ABSTRAK

HUBUNGAN PENGGUNAAN MEDIA SOSIAL DENGAN PERILAKU MAKAN MAHASISWA PROGRAM STUDI GIZI KESEHATAN FK-KMK UGM

Agita Jazilah Almas[1], Emy Huriyati[2], Dian Caturini Sulistyoningrum[2]

Latar belakang: Bidang kuliner mengalami perkembangan pesat seiring berkembangnya media sosial. Penggunaan media sosial dapat memengaruhi perilaku makan seseorang. Mahasiswa menjadi salah satu kelompok yang berisiko memiliki perilaku makan tidak baik. **Tujuan:** Mengetahui hubungan durasi, frekuensi penggunaan media sosial, kualitas informasi makanan, ulasan daring makanan, dan *influencer* makanan dengan perilaku makan. **Metode:** Penelitian ini adalah penelitian kuantitatif dengan metode *cross sectional* menggunakan teknik pengumpulan data observasional. Subjek dipilih secara *purposive* dengan total subjek 130 mahasiswa S1 Gizi Kesehatan FK-KMK UGM. Variabel bebas yaitu durasi, frekuensi penggunaan media sosial, kualitas informasi makanan, ulasan daring makanan, dan *influencer* makanan. Variabel terikat yaitu perilaku makan. Alat ukur variabel adalah kuesioner. Data dianalisis dengan uji Spearman dan Independent sample t-test. **Hasil:** Sejumlah 60,8% mahasiswa memiliki perilaku makan baik. Tidak terdapat hubungan antara durasi penggunaan media sosial dengan perilaku makan ($p = 0{,}145$). Terdapat hubungan antara frekuensi penggunaan YouTube dengan perilaku makan ($p = 0{,}008$). Tidak terdapat hubungan antara frekuensi penggunaan Facebook, Instagram, TikTok, dan X dengan perilaku makan ($p = 0{,}051$, $p = 714$, $p = 528$, $p = 723$). Terdapat hubungan kualitas informasi makanan, ulasan daring makanan, dan *influencer* makanan dengan perilaku makan ($p = 0{,}030$). **Kesimpulan:** Tidak ada hubungan durasi penggunaan media sosial, frekuensi penggunaan Facebook, Instagram, TikTok, dan X dengan perilaku makan. Ada hubungan frekuensi penggunaan YouTube, kualitas informasi makanan, ulasan daring makanan, dan *influencer* makanan dengan perilaku makan.

Kata kunci: media sosial, durasi, frekuensi, kualitas informasi makanan, ulasan daring makanan, *influencer* makanan, perilaku makan, mahasiswa

1. Mahasiswa S1 Program Studi Gizi Kesehatan FK-KMK UGM
2. Staf Pengajar Program Studi Gizi Kesehatan FK-KMK UGM

ABSTRACT

THE RELATIONSHIP BETWEEN SOCIAL MEDIA USAGE AND EATING BEHAVIOR AMONG HEALTH NUTRITION STUDENTS AT FK-KMK UGM

Agita Jazilah Almas[1], Emy Huriyati[2], Dian Caturini Sulistyoningrum[2]

Background: The culinary field has rapidly developed in line with the growth of social media. The use of social media can influence an individual's eating behavior. College students are one of the groups at risk of having poor eating behaviors. **Objectives**: To determine the relationship between the duration and frequency of social media use, the quality of food information, online food reviews, and food influencers and eating behavior. **Methods**: This research is a quantitative study with a cross sectional method using observational data collection techniques. Subjects were selected with purposive sampling technique, totaling 130 undergraduate students in the Health Nutrition Department. The independent variables are the duration and frequency of social media use, the quality of food information, online food reviews, and food influencers. The dependent variable is eating behavior. The measurement tool for the variables was a questionnaire. Data were analyzed using Spearman test and the Independent sample t-test. **Results**: A total of 60.8% of students had good eating behaviors. There was no relationship between the duration of social media use and eating behavior (p = 0.145). There was a relationship between the frequency of YouTube use and eating behavior (p = 0.008). There was no relationship between the frequency of Facebook, Instagram, TikTok, and X use and eating behavior (p = 0.051, p = 0.714, p = 0.528, p = 0.723). There was a relationship between the quality of food information, online food reviews, and food influencers and eating behavior (p = 0.030). **Conclusion**: There is no relationship between the duration of social media use and the frequency of Facebook, Instagram, TikTok, and X use and eating behavior. There is a relationship between the frequency of YouTube use, the quality of food information, online food reviews, food influencers and eating behavior.

Keywords: social media, duration, frequency, quality of food information, online food review, food influencer, eating behavior, college students

1. Student of Department of Health Nutrition, Faculty of Medicine, Public Health, and Nursing, Universitas Gadjah Mada
2. Lecturer of Department of Health Nutrition, Faculty of Medicine, Public Health, and Nursing, Universitas Gadjah Mada