

## **CHAPTER V**

### **CONCLUSION**

#### **5.1. Conclusion**

This conclusion based on answering of research objectives. There are six points as a summary of this research.

1. The study provides an important insight into parental perception of their children's buying behavior in Magelang. The study indicates that parents admit that their children love watching TV for long hours. The average children's spent time for watching TV is 2.53 hours on weekdays and 3.18 hours on weekends.
2. Parents perceive that their children prefer spending time before television than engaging themselves in studying. It is proven by the result of the survey that indicated 43.2% parents agreed. The most concerning factor from parents' point of view that they found their children prefer watching television to studying. But parents also say that their children are prefer other physical, social and development activities like talking with their friends or playing outdoor games than watching television.
3. Parents are disagreeing that the present's day children play an important role in family buying decision. It can be show from the total percentage for about 36.3% of parents disagree and strongly disagree about that kind of role.

4. Television advertisements are the most important factor affecting children's demand for a product.
5. Parents consider television advertisements responsible for changing their children's behavior. They feel that TV advertisements do help in economic socialization of their children by providing them relevant knowledge about brands and products but also are changing their food habits. In the other hand, parents disagree that TV advertisements are making their children into naggers.
6. Children are like watching food (snacks) advertisements. About 62.5% of the parents agree that their children demand more of product whose advertisement they like.

## **5.2. Limitations and Further Research**

This study also has limitations. The data were drawn from a single time period and a single region of Indonesia and studied limited product categories. For further research should validate these findings using other times, cities and product categories. Consider the others factors that may affect this study may be will give better result for further research.

## **5.3. Managerial Implication**

1. For children guardians

The result of this study can provide the information about the effects of watching television on their children buying behavior. Parents can

anticipate and manage their children's viewing habits to keep from the negative effects of television advertisements. This study contributes to the provision of such information.

2. For teachers as consumer socialization agents

The influence of teachers in school for developing of the children actually should be considered. One of the most useful of the influence consisted about the tips how to spend money wisely, like in school children learn basic consumer education.

3. For advertisers

This study provides the positive and negative effects of TV advertisements on children's buying behavior. Such positive information advertisement impacts to the children psychology state and give suggestions to create advertisement with considering the impacts like violence.

4. For parents

"Parents are what sociologists call primary agents of socialization" (Berger & Berger 1976, cited in Ekasasi, 2005, p. 33) and are surely the most important agents involved in the consumer socialization of children. This study providing information about the effects of television advertisements on their children buying behavior and indirectly push the parents to select the TV advertisement to their children.

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## APPENDIX 1 : QUESTIONAIRE

Mohon partisipasi dari Ibu/Bapak untuk mengisi *Questionnaire* di bawah ini yang akan saya gunakan sebagai kelengkapan data bagi penyelesaian studi S1 saya yang berjudul “*Parental Perception of the Impact of Television Advertisements on Children’s Buying Behavior*”.

Jenis Kelamin :  Laki-laki  Perempuan

Jumlah Anak :

Anak ke :

Jenis Kelamin Anak :  Laki-laki  Perempuan

Usia Anak :

\*keterangan:

SS : Sangat Setuju

S : Setuju

N : Netral

TS : Tidak Setuju

STS : Sangat Tidak Setuju

### *Research Questionnaire*

1. Apakah anak anda suka menonton televisi? (Berilah tanda (v) pada kolom yang disediakan)

Ya

Tidak

2. Berapa lama rata-rata anak Anda menonton televisi setiap harinya? (Berilah tanda (v) pada kolom yang disediakan)

Hari  < 1 jam  1-2 jam  2-3 jam  > 3 jam

Sekolah :

Hari  < 1 jam  1-2 jam  2-3 jam  > 3 jam

Libur :

3. Apakah anak Anda lebih memilih untuk menonton televisi daripada:  
(Berilah tanda (v) pada kolom yang disediakan)

	SS	S	N	TS	STS
Berinteraksi dengan temannya					
Bermain permainan outdoor					
Belajar					

