

Improving Knowledge and Behavior of Snack Traders After Providing Educational Information Communication About Food Additives

by Universitas Islam Indonesia

Submission date: 24-Aug-2021 07:36AM (UTC-0500)

Submission ID: 1635265625

File name: g_Educational_Information_Communication_About_Food_Additives.pdf (563.24K)

Word count: 3022

Character count: 16003

Improving Knowledge and Behavior of Snack Traders After Providing Educational Information Communication About Food Additives

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ABSTRACT

The use of food additives that are not in accordance with the recommendations have been widely circulated. This is inseparable from the knowledge and behavior of traders. Lack of information from health workers can affect the knowledge and behavior of traders in the use of food additives. The purpose of this study was to determine the effect of providing educational information communication on the knowledge and behavior of traders about food additives in the Tosaren District Elementary School area. Design This study uses a Quasi Experimental method using a research design of One - Group Pretest - Posttest Design. The population of this study were all traders in the Tosaren District Elementary School area. The sampling technique used is total sampling. Samples were taken as many as 32 respondents. The independent variable is the provision of Educational Information Communication, the dependent variable is the knowledge and behavior of traders. The data collected were statistically tested using McNemar data analysis with $p < 0.005$. The results of data analysis found that the significant level was $0.001 < 0.005$ so that H_0 was rejected and H_1 was accepted, thus there was an effect of Education, Communication, Information, Education about Pagan additives on the knowledge of snack traders in the elementary school area of the Tosaren area. The results of data analysis found that the significant level was $0.000 < 0.005$ so that H_0 was rejected and H_1 was accepted, thus there was an influence of Education, Communication, Information, Education about Pagan additives on the behavior of snack vendors in the elementary school area of the Tosaren area.

Keywords : *Communication Information Education, Knowledge, Behavior*

BACKGROUND

Food is everything that comes from biological sources and water, both processed and unprocessed, which is intended as food or drink for human consumption (Badan POM, 2014). In this case, food is used as a source of energy and various nutrients to support human life. But food can also be an element that interferes with human health, in the form of elements that naturally have become part of food or elements that enter food in a certain way. In general, the dangers arising from food are often referred to as food poisoning (Suparinto et al, 2012).

Food is a basic human need and right. But now the purpose of consuming food is no longer just to overcome hunger, but increasingly complex. Therefore, the provision of food does not only concern the quantity, but also its safety. The aspect of food safety is very important because it is closely related to public health (Badan POM, 2014). Increased knowledge and awareness of the health of the food consumed, food safety is the main requirement that must be possessed by every production circulating in the market, including being free from food additives (BTP).

In everyday life, BTP is generally used by the community. In fact, there are still many food manufacturers that use food ingredients that are harmful to health. The effects of toxic additives cannot be felt immediately, but slowly and surely can cause illness. However, there are some additives that have a direct impact on children, including Use of Emulsifiers, Stabilizers, and Thickeners. The effect on health of the use of emulsifiers, stabilizers and thickeners is that it can cause certain poisoning in children because children are lactose intolerant, but no toxic properties were found when consumed by adults. Deviations or violations regarding the use of BTP that are often carried out by food producers, namely using additives that are prohibited from being used for food, using BTP in excess of the allowable dose. The use of hazardous food additives that exceed the limit will endanger public health and be harmful to the growth of future generations. Therefore, food producers need to know the regulations that have been issued by the government regarding the use of food additives (Viana, 2012).

Based on a preliminary study conducted on November 10, 2015 on traders in the Tosaren area, the researcher asked 5 traders regarding food additives such as borax, rodhamin-b, and formalin. One example is that many traders use dyes, sweeteners, and preservatives. These harmful food additives are added to snack foods sold to school children around the school area. Research purposes this is to know the effect of providing educational information communication about pagan additives on the knowledge and behavior of snack vendors in the school area of the Tosaren area.

RESEARCH METHODS

Design This study uses Quasi Experimental method using a research design of One - Group Pretest - Posttest Design. The population of this study were

all traders in the Tosaren District Elementary School area. The sampling technique used is total sampling. Samples were taken as many as 32 respondents. The independent variable is the provision of Educational Information Communication, the dependent variable is the knowledge and behavior of traders. The data collected were statistically tested using McNemar data analysis with $\alpha = 0.005$.

