

INTENSITY'S INFLUENCE OF WATCHING INVESTIGATION NEWS PROGRAM ABOUT FOOD DECEIT TO CONSUMPTION BEHAVIOR OF STUDENTS XI SMKN 4 YOGYAKARTA

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ABSTRACT

The objective of this research is to know: (1) students grade XI of SMKN 4 Yogyakarta intensity in watching news program about food deceit; (2) food consumption behavior of students grade XI SMKN 4 Yogyakarta after watching investigation news program about food deceit on television; (3) intensity's influence of watching investigation news program about food deceit to consumption behavior of students XI SMKN 4 Yogyakarta.

This research is survey research. Subjects of this research are students of culinary department grade XI at XI SMKN 4 Yogyakarta with population 113 students and 53 samples student that were taken randomly simple random sampling. The duration of this research was from February 2012 until May 2012. Collecting data used quiz instrument and observation. The validity test and instrument reliability were done by testing 30 students non sample. Data Analysis technique used regression analysis and correlation by normality and linearity conditional test.

This research result showed that; (1) Students grade XI of SMKN 4 Yogyakarta intensity in watching news program about food deceit (39, 62 - 21 students) included in high category and 32 students (60, 38%) included in very high category. Intensity variable in watching news program about food deceit of students grade XI of SMKN 4 Yogyakarta in this research is very high; (2) Food consumption behavior change of students grade XI of SMKN 4 Yogyakarta after watching investigation news program about food deceit on television (28,30% - 15 students) included in high category and 38 students (71,70%) included in very high category. The variable of food consumption behavior of students grade XI of SMKN 4 Yogyakarta is very high; (3) The significant influence between watching news program investigation intensity about food deceit on television with food consumption behavior of students grade XI of SMKN 4 Yogyakarta is 29,1 %.

Key word: news investigation, food deceit, food consumption.