4. Apakah anak Anda berperan penting dalam keputusan pembelian di keluarga Anda? (Berilah tanda (v) pada kolom yang disediakan)

SS       S       N       TS       STS

5. Menurut pendapat Anda apa faktor terpenting yang mempengaruhi keputusan pembelian oleh anak-anak?  
(Berilah tanda (v) pada kolom yang disediakan)

- Teman
- Komik/ Majalah
- Radio
- Papan Reklame
- Iklan Televisi
- Saudara
- Lain-lain

6. Berilah tanda (v) pada kolom yang telah disediakan sesuai dengan jawaban Anda:

	SS	S	N	TS	STS
Iklan televisi menambah pengetahuan anak tentang suatu produk dan merek.					
Iklan televisi mendorong kebiasaan anak mengkonsumsi makanan yang tidak sehat.					
Iklan televisi meningkatkan keinginan atau tuntutan Anda untuk membeli produk.					
Iklan televisi mengubah anak menjadi pembangkang.					

7. Kategori produk apa yang paling sering ditonton oleh anak Anda pada iklan televisi? (Berilah tanda (v) pada kolom yang disediakan)

- Cokelat
- Mainan
- Makanan Ringan
- Lain-lain

8. Anak-anak lebih meminta dibelikan produk yang iklannya mereka sukai. (Berilah tanda (v) pada kolom yang disediakan)

- SS     S     N     TS     STS

Kami mohon Ibu/Bapak mengungkapkan pendapat, pandangan dan/atau penilaian tentang dampak iklan televisi terhadap perilaku belanja anak-anak Ibu/Bapak.

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😊 Terima kasih atas partisipasinya 😊

## Annexure

### Research Questionnaire

1. Do your children like watching television?

Yes	No
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2. How many hours on an average do your children watch television daily?

School days	Less than 1 hour	1-2 hours	2-3 hours	More than 3 hours
Holidays	Less than 1 hour	1-2 hours	2-3 hours	More than 3 hours

3. Do your children prefer watching television over-

	Strongly Agree	Agree	Can't Say	Disagree	Strongly Disagree
Talking to friends					
Playing outdoor Games					
Studying					

4. Do your children play an important role in family purchase decision?

<b>Strongly Agree</b>	<b>Agree</b>	<b>Nither Agree Nor Disagree</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
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5. What according to you is the most influential factor affecting children's purchase decision?

Friends	
Comics	
Radio	
Hoardings	
TV advertisements	
Siblings	
Others	



Annexure (Cont.)

6. State your level of agreement with the following statements?

	Strongly Agree	Agree	Can't Say	Disagree	Strongly Disagree
TV Advertisements add value to children's knowledge of brands and products					
TV Advertisements encourage unhealthy food habits in children					
TV Advertisements increase purchase requests of children					
TV Advertisements turn children into naggers					

7. Advertisements of which product category do your children like watching the most? (Please tick)

Chocolate	
Stationery	
Snacks	
Others	

8. Children demand the product more whose advertisement they like? (Please tick)

Strongly Agree	Agree	Nither Agree Nor Disagree	Disagree	Strongly Disagree
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Reference # 03J-2010-02/05-03-01

