

ABSTRACT

THE EFFECT OF COUNSELING WITH THE LECTURE METHOD USING LEAFLET AND FILM MEDIA TO INCREASE HORTICULTURE FARMER'S KNOWLEDGE ABOUT THE RISKS OF PESTICIDE POISONING IN RAJABASA JAYA VILLAGE BANDAR LAMPUNG

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Pesticides are one of the modern technologies that are proven to have a role in improving human welfare. In another side, pesticide is a poison which has some negative effects in farmer's health. Given the enormous benefits of pesticides, the farmers must have good knowledge in order to avoid pesticide poisoning, Therefore, a health promotion effort needs to conduct. Health promotion with counseling lecture method using leaflets and film media is expected to increase the knowledge of farmers on pesticide poisoning.

The purpose of this study was to analyze the effect of counseling with the lecture method using leaflet and film media to increase farmer's knowledge about pesticide poisoning. This research was a quasi experimental with pretest and posttest group design. This research was conducted on November to December 2012. The samples size was 60 persons consisting of 30 persons in group-1 and

30 persons in group-2. Sample was selected by purposive sampling technique according to predetermined inclusion criteria. This research used univariate and bivariate analyze with Wilcoxon and Mann-whitney test with significancy level $\alpha=0,05$.

Based on the results obtained by the mean increase in farmers' knowledge from pretest to posttest in group-1 were 2.77 and group-2 were 1.60. Test results on the analysis of each group obtained p-value=0.000, which means that there is a significant effect between extension with the lecture method using leaflets and film media to increase knowledge. Test results on the analysis of inter-group obtained p-value=0.014 with a mean difference in group-1 greater than the group-2, suggesting that the lecture method using leaflet media is more effective than a lecture method using film media in improving farmers' knowledge about pesticide poisoning.

Keywords: counseling with lecture method, farmers, film, knowledge, leaflet, pesticide poisoning.