



PENGARUH SITUASI SUASANA HATI TERHADAP PEMILIHAN MAKANAN

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Intisari

Penelitian ini bertujuan untuk mengetahui pengaruh situasi suasana hati terhadap pemilihan makanan tertentu. Metode penelitian yang digunakan adalah metode eksperimen kuasi. Dua puluh empat mahasiswa dan mahasiswi fakultas Psikologi Universitas Gadjah Mada angkatan 2011 dibagi menjadi dua kelompok eksperimen, yaitu kelompok induksi suasana hati positif (6 mahasiswa dan 6 mahasiswi) dan kelompok induksi suasana hati negatif (6 mahasiswa dan 6 mahasiswi) dengan cara *non random assignment*, yaitu disesuaikan dengan jadwal yang disanggupi oleh subjek. Suasana hati tertentu diinduksikan kepada subjek dengan cara dibacakan situasi-situasi yang dapat memunculkan suasana hati tertentu dan subjek diminta untuk membayangkan situasi tersebut. Dalam penelitian ini, data dikumpulkan dengan skala pemilihan makanan yang berisi kategori-kategori dari dua jenis makanan yaitu *comfort food* dan *healthy food*. Data penelitian dianalisis menggunakan uji t untuk melihat perbedaan skor antara *comfort food* dan *healthy food* dalam kelompok situasi suasana hati tertentu. Analisis menunjukkan bahwa situasi suasana hati positif tidak berpengaruh terhadap pemilihan makanan yang sehat (*healthy food*) (Sig.(2-tailed)=0,949; $p>0,05$) dan situasi suasana hati negatif berpengaruh terhadap pemilihan makanan yang tidak sehat (*comfort food*) (Sig.(2-tailed)=0,030; $p<0,05$), sehingga menyebabkan hipotesis alternatif 1 ditolak dan hipotesis alternatif 2 diterima.

Kata kunci: suasana hati, pemilihan makanan, *comfort food*, *healthy food*



SITUATION OF MOOD EFFECTS ON THE SELECTION OF FOOD

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ABSTRACT

The purpose of this study was to find whether there is influence of situation of mood on the selection of certain foods. The method that used in this research is quasi experiment methods. Twenty-four students of Faculty of Psychology Universitas Gadjah Mada (batch of 2011) were divided into 2 groups, the group that is induced to positive moods (6 male and 6 female students) and group that induced to negative moods (6 male and 6 female students) using non random assignment, adapted to schedule that available to subject. To induced certain mood to subject of research, they were read out some situations that related to some moods and they were asked to visualize it. Researcher collected data by using the scale of food choices that consisted by the categories of two types of food, healthy food and comfort food. Research data was analysed using t-test to see the difference between the score of two type of foods in each research groups. The analysis showed that situation of positive moods did not affect the selection of healthy food (Sig.(2-tailed)=0,949; $p>0,05$) and situation of negative moods affected the selection of comfort food (Sig.(2-tailed)=0,030; $p<0,05$), and this causing the first alternative hypothesis to rejected and the second alternative hypothesis to approved.

Keyword: mood, food selection, comfort food, healthy food