

ABSTRAK

Latar belakang: Penyakit tidak menular seperti obesitas, penyakit jantung koroner, diabetes melitus, dan kanker di Indonesia semakin meningkat disertai dengan pola makan yang tidak sehat termasuk rendahnya konsumsi serat sebagai salah satu faktor risiko utama. Meskipun memiliki banyak manfaat kesehatan, konsumsi serat di Indonesia masih rendah. Di kalangan mahasiswa, jadwal yang padat, pilihan makanan yang lebih praktis, dan kurangnya kesadaran turut berkontribusi terhadap rendahnya konsumsi serat.

Tujuan: Untuk mengeksplorasi dan memahami perilaku konsumsi serat pada mahasiswa tingkat sarjana kluster sosial humaniora UGM berdasarkan teori *health belief model* (HBM).

Metode: Penelitian kualitatif dengan desain studi kasus. Informan berjumlah 15 orang dipilih secara *purposive sampling* dengan *maximum variations sampling*. Pengumpulan data dilakukan dari bulan April-Mei 2024 melalui *photovoice*, wawancara SQ-FFQ dan wawancara mendalam. Keabsahan data dengan triangulasi sumber, *peer debriefing*, dan *member checking*.

Hasil: Perilaku konsumsi serat mahasiswa belum optimal dan belum menjadi kebiasaan yang konsisten. Asupan serat umumnya berasal dari buah dan sayur dengan frekuensi tidak teratur. Pengetahuan tentang serat masih terbatas dan belum mencakup jumlah asupan yang dianjurkan. Akses terhadap makanan berserat juga terbatas, terutama di lingkungan kampus dan tempat tinggal. Persepsi terhadap kerentanan dan manfaat beragam, sementara hambatan utama meliputi rasa malas, keterbatasan waktu, dan pengaruh sosial. Isyarat untuk bertindak masih terbatas dan efikasi diri bergantung pada dukungan lingkungan.

Kesimpulan: Perilaku konsumsi serat mahasiswa dipengaruhi oleh interaksi berbagai faktor individu dan lingkungan. Diperlukan upaya menyeluruh melalui edukasi, peningkatan akses, dan pembentukan lingkungan sosial yang mendorong perubahan perilaku konsumsi serat secara berkelanjutan.

Kata kunci: perilaku, *health belief model*, serat pangan, mahasiswa, *photovoice*.

ABSTRACT

Background: Non-communicable diseases such as obesity, coronary heart disease, diabetes mellitus, and cancer are increasing in Indonesia, partly due to unhealthy dietary patterns, including low fiber intake. Although fiber has many health benefits, its consumption remains low. Among university students, busy schedules, practical food choices, and low awareness contribute to this issue.

Objective: To explore and understand the dietary fiber consumption behavior of undergraduate students in the social humanities cluster at Universitas Gadjah Mada using the Health Belief Model (HBM) framework.

Methods: This qualitative study used a case study design. Fifteen informants were selected through purposive sampling with maximum variation. Data were collected from April to May 2024 through photovoice, SQ-FFQ interviews and in-depth interviews. Data validity was ensured through source triangulation, peer debriefing, and member checking.

Results: Students' fiber consumption behavior was found to be suboptimal and inconsistent. Fiber intake mainly came from fruits and vegetables with irregular frequency. Knowledge about fiber was limited and did not include recommended intake levels. Access to high-fiber foods was restricted especially around the campus and student residences. Perceptions of susceptibility and perceived benefits varied, while major barriers included lack of motivation, time constraints, and peer influence. Cues to action were minimal, and self-efficacy depended heavily on environmental support.

Conclusion: Fiber consumption behavior among students is influenced by a combination of individual and environmental factors. Comprehensive efforts involving education, improved access, and supportive environments are needed to promote sustainable changes in fiber intake behavior.

Keywords: behavior, Health Belief Model, dietary fiber, university students, photovoice.