ABSTRACT

EFFECTIVENESS OF USE CARTOON CHARACTERS IN EDUCATING CONSUMER CHILDREN ON THE FOOD LABEL PRODUCTS

STUDY ON CONSUMER CHILDREN ELEMENTARY SCHOOL 1 KAMPUNG BARU, BANDAR LAMPUNG

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The purpose of this research was to determine the effectiveness of use cartoon characters in educating consumers children about food product labeling and to increase consumer knowledge about the product label children in buying and using food products. The variable in this research is a cartoon character as a control variable. This type of research is study eksperiment. Data sources using primary data from the interview results. The sample in this research were 50 students of SD Negeri 1 Kampung Baru, Bandar Lampung. Data analysis tools in this study were paired samples test using SPSS. The results showed that there was a difference in students knowledge in educating consumers children about label food products. Differences indicate the addition of knowledge. The conclusion is the effectiveness of use cartoon characters in educating consumers children about label food products. The implications of the practical for the company to pay attention to the labeling of food products, because of how the model looks will affect the consumers and making public service ads aimed at consumers in the form of printed books kids cartoon. The implications of theoretical can provide additional literature readings about the effectiveness of a cartoon character in educating consumers child label food products.

Keyword: Cartoon Characters, Consumen Children, Consumer Education, Label Products.