ABSTRACT

THE RELATIONSHIP BETWEEN KNOWLEDGE AND ATTITUDE OF CHILDREN PRIMARY STATE SNACKS TRADERS OF USAGE BEHAVIOR OF DYE RHODAMIN B IN DISTRICT OF SUKARAMA BANDAR LAMPUNG 2015

By

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Background. Dye Rhodamine B is a type of textile dyes are banned from use in food additives because it has a bad effect on the health. Lack of knowledge and attitude of children primary state snacks traders led to the high use of Rhodamine B.

Aim. This study aims to determine the relationship between knowledge and attitude of street food vendors in public primary school children on usage behavior of dye Rhodamine B.

Research Method. This study was observational research method with cross sectional approach (studying the relationship as much as one and the same), with the research tools and instruments a questionnaire and a test kit from BPOM.

Results. The results showed that all of respondents (n=37) most traders the productive age of 20-40 years (59.4%), traders with the highest gender was a woman of 28 traders (75.7%), with a good level of the old high school education college of as many as 18 traders (48.6%), with 1-10 year old trade as many as 27 traders (72.9%), which has a good knowledge (54.1%) of 20 merchants, traders attitude of the majority was less by 22 traders (59.2%), and the behavior of the majority traders using Rhodamine B dye that as many as 19 traders (51.4%).

Conclusion. There was a significant association between knowledge and usage behavior of Rhodamine B with $p=0.001$; as well as the attitude toward the usage behavior of Rhodamine B which has a significant relationship with $p=0.002$.

Keywords: attitude, behavior, knowledge, Rhodamine B