

Hubungan antara promosi keamanan pangan dengan sikap memilih pangan jajanan anak sekolah yang aman

Yustina Muliani, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20313134&lokasi=lokal>

Abstrak

ABSTRAK

Tingkat keamanan Pangan Jajanan Anak Sekolah (PJAS) yang masih rendah dan tingginya persentase Kejadian Luar Biasa (KLB) keracunan akibat PJAS di lingkungan SD, merupakan masalah serius karena terkait dengan pembangunan sumber daya manusia Indonesia. Social Change Campaign? Gerakan Aksi Nasional dengan taktik promosi keamanan PJAS menggunakan model proses komunikasi S-M-C-R-E. Penelitian ini bertujuan untuk mengetahui apakah taktik promosi keamanan pangan yang dilakukan pada siswa SD (R) mempunyai hubungan terhadap sikap memilih PJAS yang aman (E) yang terkait dengan variable kompetensi Penyuluh (S), pesan yang bersifat attention, comprehension, acceptance (M) dan kesadaran memilih PJAS yang aman setelah mendapat diseminasi pesan melalui beragam saluran komunikasi (C). Atas dasar ini diajukan model teoritis yaitu communication competency theory, reinforcement theory dan teori umum bagi Social Change Campaign dan 3 hipotesis untuk diuji dengan metode analisis multivariate.

Hasil penelitian menunjukkan bahwa taktik promosi keamanan pangan mempengaruhi sikap memilih PJAS yang aman dan ketiga variable tersebut dapat menjadi tolak ukur dalam mengevaluasi outcomes sikap dari suatu Social Change Campaign karena ketiga variabel tersebut berpengaruh signifikan terhadap sikap.

<hr>

ABSTRACT

Low safety level of food consumed by school children and high percentage of food poisoning outbreak among elementary school children are serious problems since they are related to the human resources development in Indonesia. Social Change Campaign ? National Act Movement through promotion strategy of the food consumed by school children was conducted by using S-M-CR-E as communication process model. This study was aimed to analyze whether the promotion strategy for the food safety, which was addressed to the elementary schoolchildren (R), had association with attitude to choose safe food consumed by school children (E) which was related to educator competence variable (S), to message with such characteristic as attention, comprehension, acceptance (M), and to awareness in choosing safe food consumed by school children after receiving message which has been disseminated via various communication

channels (E). Based on these problems, it was proposed a theoretical model, i.e. communication competency theory, reinforcement theory, and general theory for Social Change Campaign; and also three hypotheses to be tested by using multivariate analysis method.

The study results showed that food safety promotion strategy influenced the attitude to choose safe food consumed by school children and those three variables could be used as criteria or standard in evaluating outcomes from a Social Change Campaign since those three variables have significant impact to attitude changes