The Differences of Knowledge and Attitude of Adolescents Before and After BKKBN Advertising Exposure

Abstrak:

Various efforts had been made by the BKKBN which aims to provide adolescents knowledge about delayed the age of marriage. This research is to study the different from knowledge and attitude of adolescents knowledge and attitude before and after exposure from media ads created by BKKBN. This research is a quasi-experimental, this research involved all third-grade students at SMA Islam Duduksampeyan Gresik. The results showed that there was significantly different from the respondents knowledge for the treatment group before and shortly after have given, but for the control group there have not significantly different from respondents knowledge and attitude; both in the treatment group (p=0.000 and p=0.342), for the attitude of the respondents either the treatment group (p=0.079) or control group (p=0.084) were not significantly different. Then, the other result showed there were significantly different from respondents knowledge and attitude both in the treatment group (p=0.000 and p=0.007), and control group (p=0.000 and p=0.021), before treatment and after two weeks of treatment have given. In this research also look for different from knowledge and attitude between the treatment and control group, before treatment have given there is significantly different from the respondents knowledge and attitude; but there is no significantly different from the respondents attitude (p=0.931). There was significantly different from respondents knowledge and respondents attitude after treatment have given a moment. There is significantly different from respondents knowledge and respondents attitude after two weeks of treatment have given a moment.

Keyword:

knowledge, attitude, media advertising

Daftar Pustaka:

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