APPENDIX 2  
DATA OF RESPONDENTS

NO	Q1	Q2	Q3	Q4	Q5	Q6	Q7a	Q7b	Q8a	Q8b	Q8c	Q9	Q10a	Q10b	Q10c	Q10d	Q10e	Q10f	Q10g	Q11a	Q11b	Q11c	Q11d	Q12a	Q12b	Q12c	Q12d	Q13	
1	0	1	1	1	8	1	2	4	4	3	4	4	4	1	0	0	0	0	0	2	3	4	5	0	0	1	0	2	
2	0	2	1	1	9	1	3	4	4	5	2	2	2	1	0	0	0	1	0	4	2	1	4	1	1	1	0	2	
3	0	3	3	1	5	1	2	3	3	3	3	4	0	0	0	0	1	0	0	2	3	4	5	0	1	0	0	2	
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25	1	2	1	0	6	1	2	4	3	2	2	5	0	0	0	0	1	0	0	2	3	4	5	0	0	1	0	3	
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32	1	3	2	1	7	1	4	4	3	3	2	3	1	0	0	1	1	0	1	4	2	2	2	0	1	1	0	2	
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88	1	1	1	1	6	1	1	2	3	3	3	3	0	0	0	0	0	0	1	3	3	3	3	1	0	0	0	3	
89	1	1	1	1	6	1	4	4	1	1	1	1	0	0	0	0	0	0	1	2	2	2	3	0	0	0	1	2	
90	0	2	2	0	4	1	3	4	4	4	3	4	1	0	0	0	1	1	0	2	2	3	4	0	1	1	0	3	
91	1	3	3	0	5	1	3	4	2	2	2	3	1	1	0	1	1	1	1	2	2	2	2	0	0	1	0	2	
92	0	2	1	1	4	1	2	2	4	4	4	3	1	0	0	0	0	1	2	3	2	3	0	0	1	0	2		
93	0	2	2	0	4	1	2	2	3	3	5	3	0	0	0	0	1	0	0	3	4	3	5	0	1	0	0	3	
94	0	2	2	1	4	1	2	2	4	4	3	1	1	0	0	0	0	0	2	2	4	4	1	0	0	0	4		
95	0	2	2	0	3	1	2	2	3	3	2	4	1	0	0	0	0	0	0	2	2	2	3	0	0	1	0	2	
96	0	2	2	0	4	1	3	4	4	2	4	2	0	0	0	0	1	0	0	4	1	2	4	0	1	0	0	1	
97	0	2	1	0	4	1	4	4	5	4	2	2	0	0	0	0	1	1	0	1	1	1	4	0	1	0	1	1	
98	0	1	1	0	4	1	2	2	3	3	3	3	0	0	0	0	1	0	0	2	2	3	4	0	0	1	0	2	
99	0	1	1	1	10	1	3	4	2	2	3	2	1	0	0	0	0	0	2	4	4	4	4	0	1	0	0	2	
100	0	1	1	0	11	1	1	1	3	1	1	1	0	0	0	0	0	1	0	2	4	3	4	0	1	0	0	2	
101	0	1	1	0	10	1	1	1	3	1	3	1	1	0	0	0	0	1	0	2	4	3	4	0	1	0	0	2	
102	0	2	2	1	12	1	3	4	1	2	2	2	0	0	0	0	1	0	0	2	2	2	1	0	0	1	0	2	
103	0	3	2	0	6	2	1	2	4	3	1	4	0	1	0	0	1	0	0	1	2	1	3	0	0	1	0	1	
104	0	1	1	0	8	1	3	4	2	2	4	4	0	0	0	0	1	0	0	2	2	4	4	0	1	0	0	3	
105	0	1	1	1	3	1	2	4	3	2	3	2	0	0	0	0	1	0	0	1	3	2	4	1	0	0	0	2	
106	0	2	1	1	7	1	2	4	4	3	4	4	0	0	0	0	0	1	0	2	4	4	4	0	1	0	0	3	
107	1	2	2	0	6	1	2	3	3	3	3	3	0	0	0	0	1	0	0	2	2	2	2	1	0	0	0	2	
108	0	1	1	0	8	2	2	3	3	2	3	4	0	0	0	0	0	1	0	3	3	2	3	0	0	0	1	3	
109	1	1	1	1	9	1	3	3	3	3	3	3	1	0	0	0	0	0	0	2	2	2	2	0	1	0	0	2	
110	1	2	2	1	6	1	2	3	3	3	3	3	4	0	0	0	1	0	0	2	2	2	2	0	1	0	0	2	
111	1	3	2	1	10	1	2	4	2	2	3	3	0	1	0	0	0	0	0	3	4	3	3	0	1	0	0	3	
112	0	1	1	0	5	1	1	3	2	2	2	3	0	0	0	0	1	0	0	2	2	2	3	1	0	0	0	2	
113	0	1	1	1	12	1	3	3	2	2	1	2	0	0	0	0	1	0	0	2	1	1	1	0	0	1	0	2	
114	0	1	1	0	3	1	3	3	3	3	2	2	1	0	0	0	1	0	0	2	2	2	2	0	0	1	0	2	
115	0	3	2	1	10	1	4	4	2	3	2	3	0	0	0	0	1	0	0	2	2	2	2	1	0	0	0	2	
116	0	3	2	1	8	1	2	3	3	3	3	4	0	0	0	0	0	1	0	2	2	2	3	0	0	1	0	3	
117	1	2	1	1	12	1	3	4	3	3	3	3	0	0	0	0	1	0	0	2	2	2	2	0	0	0	1	2	
118	1	2	1	0	10	1	3	3	2	2	3	4	1	0	0	0	0	0	0	2	2	3	2	0	0	0	0	1	3

