



## TABLE OF CONTENTS

TITLE PAGE.....	I
RATIFICATION PAGE.....	II
AUTHENTICITY STATEMENT .....	III
TABLE OF CONTENTS .....	IV
TABLE OF TABLES .....	VI
TABLE OF FIGURES .....	VII
INTISARI.....	VIII
ABSTRACT .....	X
CHAPTER I INTRODUCTION .....	1
A.    Background .....	1
B.    Problem formulation .....	3
C.    Research objectives .....	3
D.    Research Authenticity .....	3
E.    Research Benefit .....	6
CHAPTER II LITERATURE REVIEW .....	7
A.    Literature review .....	7
B.    Theoretical framework.....	9
C.    Conceptual framework .....	9
CHAPTER III RESEARCH METHODOLOGY.....	11
A.    Research design.....	11
B.    Research time and place.....	11
C.    Population and subject .....	11
D.    Research variables.....	12
E.    Variables operational definition .....	12
F.    Research flow.....	14
CHAPTER IV RESULT AND DISCUSSION.....	16
1.    Engagement analysis.....	20
2.    Health Literacy INDEX .....	28
CHAPTER V CONCLUSION .....	40



REFERENCES.....	42
ATTACHMENT .....	45
Attachment 1 .....	45