RESEARCH RESULT

SUBJECT CHARACTERISTICS

Table 1. Characteristics of respondents in the study included age, education, sources of information, knowledge before and after being given education and behavior before and after giving education.

No	Characteristics	N	%
1	Age (years)		
	<25	5	15.6
	25-30	9	28.1
	31-35	11	34.3
	>35	7	21.8
2	Education		
	SD	11	34.3
	junior high school	15	46.8
	senior High School	6	18.7
3	Resources		
	Print media	7	21.8
	Electro media case officer	14	43.7
		11	34.3
4	Knowledge (before)		
	Bad	20	62.5
	Well	12	37.5
5	Knowledge (after)		
	Bad	9	28.1
	Well	23	71.9
6	Behavior (before)		
	Bad	22	68.8
	Well	10	31.2
7	Behavior (after)		
	Bad	6	18.8
	Well	26	81.2
	Total	32	100

Source: Results of data analysis, 2016

Based on table 1 above noted that From the age of snack vendors in the

Elementary school area of the Tosaren area, it is known that almost half of the respondents aged 25-30 years are 11 people (34, 375%), 15 people have junior high school education (46.874%), Knowledge of traders before being given educational information communication about ingredients food additives, it is known that most of the respondents have poor knowledge of 20 people (62.5%) and after being given educational information communication, most of the respondents had good knowledge of 23 people (71.9%) The behavior of traders before being given educational information communication had bad behavior as many as 22 people (68.8%) and behavior of traders after being given information communication almost all respondents behaved well as many as 26 people (81.2%)

DATA ANALYSIS RESULTS

Table 2. Effect of Education Information communication Education about Pagan additives on the knowledge of snack vendors in the primary school area of the Tosaren area

McNemar Test	
	Before and after
N	32
Exact Sig. (2-tailed)	.001

The results of data analysis found that the significant level was $0.001 < 0.005$ so that the HO was rejected and H1 was accepted, thus there was an influence of Education, Communication, Information, Education about Pagan additives on the knowledge of snack traders in the school area of the Tosaren area.

Table 3. Effect of Education Information communication Education about Pagan additives on the behavior of snack vendors in the primary school area of the Tosaren area

McNemar Test	
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Before and after	
N	32
Exact Sig. (2-tailed)	.000

The results of data analysis found that the significant level was $0.000 < 0.005$ so that HO was rejected and H1 was accepted, thus there was an influence of Education, Communication, Information, Education about Pagan additives on the behavior of snack vendors in the school area of Tosaren.

DISCUSSION

Knowledge of Traders Before Giving Educational Information Communication about Food Additives.

From the results of the research, it is known that the knowledge of traders before being given communication of educational information about food additives is known that most of the respondents have poor knowledge as many as 20 people (62.5%) out of a total of 32 respondents.

Knowledge according to Notoadmodjo (2013) is the result of knowing that occurs after people sense a certain object. Sensing occurs through the five human senses, namely the senses of sight, hearing, smell, taste, and touch. The knowledge that exists in humans aims to be able to answer the problems of life they face everyday and is used to offer various conveniences for humans.

According to Notoatmodjo (2003), knowledge has 6 levels, namely Know, which is defined as remembering a material that has been studied previously. Included in this knowledge is recalling something specific from all the material studied or stimuli that have been received.

Based on the facts of the results of the study, it is known that almost all traders have bad knowledge before conducting health education about food additives, this is due to the lack of information about food additives, resulting in poor knowledge of traders, therefore the role of health workers

is needed to carry out health education about food additives in order to increase the knowledge of traders about food additives.

Trader's Behavior Before Giving Educational Information Communication

From the results of the study, it is known that the behavior of traders before being given communication of educational information about food additives is known that most of the respondents behave badly as many as 22 people (68.8%) of a total of 32 respondents.

According to Green quoted by Notoatmodjo (2002), the factors that cause behavior are influenced by three factors, namely predisposing factors such as knowledge, attitudes, beliefs, and values, with regard to a person's motivation to act. Enabling factors or enabling factors for behavior are facilities, facilities, or infrastructure that support or facilitate the behavior of a person or society. The last is reinforcing factors such as family, health worker, and others.