119	0	1	1	1	13	1	3	4	2	2	2	2	0	0	0	0	1	0	0	2	4	3	5	1	0	0	0	2
120	0	2	2	1	5	1	3	4	4	4	2	4	0	0	0	0	1	0	0	1	4	2	3	0	1	0	0	3
121	0	3	3	0	12	1	3	4	2	2	1	2	0	0	0	0	1	0	0	1	1	1	1	0	0	1	0	2
122	0	2	1	1	7	1	2	4	3	2	1	2	1	0	0	0	0	0	0	3	3	4	4	0	0	1	0	3
123	1	2	1	0	7	1	1	2	4	4	4	4	1	0	0	0	0	0	0	2	4	4	4	0	0	1	0	2
124	1	3	2	1	9	1	3	4	2	3	4	5	0	0	0	0	1	0	0	4	4	4	4	0	0	1	0	4
125	1	3	1	1	10	1	4	4	2	2	2	2	0	0	0	0	1	0	0	1	1	1	1	0	0	1	0	1
126	1	2	2	1	5	1	2	4	1	1	2	0	0	0	0	0	1	0	0	1	1	1	1	0	1	0	1	
127	1	3	2	0	11	1	3	4	4	3	5	4	1	1	0	0	1	0	1	2	4	5	4	0	0	0	1	2
128	1	2	1	1	7	1	3	4	4	3	2	3	1	0	0	1	1	1	1	2	2	2	3	0	1	1	1	1
129	1	2	1	0	5	1	4	4	4	4	4	2	1	0	0	0	1	0	0	3	3	2	4	0	1	1	0	2
130	1	2	1	0	5	2	1	1	4	4	3	4	1	0	0	0	0	0	0	2	3	4	4	0	0	0	1	3
131	0	2	1	1	4	1	4	4	5	3	2	4	0	0	0	0	0	0	1	3	5	5	5	0	0	0	1	5
132	0	2	2	1	6	1	3	4	5	5	5	2	0	0	0	0	1	0	0	2	2	2	2	0	0	0	1	2
133	0	2	2	0	5	1	3	4	4	3	2	4	0	0	0	0	1	0	0	2	2	2	2	0	0	1	0	1
134	0	2	2	1	5	2	2	3	4	4	2	3	0	0	0	0	0	0	1	2	1	1	1	0	1	1	0	2
135	1	3	3	0	4	1	2	3	3	3	5	4	0	0	0	0	1	0	0	2	3	2	3	0	0	1	0	2
136	0	1	1	0	6	1	4	4	3	3	3	3	1	1	0	0	1	1	1	3	3	3	3	1	1	1	0	3
137	0	1	1	0	5	1	3	4	5	5	2	2	0	0	0	0	1	0	0	2	2	2	4	0	0	1	0	2
138	0	2	1	1	5	1	2	3	4	5	4	5	1	0	0	0	1	0	0	1	1	1	4	0	0	1	0	1
139	0	2	2	0	3	1	3	4	4	2	2	5	1	0	0	0	1	0	0	1	1	1	4	1	1	1	0	2
140	0	3	2	1	5	1	4	4	4	3	3	4	1	0	0	0	1	0	0	2	3	3	4	0	1	1	0	4
141	0	3	1	1	7	1	3	4	3	3	3	3	0	0	0	0	1	0	1	2	3	3	3	0	1	0	0	2
142	1	2	1	1	5	1	3	3	2	3	3	3	0	0	0	0	1	0	0	2	4	2	4	0	0	1	0	2
143	1	1	1	0	6	1	1	2	4	3	5	2	0	1	0	0	0	0	0	2	4	2	4	0	1	0	0	1
144	1	2	1	1	6	1	4	4	4	4	3	1	1	0	0	0	1	1	0	1	1	1	1	1	1	1	0	1
145	0	2	1	0	6	1	4	4	4	4	4	3	1	0	0	0	1	1	0	2	4	2	4	1	1	1	0	2
146	0	2	2	0	5	1	2	3	2	4	3	4	0	0	0	0	1	0	0	1	1	1	2	0	0	1	0	2
147	1	2	1	0	6	1	2	3	4	4	3	5	1	0	0	0	1	0	0	4	2	2	4	0	0	1	0	2
148	0	2	1	1	6	1	3	4	3	3	3	3	1	0	0	0	0	0	0	2	4	3	4	0	1	0	0	4
149	0	3	2	0	5	1	3	4	5	3	3	4	0	0	0	0	1	0	0	2	2	2	4	0	0	1	0	2
150	0	1	1	1	5	1	3	3	4	4	4	2	1	0	0	0	0	0	0	3	3	3	3	0	1	0	0	2
151	0	2	1	0	6	1	4	4	4	4	2	3	0	0	0	0	1	0	0	2	3	1	4	0	0	1	0	2
152	0	1	1	1	5	1	3	3	5	5	5	2	1	0	0	0	0	0	0	2	1	2	4	0	0	0	1	4
153	1	2	2	0	6	1	2	3	4	4	4	3	0	0	0	0	1	0	0	2	3	2	5	0	1	0	0	3
154	0	2	1	1	4	1	2	4	4	5	2	2	0	0	0	0	0	1	0	4	2	3	4	0	1	0	0	3
155	0	1	1	0	5	1	2	2	4	4	4	2	1	0	0	0	1	0	0	2	2	2	3	0	1	1	0	2
156	0	2	1	1	5	1	1	2	4	4	4	3	0	0	0	0	1	0	0	2	2	2	3	0	0	0	1	2
157	0	1	1	0	5	1	4	4	5	5	4	2	1	0	0	0	1	0	0	2	1	1	4	1	1	1	1	2
158	0	2	1	0	4	1	2	2	2	3	3	2	1	1	0	0	1	0	0	2	2	2	3	1	0	1	0	2
159	0	2	2	1	6	1	4	4	4	2	2	3	1	1	0	0	1	1	0	1	2	2	3	0	1	1	0	1

