



ABSTRACT

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EFFECT OF GAMES AS PROMOTION MEDIA ON KNOWLEDGE OF THE IMPORTANT OF BREAKFAST TO THE STUDENT OF GATOT SUBROTO 1 ELEMENTARY SCHOOL, BANDUNG

VI Chapters, 95 Pages, 9 Tables, 5 Graphs, 6 Attachments

Background: Breakfast is a first meal in a one day before doing activity. It can increase concentration and memory, especially for students. Prevalence of children who skipped breakfast was 78.5%. Lacking of breakfast habits can caused by lack of knowledge about nutrition and health. There are many ways to increase on knowledge, one is giving information through promotion media. Promotion media in this research are using games.

Purpose: To know the effect of games as promotion media on knowledge of the important of breakfast to the student of GatotSubroto1 elementary school, Bandung.

Methods:A quasi experimental study was applied to this study with pretest-posttest group design. This study was held in June-August 2015. Thepopulations in this study were 4th and 5th grade elementary school. Subjects in this study were 52 elementary school children in GatotSubroto 1. Analysis using paired t-test and independent t-test.

Result:The descriptive data showed aged 9 years old was 46.2%, rate for girls was 57.7%, and high mother education was 73.1% for ladder snake group. The school children knowledge showed that there was a significant difference in a ladder snake group ($p<0.05$) and quartet card group ($p<0.05$). There was no difference score of knowledge between ladder snake group and quartet card group ($p\geq 0.05$).

Conclusion: Games is a one of mediato increase and educate on knowledge of the important of breakfast to the student of GatotSubroto 1 elementary school, Bandung. Games can be provided as new media in the learning process.

Reading List: 56 (2000-2015)

Keywords: *games, promotion media, knowledge, breakfast*