

## INTISARI

**Latar Belakang:** Promosi makanan yang dilakukan oleh industri pangan berkontribusi besar terhadap status gizi remaja, karena karakter remaja yang mudah tertarik pada hal baru sehingga berpengaruh juga terhadap pemilihan makanan, pengetahuan produk makanan, dan perilaku makan. Penelitian mengenai *brand logo recognition* sebagai salah satu penyebab permasalahan gizi remaja terkait preferensi dan perilaku makan remaja di Indonesia masih jarang dilakukan.

**Tujuan:** Mengetahui hubungan *brand logo* terhadap preferensi makan dan perilaku makan remaja SMA di Kota Yogyakarta.

**Metode:** Penelitian *observasional* dengan *design cross sectional*. Sampel penelitian sebesar 420 siswa SMA Negeri dan SMA Swasta di Kota Yogyakarta. Variabel bebas adalah *brand logo recognition*, variabel terikat yaitu preferensi dan perilaku makan. Data dianalisis dengan uji *chi-square*.

**Hasil:** Terdapat hubungan yang signifikan antara *brand logo recognition* dengan preferensi makan remaja ( $p= 001$ ). Terdapat hubungan yang signifikan antara *brand logo recognition* dengan perilaku makan remaja ( $p= 0,002$ ).

**Kesimpulan:** Remaja yang memiliki nilai tinggi dalam mengenal *brand logo* memiliki preferensi makanan yang tinggi juga terhadap produk makanan yang memiliki *brand logo*. Remaja yang memiliki nilai tinggi dalam mengenal *brand logo* terbukti sering mengonsumsi makanan yang memiliki *brand logo*.

**Kata Kunci:** *brand logo recognition*, preferensi makan dan perilaku makan

## ABSTRACT

**Background:** Food promotion by the food industry contributes greatly to the adolescent's nutritional status, because young adolescents are easily attracted to new things that affect food selection, food product knowledge and food behaviors. Research on brand logo recognition as one of the causes of adolescent nutritional problems related to preference and behavior of adolescent meal in Indonesia is still rare.

**Objective:** To determine the relationship of the brand logo on food preferences and food behavior of adolescent high school in Yogyakarta.

**Methods:** The studied was observational with cross sectional design. The research sample will be 420 high school students Public and Private High School in the city of Yogyakarta. The independent variable is the brand logo recognition score, the dependent variable is food preference and food behaviour. Data were analyzed by chi-square correlation.

**Results:** There is a significant relationship between brand logo recognition and adolescent's food preference ( $p = 0.001$ ). There is a significant relationship between brand logo recognition and adolescent's food behavior ( $p = 0.002$ ).

**Conclusion:** Adolescents who have a high value in getting to know the brand logo have a high food preference also to food products that have a brand logo. Teenagers who have a high value in knowing the brand logo proved to often consume food that has a brand logo.

**Keywords:** brand logo recognition, food preferences and food behaviour.