31	73.8	3	7.1
Poor	10	23.8	1	2.4	6	14.3	0	0.0
Total	42	100.0	42	100.0	42	100.0	42	100.0

2. Motivation in the control group and the intervention group

Table 2. Motivation in the control group and the intervention group

Category	Before (Control)		After (Control)		Before (Intervention)		After (Intervention)	
	n	%	N	%	n	%	n	%
Good	5	11.9	28	66.7	5	11.9	38	90.5
Moderate	32	76.2	12	28.6	32	76.2	4	9.5
Poor	5	11.9	2	4.7	5	11.9	0	0.0
Total	42	100.0	42	100.0	42	100.0	42	100.0

Table 2 shows that respondents' motivation increased in both groups, with a greater improvement observed in the intervention group. In the control group, the proportion of respondents in the "good" category increased from 11.9% to 66.7%, while in the intervention group it increased from 11.9% to 90.5%. These findings indicate that video-based education is more effective in improving respondents' motivation compared to conventional methods.

3. Normality Test

Based on the results of the normality test, the data did not meet the assumption of normal distribution ($p < 0.05$). Therefore, the differences between pretest and posttest scores in each group were analyzed using the Wilcoxon Signed Rank Test.

4. Improvement in understanding among the control group and the intervention group.

Table 3. Improvement in Understanding Among the Control Group and the Intervention Group.

Group	Median (Min-Max)	Z	p-value (Asymp.Sig.2- tailed)
Control	17-34	-5.674	0,000
Intervention	18-40	-5.726	0,000

* Wilcoxon Signed-Rank Test

The data in Table 3 show that the p-values in both groups were 0.000 (< 0.05), indicating significant changes in the level of understanding among mothers of toddlers before and after the intervention. The absolute z-value in the intervention group was slightly higher than that in the control group (-5.726 and -5.674), indicating that the effect of change was greater in the intervention group.

5. Improvement in motivation in the control group and the intervention group.

Table 4 shows that the p-value in both groups was 0.000 (< 0.05), indicating significant changes in motivation before and after the intervention in both the control and intervention groups. The higher absolute z-value in the intervention group compared to the control group (-5.615 vs. -5.528) indicates that the change in motivation was stronger in the intervention group.

Table 4. Improvement in motivation in the control group and the intervention group.

Group	Median (Min-Max)	Z	p-value (Asymp.Sig.2- tailed)
Control	18-40	-5.528	0.000
Intervention	20-40	-5.615	0.000

*Wilcoxon Signed Rank Test

DISCUSSION

Comprehension can be defined as an individual's ability to process information that has been previously known and remembered, enabling them to understand its meaning. Therefore, comprehension includes a person's ability to recognize concepts and interpret them more deeply from various perspectives.⁸

Lack of understanding and weak motivation can be contributing factors that potentially influence health behaviors, including oral and dental diseases as well as various other illnesses. In efforts to prevent the negative impacts resulting from inadequate oral and dental health care, a close relationship between knowledge, motivation, and individual behavior is essential. This concept explains that an increase in income may lead to improved oral health care; however, the relationship is not entirely proportional.⁹

However, the greater improvement observed in the intervention group indicates that video media are more effective than conventional methods. This can be explained by the fact that video media deliver information through a combination of audio and visual elements, thereby engaging more than one sense, namely sight and hearing. The involvement of these two senses contributes to improving an individual's ability to absorb and retain information more effectively.¹⁰

The increase in understanding observed in both the control and intervention groups indicates that oral and dental health education has a positive impact on mothers with toddlers. Although the control group received education without video media, the process of delivering information was still able to improve respondents' understanding. This condition may have occurred due to repeated exposure to the material as well as interactions during the study, such as discussions and question-and-answer sessions, which also contributed additional information even though they were not part of the main intervention.¹¹

Nevertheless, the improvement observed in the intervention group was relatively greater than that in the control group. Based on Table 3, the absolute Z-value in the intervention group was slightly higher (-5.726) than that in the control group (-5.674), indicating a stronger effect of change. This finding suggests that the use of Canva video media has the potential to provide a more optimal improvement in understanding compared to the control group.

The role of health education is very crucial in providing proper understanding regarding healthy lifestyles, especially in today's digital era. The optimization of technology and social media is necessary to ensure that health messages can be delivered widely and interactively. Through innovative approaches, health education has the potential to influence behavioral changes and increase public awareness of healthy lifestyles based on scientific evidence that can be scientifically justified.¹²

The findings of this study are consistent with the research conducted by Nanda et al. (2021), in which education delivered through Canva-based animated videos was

proven to improve participants' understanding, as reflected by the increase in the mean pretest score from 76.95 to 94.78 in the posttest.¹³

Video media in dental health education have several advantages. Videos are able to present information dynamically and in greater detail, making it easier for learners to understand each stage or process being explained. In addition, their use is considered practical and efficient because videos can save time and be replayed as needed, which may ultimately accelerate the improvement of understanding. Videos are also categorized as audiovisual media because they simultaneously involve both hearing and visual elements.¹⁴

Nevertheless, the improvement in understanding in the intervention group appeared to be stronger because it was supported by the use of Canva-based video media. This condition generally reflects a stronger effect of change in the intervention group. Therefore, it can be interpreted that the use of Canva video media in the intervention group has the potential to provide a greater improvement in the level of understanding compared to the control group.

