ABSTRACT
Brochure effect during counseling towards PKK’s cadres to their knowledge relates to food safety (Study On PKK’s Cadres in Lampung Province, Representatives participated in BPOM Counseling)

By
Nurdiyah Agung Lestari

Food performs such strategical and deep crucial issue to human’s live sustainability. Poisonous food consuming seems emerge to be an issue throughout society. The blame goes to the lack of communication between society and associated organization deals with knowledge relates to food safety. Thus, remains the society knowles.

BPOM, in this case, maintains a core significant responsibility to distribute information relates to drugs and food safety towards media: tv, rd, newsp, intrnt, banner and brochures. In which assorted to be the subject of the research

This study aims to determine the influence of brochure exposure towards knowledge relates to food safety of PKK cadre given by BPOM on 27 March 2014 in balai PKK Bandar Lampung. The method used is descriptive quantitative, by using the techniques of data collection in the form of literatureresearch and questionnaire. The 40 respondents in this study were representatives from each district in the Province of Lampung, there are 3 cadres from Lampung Selatan, Lampung Tengah, Lampung Timur, Pringsewu, Tanggamus, Pesawaran, Metro, Way Kanan, Mesuji, Tulang Bawang, Tulang Bawang Barat, respectively, and 7 of them represent Bandar Lampung.

The results show that SPSS 17.0 produces significant value = 0.000, while the value of $\alpha = 0.05$. Significant value is less than $\alpha$ so that $Ho$ is rejected. It indicates that there is a significant influence of the media brochure towards relating knowledge in PKK cadres. It gives in the amount of 41.9% whereas 58.1% is influenced by other variable.

Keyword: Brochure, BPOM Food Safety Counseling, Knowledge Relates to Food Safety