ABSTRAK

HUBUNGAN PENGETAHUAN KEAMANAN PANGAN DENGAN *OPTIMISTIC BIAS* TERHADAP RISIKO KERACUNAN MAKANAN PADA KONSUMEN MAKANAN JAJANAN (*STREET FOOD*) DI DAERAH ISTIMEWA YOGYAKARTA

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Latar belakang : Dalam upaya menghindari risiko keracunan makanan, salah satu hal yang harus dimiliki konsumen yaitu pengetahuan keamanan pangan. Konsumen dapat memiliki kecenderungan sangat optimis tidak akan mengalami risiko, terutama mereka yang berpikir bahwa mereka yang memegang kendali terhadap risiko tersebut yang disebut dengan fenomena bias optimis. Seseorang yang memiliki pengetahuan keamanan pangan rendah dapat menyebabkan rasa terlalu percaya terhadap keamanan pangan makanan jajanan yang dapat digambarkan melalui fenomena bias optimis.

Tujuan : Mengetahui hubungan pengetahuan keamanan pangan dengan bias optimis terhadap risiko keracunan makanan pada konsumen makanan jajanan di Daerah Istimewa Yogyakarta.

Metode: Penelitian dilakukan secara observasional dengan desain *cross-sectional*. Penelitian ini melibatkan 113 konsumen makanan jajanan yang dipilih secara *accidental sampling* di wilayah Kecamatan Gondomanan, Sleman, dan Bantul, yang ditentukan dengan metode *stratified sampling*. Variabel bebas penelitian adalah pengetahuan keamanan pangan dan variabel terikat adalah bias optimis. Analisis statistik menggunakan uji korelasi *Spearman*.

Hasil : Analisis korelasi antara pengetahuan keamanan pangan dengan bias optimis konsumen makanan jajanan menunjukkan nilai $p = 0{,}014$ dan $r = -0{,}230$.

Kesimpulan : Terdapat hubungan yang signifikan antara pengetahuan keamanan pangan dengan bias optimis konsumen makanan jajanan di Daerah Istimewa Yogyakarta.

Kata kunci : makanan jajanan (*street food*), pengetahuan keamanan pangan, bias optimis

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ABSTRACT

RELATIONSHIP BETWEEN FOOD SAFETY KNOWLEDGE AND OPTIMISTIC BIAS ON THE RISK OF FOOD POISONING IN STREET FOOD CONSUMERS IN THE SPECIAL REGION OF YOGYAKARTA

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Background : In an effort to avoid the risk of food poisoning, one of the things consumers must have is food safety knowledge. Consumers may have a tendency to be very optimistic that they will not experience any risk, especially those who think that they are in control of the risk, which is called the optimistic bias phenomenon. Someone who has low food safety knowledge may become overconfident in the safety of street food, which can be described through the optimistic bias phenomenon.

Objective : To find out the relationship between food safety knowledge and optimistic bias on the risk of food poisoning in street food consumers in the Special Region of Yogyakarta.

Methods : The study was conducted in an observational manner with a cross sectional design. This study involved 113 street food consumers selected by accidental sampling in the sub-districts of Gondomanan, Sleman, and Bantul, which were determined using the stratified sampling method. The independent variable of the research is food safety knowledge and the dependent variable is optimistic bias. Statistical analysis was performed using the Spearman correlation test.

Results : Correlation analysis between food safety knowledge and the optimistic bias of street food consumers showed a value of p = 0.014 and r = -0.230.

Conclution : There was a significant relationship between food safety knowledge and optimistic bias of street food consumers in the Special Region of Yogyakarta.

Keyword : street food, food safety knowledge, optimistic bias

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