

## HUBUNGAN PAPARAN MEDIA SOSIAL DAN KONTEN *FOODIES* DENGAN POLA KONSUMSI *FAST FOOD* DAN STATUS GIZI REMAJA DI SMA NEGERI 8 YOGYAKARTA

### ABSTRAK

Alifia Mutiara Kesha<sup>1</sup>, Siti Helmyati<sup>2</sup>, Toto Sudargo<sup>3</sup>

**Latar belakang :** Media sosial merupakan salah satu faktor eksternal yang memengaruhi pola konsumsi. Media sosial banyak menampilkan konten makanan, seperti konten *foodies* atau pecinta kuliner dengan *fast food* menjadi jenis makanan yang banyak dipromosikan melalui media sosial. Banyak penelitian menunjukkan paparan konten media sosial berpotensi memengaruhi pola konsumsi remaja terutama konsumsi *fast food* yang dapat berdampak pada status gizi. Penggunaan media sosial di kalangan remaja terus meningkat, begitu juga konten *foodies* yang didukung dengan banyaknya restoran atau tempat kuliner, termasuk di sekitar area penelitian.

**Tujuan:** Penelitian ini bertujuan untuk mengetahui bagaimana hubungan antara paparan media sosial dan konten *foodies* dengan pola konsumsi *fast food* pada remaja dan status gizi remaja.

**Metode:** Penelitian merupakan studi kuantitatif dengan desain penelitian *cross-sectional*

**Hasil Penelitian:** Tidak terdapat hubungan yang signifikan pada frekuensi ( $p=0,32$ ) dan durasi ( $p=0,07$ ) penggunaan media sosial dengan pola konsumsi *fast food*. Terdapat hubungan signifikan pada frekuensi melihat konten *foodies* dengan pola konsumsi *fast food* ( $p=0,017$ ), tetapi tidak terdapat hubungan signifikan pada frekuensi *like/share* (0,09) dan pernah membeli karena konten ( $p=0,22$ ). Tidak terdapat hubungan yang signifikan antara pola konsumsi *fast food* dengan status gizi ( $p=0,94$ ). Tidak terdapat hubungan yang signifikan pada frekuensi ( $p=0,47$ ) dan durasi ( $p=0,24$ ) penggunaan media sosial, frekuensi melihat konten *foodies* ( $p=0,88$ ), frekuensi *like/share* ( $p=0,66$ ), dan pernah membeli karena konten ( $p=0,94$ ) dengan status gizi remaja.

**Kesimpulan :** Terdapat hubungan positif yang signifikan antara frekuensi melihat konten *foodies* dengan pola konsumsi *fast food*, tetapi tidak terdapat hubungan signifikan antara frekuensi *like/share* dan pernah membeli karena konten dengan pola konsumsi *fast food*. Tidak terdapat hubungan signifikan antara paparan media sosial dengan pola konsumsi *fast food*. Tidak terdapat hubungan signifikan antara pola konsumsi *fast food* dengan status gizi. Tidak terdapat hubungan signifikan antara paparan media sosial dan paparan konten *foodies* dengan status gizi remaja.

**Kata kunci:** Media sosial; konten *foodies*; pola konsumsi *fast food*; status gizi; remaja

<sup>1</sup> Mahasiswa Program Studi Sarjana Gizi fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan Universitas Gadjah Mada

<sup>2</sup> Staf Pengajar Program Studi Sarjana Gizi fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan Universitas Gadjah Mada

<sup>3</sup> Staf Pengajar Program Studi Sarjana Gizi fakultas Kedokteran, Kesehatan Masyarakat, dan Keperawatan Universitas Gadjah Mada

## THE RELATIONSHIP BETWEEN SOCIAL MEDIA EXPOSURE AND FOODIES CONTENT ON FAST FOOD CONSUMPTION PATTERNS AND ADOLESCENTS NUTRITIONAL STATUS IN SMA NEGERI 8 YOGYAKARTA

### ABSTRACT

Alifia Mutiara Kesha<sup>1</sup>, Siti Helmyati<sup>2</sup>, Toto Sudargo<sup>3</sup>

**Background :** Social media is one of the external factors influencing dietary patterns. It frequently displays food-related content, including foodies or culinary enthusiast content, with fast food being one of the most prominently featured and promoted food types. Numerous studies have shown that exposure to food-related content on social media has the potential to influence adolescents dietary behavior, particularly fast food consumption, which may impact their nutritional status. The use of social media among adolescents continues to increase, as does foodie content, supported by the growing number of restaurants and culinary spots, including those near the research area.

**Objective:** This study aims to examine the relationship between social media exposure and foodie content with fast food consumption patterns and nutritional status among adolescents.

**Method:** This study is a quantitative study with a cross-sectional research design.

**Results:** No significant relationship was found between the frequency ( $p = 0,32$ ) and duration ( $p = 0,07$ ) of social media use and fast food consumption. However, a significant relationship was found between the frequency of viewing foodie content and fast food consumption ( $p = 0,017$ ), while no significant relationship was found for the frequency of like/share ( $p = 0,09$ ) or purchasing due to content ( $p = 0,22$ ). There was no significant relationship between fast food consumption and nutritional status ( $p = 0,94$ ). Additionally, no significant relationship was found between the frequency ( $p = 0,47$ ) and duration ( $p = 0,24$ ) of social media use, frequency of viewing foodie content ( $p = 0,88$ ), like/share content ( $p = 0,66$ ), or purchasing due to content ( $p = 0,94$ ) and nutritional status.

**Conclusion:** There is a significant positive relationship between the frequency of viewing foodie content and fast food consumption. However, no significant relationship was found between the frequency of like/share or purchasing due to content and fast food consumption. Furthermore, no significant relationship was found between social media exposure and fast food consumption, nor between fast food consumption and nutritional status. Social media and foodie content exposure also showed no significant relationship with adolescents' nutritional status.

**Keywords:** Social media, foodies content, fast food consumption patterns; nutritional status; adolescent

---

1 Student of Bachelor Nutrition, Faculty of Medicine, Public Health, and Nursing Gadjah Mada University

2 Lecture of Bachelor Nutrition, Faculty of Medicine, Public Health, and Nursing Gadjah Mada University

3 Lecture of Bachelor Nutrition, Faculty of Medicine, Public Health, and Nursing Gadjah Mada University



**Hubungan Paparan Media Sosial dan Konten Foodies dengan Pola Konsumsi Fast Food dan Status Gizi**

**Remaja di SMA Negeri 8 Yogyakarta**

ALIFIA MUTIARA KESHA, Dr. Siti Helmyati, DCN.,M.Kes; Dr. Toto Sudargo, SKM., M.Kes

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>