Health education plays a central role in providing clear and accurate understanding of healthy lifestyles in the digital era. Health education should be able to utilize technology and social media as tools to reach the community widely and interactively. Through innovative approaches, health education can influence behavioral changes and increase public awareness, including understanding of healthy lifestyles based on valid scientific evidence.¹²

The improvement in understanding observed in this study is consistent with the findings of the study conducted by Nanda et al. (2021), in which education using Canva-based animated video media demonstrated an increase in participants' understanding of the material, with a mean pretest score of 76.95 and a posttest score of 94.78.¹³

Video media in dental health education have several advantages. Videos are capable of presenting information dynamically and in greater detail, making it easier for learners to understand each stage or process being explained. In addition, their use is considered practical and efficient because videos can save time and be replayed as needed, which can ultimately accelerate the improvement of understanding. Videos are also categorized as audiovisual media because they involve both hearing and visual elements simultaneously.¹⁴

The use of Canva as a learning medium helps educators deliver material more clearly and systematically, while also providing a positive impact on the learning process. The development of video-based learning media through the Canva application is considered capable of presenting attractive and innovative content, as well as being effective and efficient as a digital medium that aligns with the demands of 21st-century learning, making it relevant for implementation in current educational activities.¹⁵

Increased maternal understanding contributes to better behavior in maintaining the oral health of toddlers. Adequate knowledge, including a good level of understanding, can encourage individuals to take preventive actions, such as habituating children to brush their teeth twice a day, choosing healthy food intake, and undergoing regular dental check-ups.¹⁶ Another study also revealed that the use of audiovisual media in oral health education is more effective in improving knowledge and practices compared to conventional methods.¹⁷

The increase in motivation observed in both groups indicates that oral and dental health education contributed to fostering respondents' willingness to better maintain their

personal health. Nevertheless, the greater improvement in the intervention group suggests that the use of video media is more effective than conventional learning methods. This is because videos not only deliver information verbally, but are also able to attract attention and evoke emotional responses. Material presented through a combination of moving images, audio, and interactive delivery makes the learning process more engaging and easier to understand. These conditions encourage the development of intrinsic motivation among respondents, motivating them to adopt healthy behaviors, particularly in maintaining oral and dental health.¹⁸

The increase in motivation in the control group can be explained by several factors. One of these is that the group still received educational intervention, although it was delivered through conventional methods such as lectures or discussions. This approach was still able to provide relevant additional knowledge, which could influence the cognitive aspects and attitudes of the respondents. Changes in these aspects subsequently contributed to increased motivation to maintain personal health.¹⁹

Factors influencing community participation include motivation and encouragement from various parties, one of which is health workers through the provision of information regarding the importance of maintaining oral and dental health in toddlers. In addition, collaboration between community health volunteers and community leaders in encouraging the community, especially mothers, to maintain their children's oral and dental health also plays an important role.²⁰

The increase in motivation scores after the educational intervention indicates that health education interventions were effective in significantly improving respondents' motivation in both the control and intervention groups. However, the greater improvement observed in the intervention group suggests that the use of Canva-based video media is superior to conventional methods. Interactive learning media such as videos are able to increase interest in the material, clarify the delivery of information, and facilitate the understanding process. These conditions contribute to strengthening respondents' motivation to change their behavior and apply the knowledge they have acquired.¹⁵

The results of this study are consistent with findings from previous studies stating that the use of Canva media is more effective in improving audiences' knowledge, attitudes, and motivation compared to conventional methods. This is due to the presentation of material that combines audio and visual elements, making the learning display more engaging. This combination is able to increase respondents' attention and focus during the delivery of the material, as well as create feelings of enjoyment that ultimately encourage motivation to understand the learning material delivered through Canva media.²¹ Health education media that are designed attractively and tailored to the characteristics of the target audience tend to be more effective in encouraging behavioral change and increasing motivation levels.^{22,23}

This study has several strengths, particularly in the use of Canva video media as an educational tool that is engaging, easily accessible, and effective in improving mothers' understanding and motivation regarding children's oral and dental health through audiovisual presentations. However, this study also has several limitations, as the measurements were conducted over a short period of time, did not directly assess changes in children's oral health care behaviors, and involved respondents with limited numbers and characteristics. Nevertheless, the findings of this study have important implications as a basis for utilizing digital media in children's oral health promotion

programs and may serve as a reference for future studies to examine long-term impacts and behavioral changes more comprehensively.

CONCLUSION

The use of Canva-based videos in the Oepoi Community Health Center area has proven effective in improving mothers' understanding and motivation regarding their children's oral health. This is demonstrated by a significant difference between pre-test and post-test scores in the intervention group compared to the control group, with higher increases in knowledge and motivation observed in the group that received education through Canva videos ($p < 0.05$). In addition to contributing to improved maternal understanding of children's dental care, this intervention also provided a stronger incentive to implement good dental care practices for toddlers.

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