

ABSTRACT

KNOWLEDGE, ATTITUDE AND FACTORS THAT AFFECT ELEMENTARY SCHOOL SNACKS TRADERS IN USING *METANIL YELLOW* ON DISTRICT OF SUKARAME BANDAR LAMPUNG 2015

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Background. Now a days, *Metanil Yellow* is misused in food and beverages manufacture. *Metanil Yellow* are found in snacks such as crackers, shrimp paste, candy, syrups, biscuits, sausage, fried macaroni, soft drink, cendol, sweets, gipang and smoked fish. *Metanil Yellow* will caused irritation of gastrointestinal tract, histopathology changes in the stomach, intestines, liver, kidneys, and neurotoxicity. Lack of knowledge and attitudes of elementary snacks traders led to the high use of *Metanil Yellow*.

Research Method. This study is mixed method design that combine quantitative and qualitative methods with cross sectional approachment. Data collection was performed by total sampling method. Test of *Metanil Yellow* were held in laboratory. Traders who used *Metanil Yellow* undergo deep interviews. Questionnaires will be analyzed to see the relationship of knowledge and attitudes with used of *Metanil Yellow* on public elementary schools snacks trader in District of Sukarame.

Results. The result showed majority of traders have good level of knowledge (69.2%) and good attitude (61.5%). There are three snacks (23.1%) were used *Metanil Yellow*. There are significant relationship between knowledge (p-value = 0.014) and attitude (p-value = 0.035) with used of *Metanil Yellow*. Based on qualitative data found economy, experience from previous trader, easy access to get *Metanil Yellow* and lack of supervision from trade, health department and BPOM are factors that affecting traders in use of *Metanil Yellow*. The conclusion of this study was there are relationship between knowledge and attitude with used of *Metanil Yellow* on elementary schools snacks traders in District of Sukarame Bandar Lampung.

Keywords : Attitude, Knowledge, *Metanil Yellow*, Snacks Trader.