

ABSTRACT

Health is a state of well-being of the body, soul and social that enables everyone to live productively socially and economically. The purpose of this study was to find out how the communication made by doctors at the Dental and Oral Hospital of the Faculty of Dentistry at Padjadjaran University in campaigning the message of brushing teeth in the morning and at night and having their teeth examined every six months. The focus of this study is health communication between dentists and pediatric patients at RSGM Unpad. This research was conducted because the campaign to brush teeth in the morning and evening and check the teeth at least once every six months is a general recommendation of the dentist in patients but inversely proportional to the facts found.

Health communication is an important element in prevention and treatment, meaning that health communication is the exchange of symbolic messages relating to personal, organizational, and community health. While interpersonal communication is communication that occurs between people in a relationship, in this study the communication that occurs is communication between dentists and pediatric patients when doing practice. Patients, especially pediatric patients, cannot just be given a direct message of dental health, but there must be communication that makes pediatric patients interested in the message delivered by the dentist. Dentists have a role to motivate patients regarding dental health, and communicate dental health messages to patients they are responsible for. Because of this responsibility, dentists must have good and effective communication to communicate dental health messages that are of interest to pediatric patients so that the message that the dentist wishes to convey will be in accordance with the intended target audience. This research uses qualitative research methods through interviews, observations at Padjadjaran University RSGM. The results showed that communication by dentists in campaigning for dental health messages was still not effective.

Keywords : *Health Communication, Interpersonal Communication.*