

**Analisis karakteristik siswa, karakteristik orang tua dan perilaku konsumsi jajanan pada Siswa-Siswi SDN Rambutan 04 Pagi Jakarta Timur tahun 2011 = Analysis of student characteristics, parents characteristics and consumption behavior of street food in Student of Elementary School, East Jakarta, 2011**

Rina Yuliasuti, author

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Abstrak

Skripsi ini membahas perilaku konsumsi jajanan siswa Sekolah Dasar (SD). Berdasarkan fakta di lapangan menunjukkan bahwa sebesar 78% anak mengkonsumsi jajanan di lingkungan sekolah (BPOM, 2008). Maka dari itu penelitian ini memiliki tujuan untuk melihat gambaran perilaku jajanan siswa serta faktor-faktor yang berhubungan. Penelitian ini merupakan penelitian deskriptif analitik menggunakan observasional study design dengan pendekatan cross sectional. Metode pengambilan sampel dengan sistem purposive sampling, jumlah sampel sebesar 105 orang. Penelitian ini membahas mengenai karakteristik siswa, karakteristik orang tua, perilaku konsumsi jajanan siswa sekolah dasar serta hubungan antara variabel-variabel tersebut. Hasil penelitian diketahui adanya hubungan yang bermakna antara variabel uang jajan, pekerjaan dan pendapatan orang tua dengan perilaku sering jajanan siswa di SDN Rambutan 04 Jakarta Timur.

.....The focus of this study is about street food consume behaviors in elementary school. In the fact, is about 78% student consume street food in school environment (BPOM,2008). Purpose of this study to descriptive consumption behavior of street food and factor-factor relevant. This study is a descriptive analytical using the observational study design with cross-sectional approach. Sampling method with a system of purposive sampling with 105 total sample. This study is about information on student characteristics (gender, age, money for snacks, breakfast habits, habit of bringing lunch, and nutrition knowledge) and parents characteristics (education, employment and income), food consumption behaviors of street food in students elementary school and relation between the variable. There is significant relationship between students pocket money, parent jobs and parents revenue with consume behaviors in elementary school, east Jakarta.