### APPENDIX 3: Descriptive Statistics

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender of parents	160	0	1	.40	.491
Q2	160	1	5	1.91	.772
Q3	160	1	3	1.43	.599
Gender of children	160	0	1	.53	.501
Age of children	160	1	5	2.45	.853
Whether children like watching TV	160	0	1	.92	.274
School days	160	1	4	2.53	.951
Holidays	160	1	4	3.18	.903
Talking to friends	160	1	5	3.24	1.084
Playing outdoor	160	1	5	3.14	.983
Studying	160	1	5	2.81	1.188
Children play important role in family purchase decision	160	1	5	3.05	1.039
Friends	160	0	1	.43	.497
Comics/Magazines	160	0	1	.07	.254
Radio	160	0	1	.01	.079
Hoardings	160	0	1	.05	.219
TV advertisements	160	0	1	.62	.487
Siblings	160	0	1	.16	.370
Others	160	0	1	.14	.345
TV advertisements add value to children's knowledge of brands and products	160	1	4	2.08	.740
TV advertisements encourage unhealthy food habits in children	160	1	5	2.60	1.100
TV advertisements increase purchase requests of children	160	1	5	2.61	1.010
TV advertisements turn children into naggers	160	1	5	3.38	1.196
Chocolate	160	0	1	.15	.358
Toys	160	0	1	.36	.482
Snacks	160	0	1	.46	.500
Others	160	0	1	.23	.423
Children demand the product more whose advertisement they like	160	1	5	2.39	.965
Valid N (listwise)	160				

