ABSTRACT

One of methods to improved knowledge and attitude teenagers on the plan the future is through the advertising. This is what makes BKKBN working hard to make the program to socialize the importance of forward planning GenRe (Generasi Berencana). This research aims to understand the difference knowledge and attitudes of teenagers before and after exposure to the community service announcements.

The data were collected by distributing questionare in SMA Negeri 2 Malang. The sample was 90 respondents and employing purposive sampling technic. The data analysis employed T analysis and one way Anova.

The analysis data result was \( p = 0.004 < \alpha = 0.05 \). The result showed that there are differences knowledge between the one group of two with a group of three before it was given treatment while after treatment obtained the result was \( p = 0.000 < \alpha = 0.05 \) this indicates there are significant differences between the one with a group of three and group of two with a group of three. To attitude obtained \( p = 0.001 > \alpha = 0.05 \), the result showed that there are significant differences attitude before obtained and while other after treatment the result was \( p = 0.001 > \alpha = 0.05 \) this shows change both before and after the provision of treatment.

Based on the research done it can be concluded that advertisement media made it effective and influential on change knowledge attitude student of SMA Negeri 2 Malang. BKKBN should be often occasions is watched by teenagers. To enhance attitude can be increased by providing posters, advertising, and an active role parents, teachers and the environment.

Keywords: knowledge, attitudes and advertisement media