ABSTRACT

IMAM SALOSO. The Influence of Audio Media (Children’s Songs) and Visual Media (Drawing Cards) to Nutritional Knowledge (PUGS and PHBS) and its Level of Acceptance In Public Elementary School-Aged Children In Bogor. Under direction of HADI RIYADI.

The study assessed the influence of children's songs and drawing cards as nutrition education media in which was aimed at increasing nutrition knowledge of public elementary school-aged children and their acceptance level of the media. This research was using aquasy experimental study with a pretest-posttest control group design. The study was undertaken in three public schools in Bogor, with 5th grade children as the subjects. Research sites are Balungbang Jaya 03 elementary school, Kebon Pedes 3 elementary school, and Ciluar 2 elementary school. The subjects was divided into three groups, such as the control group (Kebon Pedes 3 elementary school) by the number of 38 students, the children's songs group treatment (Balungbang Jaya 03 elementary school) by the number of 35 students, as well as the treatment group drawing cards (Ciluar 2 elementary school) by the number of 36 students. The methods included interviewing subjects to determine the characteristics of the subjects and its parent, pretest a week before the intervention, intervention / treatment, posttest 1 (shortly after the intervention), and ended by posttest 2 (one month after the intervention). At the intervention phase, only the treatment groups who were given a children's song and drawing cards media. Media was given twice for each treatment group. The Results showed that children in treatment groups had an average increase in nutrition knowledge (74.7 ± 15.0 to 88.8 ± 11.2) and (74.9 ± 9.4 to 85.0 ± 11.7). That was significantly (p<0.05) different than a control group (72.6 ± 15.1 to 70.9 ± 11.8). After a month of intervention, there was a decrease in nutrition knowledge of treatment groups (88.8 ± 11.2 to 83.8 ± 12.9) and (85.0 ± 11.7 to 81.9 ± 12.8). However, this second posttest result was significantly (p <0.05) better than in the control group (73.4 ± 14.6). The acceptance level of the media was high. About 77.1% children categorized as “very” like to the children’s songs media and about 80.6% children categorized as “very” like to the drawing cards media.

Keywords : Children’s Songs, Drawing Cards, Childrens Nutritional Knowledge, PUGS, PHBS