## Frequencies

### Gender of parents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	96	60.0	60.0	60.0
	Male	64	40.0	40.0	100.0
	Total	160	100.0	100.0	

### Number of Children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	51	31.9	31.9	31.9
	2	75	46.9	46.9	78.8
	3	32	20.0	20.0	98.8
	4	1	.6	.6	99.4
	5	1	.6	.6	100.0
	Total	160	100.0	100.0	

### Order of Children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	101	63.1	63.1	63.1
	2	50	31.3	31.3	94.4
	3	9	5.6	5.6	100.0
	Total	160	100.0	100.0	

### Gender of children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	75	46.9	46.9	46.9
	Male	85	53.1	53.1	100.0
	Total	160	100.0	100.0	

### Age of children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<=3 years	11	6.9	6.9	6.9
	4-6 years	92	57.5	57.5	64.4
	7-9 years	32	20.0	20.0	84.4
	10-12 years	24	15.0	15.0	99.4
	>12 years	1	.6	.6	100.0
	Total	160	100.0	100.0	

### Whether children like watching TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	13	8.1	8.1	8.1
	yes	147	91.9	91.9	100.0
	Total	160	100.0	100.0	

### School days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 hour	25	15.6	15.6	15.6
	1-2 hour	53	33.1	33.1	48.8
	2-3 hours	55	34.4	34.4	83.1
	>3 hours	27	16.9	16.9	100.0
	Total	160	100.0	100.0	

### Holidays

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1 hour	9	5.6	5.6	5.6
	1-2 hours	26	16.3	16.3	21.9
	2-3 hours	52	32.5	32.5	54.4
	>3 hours	73	45.6	45.6	100.0
	Total	160	100.0	100.0	

**Talking to friends**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	11	6.9	6.9	6.9
	Agree	32	20.0	20.0	26.9
	Neither Agree Nor Disagree	39	24.4	24.4	51.3
	Disagree	64	40.0	40.0	91.3
	Strong Disagree	14	8.8	8.8	100.0
	Total	160	100.0	100.0	

**Playing outdoor**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	5	3.1	3.1	3.1
	Agree	39	24.4	24.4	27.5
	Neither Agree Nor Disagree	57	35.6	35.6	63.1
	Disagree	46	28.8	28.8	91.9
	Strong Disagree	13	8.1	8.1	100.0
	Total	160	100.0	100.0	

**Studying**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	23	14.4	14.4	14.4
	Agree	46	28.8	28.8	43.1
	Neither Agree Nor Disagree	44	27.5	27.5	70.6
	Disagree	32	20.0	20.0	90.6
	Strong Disagree	15	9.4	9.4	100.0
	Total	160	100.0	100.0	



**Children play important role in family purchase decision**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	10	6.3	6.3	6.3
	Agree	41	25.6	25.6	31.9
	Neither Agree Nor Disagree	51	31.9	31.9	63.8
	Disagree	47	29.4	29.4	93.1
	Strong Disagree	11	6.9	6.9	100.0
	Total	160	100.0	100.0	

**Friends**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	91	56.9	56.9	56.9
	yes	69	43.1	43.1	100.0
	Total	160	100.0	100.0	

**Comics/Magazines**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	149	93.1	93.1	93.1
	yes	11	6.9	6.9	100.0
	Total	160	100.0	100.0	

**Radio**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	159	99.4	99.4	99.4
	yes	1	.6	.6	100.0
	Total	160	100.0	100.0	

**Hoardings**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	152	95.0	95.0	95.0
	yes	8	5.0	5.0	100.0
	Total	160	100.0	100.0	

