

## INTISARI

**Latar belakang:** Perilaku makan yang tidak sehat rentan terjadi pada mahasiswa. Kondisi ini dapat disebabkan oleh faktor psikososial, citra tubuh, pengetahuan gizi, sikap, orang tua, teman sebaya, dan media sosial. Kondisi pandemi COVID-19 mengakibatkan peningkatan penggunaan media sosial yang didominasi kelompok usia 18-34 tahun dengan akses terbanyak pada aplikasi *YouTube*. Salah satu konten yang populer adalah *mukbang*. Menonton video *mukbang* dapat memengaruhi perilaku makan seseorang. **Tujuan:** Mengetahui hubungan antara pengetahuan, sikap, dan kebiasaan menonton video *mukbang* dengan perilaku makan mahasiswa UGM di masa pandemi COVID-19. **Metode:** Desain penelitian adalah observasional dengan jenis *cross sectional*. Sampel pada penelitian ini berjumlah 146 mahasiswa UGM yang terdiri dari kluster Sains dan Teknologi, Medika, Agrokomples, dan Sosial Humaniora. Sampel terdiri dari 39 (26,7%) mahasiswa berjenis kelamin laki-laki dan 107 (73,3%) berjenis kelamin perempuan dengan rata-rata berusia 21 tahun. Data sosiodemografi, pengetahuan gizi, sikap terhadap gizi, dan kebiasaan menonton video *mukbang* dikumpulkan menggunakan kuesioner, sedangkan data perilaku makan dengan kuesioner *Adolescent Food Habits Checklist* (AFHC). Kuesioner disebar secara daring menggunakan *google formulir* pada setiap kluster dengan teknik *purposive sampling*. Uji statistik pada penelitian ini menggunakan *Chi-square test*. **Hasil:** Sebanyak 50,7% responden memiliki pengetahuan gizi baik, 52,7% memiliki sikap negatif terhadap gizi, dan kebiasaan menonton video *mukbang* dengan frekuensi 1-20 kali/bulan sebanyak 91,8% dengan durasi 5-15 menit sebanyak 80,1%, dan 51,4% memiliki perilaku makan tidak sehat. Tidak ada hubungan antara pengetahuan gizi dengan sikap terhadap gizi ( $p \text{ value} = 0,733 > 0,05$ ), tidak ada hubungan antara pengetahuan gizi dengan perilaku makan ( $p \text{ value} = 0,737 > 0,05$ ), tidak ada hubungan antara sikap terhadap gizi dengan perilaku makan ( $p \text{ value} = 0,065 > 0,05$ ) dan tidak ada hubungan antara kebiasaan menonton video *mukbang* dengan perilaku makan ( $p \text{ value frekuensi} = 0,614 > 0,05$  ;  $p \text{ value durasi} = 0,71 > 0,05$ ). **Kesimpulan:** Pengetahuan gizi, sikap terhadap gizi, dan kebiasaan menonton video *mukbang* tidak berpengaruh terhadap perilaku makan mahasiswa UGM selama pandemi COVID-19.

**Kata kunci:** *mukbang*, perilaku makan, sikap terhadap gizi, pengetahuan gizi.

## ABSTRACT

**Introduction:** Unhealthy eating behavior is prone to occur in students. This condition can be caused by psychosocial factors, body image, nutritional knowledge, attitudes, parents, peers, and social media. The COVID-19 pandemic increased the use of social media, which is dominated by 18-34 year-olds with the most access to the YouTube application. One of the popular content is eating broadcasting. Watching eating broadcasting videos can affect a person's eating behavior. **Objective:** To determine the relationship between knowledge, attitudes, and habits of watching eating broadcasting videos with the eating behavior of UGM students during the COVID-19 pandemic. **Methods:** The research design was observational with a cross-sectional type. The sample in this study amounted to 146 UGM students consisting of clusters of Science and Technology, Medicine, Agrocomplex, and Social Humanities. The sample consisted of 39 male and 107 female students with an average age of 21 years. Sociodemographic data, knowledge of nutrition, attitudes towards nutrition, and habits of watching eating broadcasting videos were collected using the Adolescent Food Habits Checklist (AFHC) questionnaire. Questionnaires were distributed boldly using google forms in each cluster with a purposive sampling technique. The statistical test in this study used the Chi-square test. **Results:** There are 50% of the respondents have good nutrition knowledge, 50,2% have negative attitude towards nutrition, the habit of watching eating broadcast videos with a frequency of 1-20 times/month is 91,8% with a duration of 5-15 minutes as much as 80,1%, and 51,4% unhealthy eating behavior. There is no relationship between knowledge of nutrition and attitudes towards nutrition ( $p\text{-value} = 0.733 > 0.05$ ), there is no relationship between knowledge of nutrition and eating behavior ( $p\text{-value} = 0.737 > 0.05$ ), there is no relationship between attitudes towards nutrition and behavior eating ( $p\text{-value} = 0.065 > 0.05$ ) and there is no relationship between the habit of watching eating broadcasting videos with eating behavior ( $p\text{-value frequency} = 0.614 > 0.05$ ;  $p\text{-value duration} = 0.71 > 0.05$ ). **Conclusion:** Knowledge of nutrition, attitudes towards nutrition, and the habits of watching eating broadcasting videos have no effect on the eating behavior of UGM students during the COVID-19 pandemic.

**Keywords:** mukbang, eating broadcast, eating behavior, attitude towards nutrition, knowledge of nutrition.