

ABSTRACT

2D ANIMATION BACKGROUND AS AN PROMOTION MEDIUM FOR DENTAL CARIES PREVENTION IN ELEMENTARY SCHOOL STUDENTS IN WEST BANDUNG REGENCY

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Good oral health plays an important role in supporting an individual's ability to eat, speak, and engage in social interactions. One common oral health problem is dental caries, which can have serious consequences if not properly addressed. This issue particularly affects students aged 6–18 years, as it can disrupt learning activities, cause pain, and increase school absenteeism. In West Java Province, the prevalence of dental caries among elementary school students is 40.39%, which is considered quite high, followed by junior high school students at 21.4%, and senior high school students at 19.51%. The School Dental Health Effort Program (*Usaha Kesehatan Gigi Sekolah*, UKGS) has been designed by the Ministry of Health as an effort to address this problem through promotive and preventive approaches, by providing early and continuous health services under the supervision of healthcare professionals and teachers. The use of media, particularly animation, can serve as an effective tool to enhance students' understanding of the importance of maintaining oral and dental health, as well as to strengthen promotive and preventive measures. Animation offers a more engaging and easily understood approach to delivering information, especially when supported by appropriate background elements as part of the animation design. This study aims to develop an educational promotional medium in the form of animation to improve students' knowledge and awareness regarding the prevention of dental caries, and to support the success of the UKGS program in reducing the prevalence of dental caries among students.

Keywords: Animation, Background, Environment, Dental Caries, Health