**TV advertisements**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	61	38.1	38.1	38.1
	yes	99	61.9	61.9	100.0
	Total	160	100.0	100.0	

**Siblings**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	134	83.8	83.8	83.8
	yes	26	16.3	16.3	100.0
	Total	160	100.0	100.0	

**Others**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	138	86.3	86.3	86.3
	yes	22	13.8	13.8	100.0
	Total	160	100.0	100.0	

**TV advertisements add value to children's knowledge of brands and products**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	28	17.5	17.5	17.5
	Agree	102	63.8	63.8	81.3
	Neither Agree Nor Disagree	20	12.5	12.5	93.8
	Disagree	10	6.3	6.3	100.0
	Total	160	100.0	100.0	

**TV advertisements encourage unhealthy food habits in children**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	26	16.3	16.3	16.3
	Agree	57	35.6	35.6	51.9
	Neither Agree Nor Disagree	38	23.8	23.8	75.6
	Disagree	33	20.6	20.6	96.3
	Strong Disagree	6	3.8	3.8	100.0
	Total	160	100.0	100.0	

**TV advertisements increase purchase requests of children**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	20	12.5	12.5	12.5
	Agree	61	38.1	38.1	50.6
	Neither Agree Nor Disagree	45	28.1	28.1	78.8
	Disagree	30	18.8	18.8	97.5
	Strong Disagree	4	2.5	2.5	100.0
	Total	160	100.0	100.0	

**TV advertisements turn children into naggers**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	13	8.1	8.1	8.1
	Agree	28	17.5	17.5	25.6
	Neither Agree Nor Disagree	33	20.6	20.6	46.3
	Disagree	58	36.3	36.3	82.5
	Strong Disagree	28	17.5	17.5	100.0
	Total	160	100.0	100.0	

**Chocolate**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	136	85.0	85.0	85.0
	yes	24	15.0	15.0	100.0
	Total	160	100.0	100.0	

**Toys**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	102	63.8	63.8	63.8
	yes	58	36.3	36.3	100.0
	Total	160	100.0	100.0	

**Snacks**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	86	53.8	53.8	53.8
	yes	74	46.3	46.3	100.0
	Total	160	100.0	100.0	

**Others**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	123	76.9	76.9	76.9
	yes	37	23.1	23.1	100.0
Total		160	100.0	100.0	

**Children demand the product more whose advertisement they like**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strong Agree	23	14.4	14.4	14.4
	Agree	77	48.1	48.1	62.5
	Neither Agree Nor Disagree	42	26.3	26.3	88.8
	Disagree	11	6.9	6.9	95.6
	Strong Disagree	7	4.4	4.4	100.0
	Total		160	100.0	100.0



# SURAT KETERANGAN

Yang bertanda tangan di bawah ini:

Nama : Bondan Adhi Wibowo  
Jabatan : Staf Pengajar  
Alamat : REAL ENGLISH  
Jl. Ahmad Yani 156 Magelang  
Telp. 0293 - 362049

Memberikan keterangan bahwa,

Nama : Athena Rhema Kristina  
NPM : 07 12 16600  
Universitas : Atma Jaya Yogyakarta

Memberikan izin untuk penyebaran kuesioner yang akan digunakan untuk penyusunan skripsi.

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Magelang, 13 Januari 2011



JLN. AHMAD YANI NO. 156  
Bondan Adhi Wibowo  
TELP. (0293) 362049

# SURAT KETERANGAN

Yang bertanda tangan di bawah ini:

Nama : Nur Rejeki  
Jabatan : Kepala Sekolah  
Alamat : TK dan SD Tunas Kasih  
Gg. Raharjo no. 6  
Magelang


Memberikan keterangan bahwa,

Nama : Athena Rhema Kristina  
NPM : 07 12 16600  
Universitas : Atma Jaya Yogyakarta

Memberikan izin untuk penyebaran kuesioner yang akan digunakan untuk penyusunan skripsi.

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Magelang, 27 Januari 2011



Nur Rejeki