Based on the facts of the research results, it can be seen that the behavior before being given Educational Information Communication about food additives is in a bad category, this is due to the lack of knowledge of traders about food additives, besides that there are still many traders who still follow the old ways or old habits, which they use in adding food additives. If this is allowed to continue, it will have an impact on the health of consumers who consume the snacks they sell, therefore the role of health workers is needed to disseminate information about food additives, so that they can change the behavior of traders in adding food minerals to the snacks they sell.

Merchant's Knowledge after Providing Educational Information Communication

From the results of the study, it is known that the knowledge of traders after being given communication of educational information about food additives is known that most of the respondents have good knowledge as many as 23 people (71.9%) out of a total of 32 respondents.

Knowledge according to Notoadmodjo (2013) is the result of knowing that occurs after people sense a certain object. Sensing occurs through the five human senses, namely the senses of sight, hearing, smell, taste, and touch. The knowledge that exists in humans aims to be able to answer the problems of life they face everyday and is used to offer various conveniences for humans. In this case, knowledge can be likened to a tool used by humans in solving the problems they face (Notoadmodjo, 2003).

Based on the facts of the research, it can be seen that the knowledge of traders after being given educational information communication about food additives is known that most of the respondents have good knowledge, this is because health education has been carried out on food additives.

Identifying Trader's Behavior After Providing Educational Information Communication

From the research results, it is known that the behavior of traders after being given educational information communication about food additives is known that almost all of the respondents behaved well as many as 26 people (81.2%) of a total of 32 respondents.

Health behavior is a response of a person (organism) to a stimulus or object related to illness and disease, the health care system, food and drink, and the environment.

According to Notoadmodjo (2013), although behavior is a form of response or reaction to a stimulus or stimulus from outside the organism (person), the response

is highly dependent on the characteristics or other factors of the person concerned. This means that although the stimulus is the same for some people, each person's response is different. The factors that differentiate responses to different stimuli are called behavioral determinants. In Notoadmodjo (2003) it is explained that Benjamin Bloom, an educational psychologist, divides human behavior into 3 (three) domains, namely: cognitive, affective, and psychomotor.

Based on the facts of the research, it can be seen that the behavior of traders after being given communication of educational information about food additives almost all respondents behaved well, this is because the knowledge of traders about food additives has increased because health education about food additives has been carried out to traders. Here it can be seen that health education will change the behavior of traders in adding food additives, so that health workers must carry out health education continuously so that they can increase knowledge and change traders' behavior towards a better direction.

The Effect of Educational Communication Information Education About Pagan Supplementary Materials on Knowledge and Behavior of Snack Traders in the Elementary School Area of the Tosaren Region.

The results of data analysis found that the significant level was $0.001 < 0.005$ so that the H_0 was rejected and H_1 was accepted, thus there was an influence of Education, Communication, Information, Education about Pagan additives on the knowledge of snack traders in the school area of the Tosaren area.

The results of data analysis found that the significant level was $0.000 < 0.005$ so that H_0 was rejected and H_1 was accepted, thus there was an influence of Education, Communication, Information,

Education about Pagan additives on the behavior of snack vendors in the school area of Tosaren.

Based on the facts, the results of the study show that there is an influence of Education, Communication, Information, Education about Pagan additives on the behavior of snack vendors in the elementary school area of the Tosaren area, so it can be concluded that by providing health education can increase knowledge and can change behavior from the bad to the better. Therefore, health workers play an important role in providing education about food additives, and can guide and guide traders to behave well in adding food additives. Thus the quality of the snacks sold is guaranteed and can have a positive impact on health so that it can help improve health status.

CONCLUSIONS AND SUGGESTIONS

Conclusion

1. The knowledge of traders before being given educational information communication about food additives is known that most of the respondents have poor knowledge as many as 20 people (62.5%) out of a total of 32 respondents.
2. The behavior of traders before being given educational information communication about food additives is known that most of the respondents behave badly as many as 22 people (68.8%) out of a total of 32 respondents.
3. The knowledge of traders after being given educational information communication about food additives is known that most of the respondents have good knowledge as many as 23 people (71.9%) out of a total of 32 respondents.
4. The behavior of traders after being given educational information communication about food additives is known that almost all respondents behave well as many as 26 people (81.2%) of a total of 32 respondents.

5. There is an influence of education, information communication, education about pagan additives on the knowledge and behavior of snack vendors in the primary school area of the Tosaren area.

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