MAPPING AND GROUPING OF CHILD MULTIVITAMIN SUPPLEMENT PRODUCT BASED ON MICRONUTRIENT SUBSTANCE AND PRICE LEVEL

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Abstract
Multivitamin supplement for child is additional multivitamin particularly for child that function as complement for main multivitamin derived from main meals to keep the vitality and the optimal growth of child. Micronutrient is nutrients the body needs very small quantities (milligram to micrograms in size), such as vitamins and minerals. This research is conducted to determine the characteristics of essential micronutrient contained in each package as well as the quantity of micronutrients and the price among multivitamin supplement for child and also to find out the trend and the grouping of these products so that it can be known the variables that differentiate among every group. The trend for every this supplement can be analyzed through the biplot mapping analysis, while the grouping with discriminant analysis that analyzed previously by MANOVA. Based on these results it can be known that there are different tendencies among children multivitamin supplements and formed four groups according to the distinguishing variable, that is the variable of vitamin A, vitamin B2 and C as well as price

Keywords: Multivitamin supplement for child, mapping, grouping, biplot analysis, MANOVA, discriminant analysis