

ABSTRAK

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Comprehension Level of Kali Baru 01 Jakarta Elementary School students in relation to the Company Profile video of PT. Pelabuhan Tanjung Priok in the Event of Field Trip Campaign of “Aku Cinta Maritim”

(A descriptive study of comprehension level of Kali Baru 01 Jakarta Elementary School students in relation to the Company Profile video of PT. Pelabuhan Tanjung Priok in the Event of Field Trip Campaign to IPC of “I Love Maritime”)

This study is aimed at testing how much the comprehension level of Kali Baru 01 Jakarta Elementary School students toward the Company Profile Video when participating in the field trip to PT. Port of Tanjung Priok. The background PT. Port of Tanjung Priok compaign against children age Elementary School to love oceans by using media company profile because its believed to use this video effective to convey information to recipients of information the terms of the comprehension level, mentioned by Daryanto (2008:106) focusing on comprehension in terms of translating, interpreting and extrapolating.

The methods is quantitative descriptive, the sample of this research was 180 students of Grade V and VI of the school. The sample of this research was taken based on Sensus technic of sampling. The data of this research were obtained through a questionnaire consisting of 15 close-ended questions. The data from the questionnaire were analyzed using descriptive statistic technique by considering the central tendency of the obtained data by taking into account of the mean, median and modus after the expected score is obtained. The score was divided into three categories; low, medium and high scores to be hypothetically analyzed.

the result of the research, the level of comrehension of the students of Kali baru 01 Elementary School students in relation to the Company Profile Video of PT. Port of tanjung Priok was dominated by Interpretation of maritime category. The category of being, shown by 114 respondents (63.3%) of all 180 students. More over, the coverage of the comprehension including as the place of ship docking, export and import activity and the transfer of passengers reaches the score of 585 which shows that the level of the students comprehension is considered good due to the couragement of others.

Keyword: The Comprehension Level, Company Profile, Campaign