

Evaluasi Penerimaan Kode QR Nilai Gizi untuk Menu Kantin FK-KMK UGM sebagai Pengembangan Aplikasi Foto Digital Berbasis Teknologi Seluler

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INTISARI

Latar Belakang : Perubahan sikap dan budaya masyarakat yang mulai terbiasa mengonsumsi makanan dan minuman di luar rumah akan berpengaruh kepada perubahan pola konsumsi dan pola pemilihan makanan masyarakat. Kebiasaan membaca label gizi sangat penting dilakukan sebagai upaya dalam mencegah berbagai penyakit degeneratif. Oleh karena itu, diperlukan sebuah inovasi dalam menyampaikan label gizi yang lebih menarik dan mudah digunakan.

Tujuan Penelitian : Untuk mengevaluasi dan melihat hubungan persepsi dan sikap konsumen dengan penerimaan Kode QR nilai gizi pada menu di kantin FK-KMK UGM.

Metode Penelitian : Penelitian ini menggunakan desain penelitian kuantitatif dengan pendekatan *cross sectional* di kantin IKM FK-KMK UGM pada bulan November 2021. Penelitian dilakukan dengan memberikan kuesioner kepada 61 responden mahasiswa aktif Program Studi S1 Gizi Kesehatan FK-KMK UGM semester 5 ke atas. Evaluasi penerimaan menggunakan konsep *Technology Acceptance Model* (TAM) dengan melihat hubungan antara persepsi dan sikap konsumen dengan penerimaan kode QR nilai gizi. Evaluasi juga dilakukan dengan melihat hasil skor dari masing-masing variabel.

Hasil Penelitian : Terdapat hubungan bermakna antara persepsi dengan penerimaan kode QR nilai gizi ($p = 0,00$). Terdapat hubungan bermakna antara sikap konsumen dengan penerimaan Kode QR nilai gizi ($p = 0,00$). Secara keseluruhan persepsi, sikap, dan penerimaan responden sudah baik terhadap fitur kode QR nilai gizi yang terintegrasi dengan Nutrinote.

Kesimpulan : Terdapat hubungan bermakna antara persepsi dan sikap dengan penerimaan kode QR nilai gizi. Responden penelitian memiliki persepsi, sikap dan penerimaan yang baik terhadap kode QR nilai gizi yang terintegrasi dengan Nutrinote.

Kata Kunci : Kode QR, Label Gizi, Pengembangan Aplikasi Foto Digital

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Evaluation of Acceptance of Nutritional Value for FK-KMK UGM Canteen Menu for Development of Digital Photo Application Based on Mobile Technology

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ABSTRACT

Background : Changes in people's attitudes and culture who are getting used to consuming food and drinks outside the home will affect changes in consumption patterns and people's food selection patterns. The habit of reading nutrition labels is very important as an effort to prevent various degenerative diseases. Therefore, an innovation is needed in delivering nutritional labels that are more attractive and easy to use.

Objectives : To evaluate and determine the relationship between consumer perceptions and attitudes with acceptance of the QR Code on nutritional values on the menu in the canteen of FK-KMK UGM.

Method : This study used a quantitative research design with a cross sectional approach in the IKM FK-KMK UGM canteen in December 2021. The study was conducted by giving questionnaires to 61 active student respondents of the Health Nutrition Undergraduate Program, FK-KMK UGM from semester 5 and above. Evaluation of acceptance used the concept of Technology Acceptance Model (TAM) by looking at the relationship between perceptions and attitudes of consumers with the acceptance of the QR code of nutritional value. Evaluation was also done by looking at the results of the scores of each variable.

Results : There was a significant relationship between perception and acceptance of the QR code of nutritional value ($p = 0.00$). There was a significant relationship between consumer attitudes and acceptance of the nutritional value QR Code ($p = 0.00$). Overall, respondents' perceptions, attitudes, and acceptance of the nutritional value QR code feature that was integrated with Nutrinote were good.

Conclusion : There is a significant relationship between perceptions and attitudes with the acceptance of the QR code on nutritional values. Research respondents have a good perception, attitude and acceptance of the nutritional value QR code that is integrated with Nutrinote.

Keywords : QR Code, Nutrition Label, Digital Photo Application Development

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