

## INTISARI

**Latar Belakang :** Penetrasi media televisi di Indonesia mencapai angka 96% yang menunjukkan bahwa televisi masih digemari masyarakat Indonesia meskipun era internet terus berkembang. Frekuensi iklan produk pangan yang sangat tinggi di televisi dapat meningkatkan keinginan pemirsa untuk mengkonsumsi makanan tertentu. Jumlah gigi berlubang akibat paparan iklan makanan kariogenik di televisi lebih banyak dibandingkan dengan paparan iklan makanan kariogenik melalui media lainnya. Karies gigi dapat menimbulkan rasa sakit dan gangguan psikososial, khususnya bagi usia produktif.

**Tujuan:** Tujuan dari penelitian ini adalah mendeskripsikan paparan tayangan iklan produk pangan kariogenik di televisi terhadap remaja (usia 15-19 tahun) di Indonesia.

**Metode :** Penelitian ini menggunakan rancangan kuantitatif dengan metode analisis isi (*content analysis*). Waktu pengamatan dibagi berdasarkan periode dan hari tayang. Sampel penelitian adalah seluruh iklan produk pangan kariogenik di NET TV dan RCTI yang tayang pada waktu utama (*prime time*). Konten analisis menggunakan panduan konten analisis dari *World Health Organization* dengan modifikasi. Data dianalisis menggunakan *software* STATA 13. Analisa uji beda antara paparan tayangan iklan pada stasiun NET TV dan RCTI menggunakan uji *Chi Square*.

**Hasil :** Jumlah tayangan iklan produk pangan di stasiun RCTI lebih banyak dibandingkan tayangan iklan produk pangan di stasiun NET TV. Frekuensi tayangan iklan produk pangan kariogenik lebih tinggi dibandingkan iklan produk pangan non kariogenik. Tidak terdapat perbedaan yang signifikan terhadap tayangan iklan produk pangan kariogenik berdasarkan periode tayang dan hari tayang.

**Kesimpulan:** Perlu dilakukan kontrol dan pengawasan terhadap tayangan iklan produk pangan pada media televisi, khususnya produk pangan yang berpotensi menimbulkan karies gigi.

**Kata Kunci :** analisa isi, televisi, iklan, kariogenik

## ABSTRACT

**Background:** Penetration of television media in Indonesia has reached 96%; it indicates that television is still popular among Indonesian society even though the era of internet keeps growing. The high frequency of food product advertisement on television possibly increases audiences' desire to consume certain foods. The number of cavities due to exposure to cariogenic food advertisements on television is higher than the number of cavities because of food ads on other media. Dental caries can cause some psychosocial pain and disturbance, especially for those who are still in productive age.

**Objective:** The purpose of this research is to analyse the exposure of cariogenic food product ads on television to teens (15-19 years old) in Indonesia.

**Method:** This was a quantitative research with content analysis method. The time of observation was divided into two periods; those were in the festival period and non-festival period. The sample of this research was all cariogenic food product advertisement on NET TV and RCTI aired at prime time. The ad impressions were examined using the World Health Organization (WHO) content analysis guidelines with modification. The data analysis process, including univariate and bivariate analysis, occupied the STATA 13 software. The bivariate analysis was conducted with Chi Square test in order to examine the differences of the advertisements in both TV stations.

**Result:** Sugary food advertisements on NET TV and RCTI had some differences in the viewing frequency, product type, and food categories. However, there were no differences of the advertising time, such as the period and the day of the show. The cariogenic food advertisements showed on NET TV and RCTI stations presents several differences.

**Conclusion:** It is necessary to control and supervise the advertisement of food product advertisement on television media, especially food product that has potential to cause dental caries.

**Keywords:** content analysis, television, advertisement, cariogenic