

INTISARI

Latar belakang: Instagram merupakan aplikasi media sosial untuk berbagi gambar dan video, salah satu jenis gambar yang banyak diunggah adalah gambar makanan. Tersedianya banyak data mengenai makanan membuat peneliti ingin memanfaatkan data tersebut untuk mengetahui karakteristik pilihan makanan dan informasi kandungan gizi makanan serta penggunaan media sosial Instagram untuk mengunggah gambar makanan di masyarakat.

Tujuan penelitian: mengkaji penggunaan media sosial Instagram untuk mengunggah gambar makanan di masyarakat.

Metode: penelitian deskriptif eksploratif yang melibatkan pengumpulan data kualitatif dan kuantitatif. Pengumpulan data kualitatif melalui wawancara mendalam pada 11 subjek dan pengumpulan data kuantitatif menggunakan data unggahan gambar makanan di Instagram sebanyak 400 unggahan. Kriteria subjek penelitian kualitatif adalah pengguna media sosial Instagram minimal 1 tahun dan melakukan aktivitas mengunggah gambar makanan di wilayah D.I.Yogyakarta sepanjang tahun 2017. Sedangkan kriteria pengumpulan data kuantitatif adalah menggunakan unggahan berupa foto makanan yang diunggah di wilayah D.I.Yogyakarta sepanjang tahun 2017. Analisis data unggahan menggunakan analisis media sosial, analisis kandungan gizi menggunakan aplikasi Foodlog dan program NutriSurvey, sedangkan analisis statistik menggunakan uji *chi square*.

Hasil : pengumpulan data kuantitatif yang terdiri dari 400 unggahan gambar makanan mengandung tinggi kalori (554 kkal) (n=291) 72,75%, tinggi karbohidrat (154 gram) (n=217) 54,25%, tinggi lemak (31 gram) (n=182) 45,5%, tinggi sodium (810 mg) (n=328) 82%, namun rendah protein (16 gram) (n=263) 65,75%, dan rendah serat (7 gram) (n=280) 70%. Tidak ada perbedaan karakteristik unggahan makanan antara pengguna berjenis kelamin laki-laki dan perempuan ($p=0,76$). Hasil wawancara menunjukkan salah satu jenis makanan yang banyak diunggah adalah makanan cepat saji. Alasan subjek menggunakan Instagram karena Instagram mudah digunakan dan memiliki daya tarik visual. Pemanfaatan Instagram digunakan sebagai media penyimpanan dan catatan makanan, media interaksi sosial, dan media ekspresi diri.

Kesimpulan : unggahan makanan didominasi makanan yang mengandung tinggi kalori, tinggi karbohidrat, tinggi lemak, tinggi sodium, namun rendah protein dan rendah serat. Jenis makanan yang banyak diunggah adalah makanan cepat saji, karena mudah ditemukan, praktis, dan banyak promosi media sosial yang ditawarkan. Instagram banyak digunakan untuk mengunggah gambar makanan karena penggunaannya yang mudah dan menarik. Pemanfaatan media sosial Instagram oleh masyarakat digunakan sebagai media penyimpanan dan catatan makanan.

Kata Kunci : karakteristik makanan, kandungan gizi, gambar makanan, Instagram.

ABSTRACT

Background: Instagram is one of the popular social media platforms for capture and share photos and videos. Instagram serves as an attractive choice to individuals intending to share photos of the food they are consuming. Due to the popularity of Instagram, the availability of rich data can be analyzed and produce information. Using Instagram as a food photo database, the researcher wants to find out the characteristics of dietary choices and nutrition information of food based on Instagram and the utilization of social media Instagram for uploading food consumed photos in the community.

Objective: to find out the utilization of social media Instagram for uploading food consumed photos in the community.

Method: a descriptive explorative study that presents both qualitative and quantitative data. Qualitative data collection was conducted by in-depth interviews with 11 participants and quantitative data collection was taken from food photos database on Instagram with 400 samples. The criteria for qualitative data were Instagram users with a minimum of 1-year experience uploading food photos in Yogyakarta throughout 2017. Whereas the criteria for quantitative data were food photos that uploaded in Yogyakarta throughout 2017. Data analysis using social media analysis, analysis of nutritional information using Foodlog and NutriSurvey program, while statistic analysis using chi-square test.

Result: quantitative data consists of 400 food photo that more extensively mentioned food (n=291) 72,75% in Instagram post is high calories food (554 calories), high carbohydrate (154 grams) 54,25% (n=217), high fat (31 grams) 45,5% (n=182), high sodium (810 mg) 82% (n=328), but low protein (16 grams) 65,75% (n=263), and low fiber (7 grams) 70% (n=280). There were no differences in food characteristics posts between male and female users ($p=0,76$). In-depth interview shows type of food that is widely uploaded is fast food. The reason participants using Instagram because Instagram is easy to use and has a visual appearance. The utilization of Instagram is for food tracking and journaling, media for social interaction, and media for self-expression.

Conclusion: Characteristics of food posts on Instagram are classified as foods that are high in calories, high in carbohydrates, high in fat, high in sodium, but low in protein, and low in fiber. The type of food that is widely uploaded is fast food. Participants prefer to upload fast food because it's easy to find, practical, and has many promotions offered. Our participants choose to use Instagram because it provided an easier and more fun for food tracking and journaling. Participants can receive emotional support by finding others similar interested and social interaction between users and also gave them away to self-express through food photos.

Keyword: food characteristics, nutritional information, food photos, Instagram.