

ABSTRAK

Latar Belakang: Masalah gizi pada anak sekolah dasar, seperti underweight, overweight, dan obesitas, masih menjadi tantangan di Indonesia, termasuk Daerah Istimewa Yogyakarta. Pemilihan makanan anak seringkali dipengaruhi oleh faktor sosial dan daya tarik visual makanan. Pendekatan inovatif seperti penggunaan *emoji food* berbasis *eatwell guide* menawarkan cara interaktif untuk membantu anak memahami dan mengevaluasi pilihan makanan mereka.

Tujuan: Menganalisis dan mengimplementasikan penggunaan emoji food berbasis eatwell guide dalam menilai kualitas food choices siswa SD di Yogyakarta.

Metode: Pendekatan kuantitatif deskriptif dengan metode *Participatory Action Research* (PAR). Informan utama adalah siswa kelas III, IV dan V SD Negeri Jatisari Mlati yang dipilih secara purposive sampling. Data dikumpulkan melalui pengisian kuesioner, pengukuran antropometri dan *emoji reactions*. Penelitian dilakukan dalam 4 minggu dengan mengikuti kerangka pembelajaran Kolb's Learning Cycle yang terdiri dari *concrete experience*, *reflective observation*, *abstract conceptualization*, dan *active experimentation*. Analisis data dilakukan menggunakan teknik analisis univariat dan bivariat.

Hasil: Emoji yang paling sering digunakan adalah emoji (😋) terhadap makanan tidak sehat. Hasil bivariat menunjukkan bahwa penggunaan *emoji food* ($p = <0.001$) dan pemahaman siswa tentang makanan sehat ($p = 0,013$) berhubungan signifikan dengan kualitas *food choices*, sementara pengaruh teman sebaya, kebiasaan makan di sekolah, dan status gizi tidak menunjukkan hubungan signifikan.

Kesimpulan: Penggunaan *emoji food* berbasis *Eatwell Guide* berpotensi sebagai alat edukasi partisipatif dalam mengenalkan konsep makanan sehat dan meningkatkan kualitas *food choices* siswa. Pemahaman gizi menjadi faktor kunci dalam perilaku makan sehat pada anak sekolah dasar.

Kata Kunci: *Emoji food*, *eatwell guide*, *food choices*, Sekolah Dasar

Abstract

Background: Nutritional problems in elementary school children, such as underweight, overweight, and obesity, remain a challenge in Indonesia, including the Special Region of Yogyakarta. Children's food choices are often influenced by social factors and the visual appeal of food. Innovative approaches such as the use of food emojis based on the eatwell guide offer an interactive way to help children understand and evaluate their food choices.

Objective: To analyze and implement the use of emoji food based on the Eatwell Guide in assessing the quality of food choices among elementary school students in Yogyakarta.

Method: A descriptive quantitative approach using the Participatory Action Research (PAR) method. The primary informants were third, fourth, and fifth-grade students at Jatisari Mlati State Elementary School, selected through purposive sampling. Data were collected through questionnaire completion, anthropometric measurements, and emoji reactions. The study was conducted over four weeks following Kolb's Learning Cycle framework, which consists of concrete experience, reflective observation, abstract conceptualization, and active experimentation. Data analysis was performed using univariate and bivariate analysis techniques.

Results: The most frequently used emoji was the 🍔 emoji for unhealthy foods. Bivariate results showed that the use of food emojis ($p < 0.001$) and students' understanding of healthy foods ($p = 0,013$) were significantly associated with the quality of food choices, while peer influence, eating habits at school, and nutritional status did not show significant associations.

Conclusion: The use of food emojis based on the Eatwell Guide has the potential to serve as a participatory educational tool in introducing the concept of healthy food and improving the quality of students' food choices. Nutritional understanding is a key factor in healthy eating behavior among elementary school children.

Keywords: Emoji food, Eatwell Guide, food choices, elementary school