

ABSTRAK

Latar belakang: Data Susenas menunjukkan bahwa konsumsi susu di Indonesia masih tergolong rendah. Dalam tahun 2007 hingga 2011 dalam kategori konsumsi susu seminggu, susu cair pabrik dengan rata-rata pertumbuhan 7,67%, susu kental manis -23,76%, susu bubuk 4,49%, sementara untuk susu murni sangat rendah tidak ada pertumbuhan sama sekali (0,00%). Berdasarkan data, konsumsi susu untuk masyarakat DIY juga masih rendah, pada tahun 2013 adalah 7,1 gram/kapita/hari dan diproyeksikan meningkat menjadi 12,3 gram/kapita/hari. Kesadaran masyarakat akan pentingnya susu memang sangat rendah. Namun, kini ditemukan tren kafe susu, salah satunya di wilayah Kabupaten Sleman yang membuat masyarakat, khususnya remaja, menjadi tertarik untuk ke kafe susu dan mengonsumsi susu di kafe susu. Perlu dilakukan penelitian secara kualitatif untuk mengeksplorasi intensi remaja datang ke kafe susu.

Tujuan penelitian: Untuk menggali lebih dalam intensi melatarbelakangi remaja datang ke kafe susu Kabupaten Sleman

Metode penelitian: Penelitian ini menggunakan metode kualitatif dengan rancangan eksplorasi dan pendekatan fenomenologi, teknik pengambilan sampel dengan *purposive sampling*, yaitu dengan mempertimbangkan kriteria tertentu. Informan penelitian berjumlah 13 orang dengan rincian 9 orang remaja, 1 orang pengelola kafe, 2 orang karyawan kafe dan 1 orang akademisi bidang gizi. Pengumpulan data dilakukan hingga mencapai titik jenuh atau saturasi. Pengumpulan data dilakukan pada bulan Maret-Mei 2015 dengan cara observasi dan wawancara. Keabsahan data dilakukan dengan cara triangulasi sumber, triangulasi metode dan triangulasi waktu.

Hasil penelitian: Intensi remaja datang ke kafe susu adalah untuk *refreshing*, untuk memanfaatkan fasilitas yang ada (tugas kuliah, *wifi*-an) dan untuk kegiatan organisasi (rapat). Sikap remaja positif dan mendukung adanya kafe susu dan perilaku mengonsumsi susu. Norma subjektif remaja adalah ingin bersosialisasi, ingin diakui, berbagi informasi dan membangun hubungan yang lebih erat dengan teman kelompoknya.

Kesimpulan: Aspek kesehatan bukanlah intensi utama remaja datang ke kafe susu. Remaja datang ke kafe susu dengan intensi yang berbeda-beda. Remaja mengonsumsi susu di kafe susu karena merasa banyak manfaat yang didapatkan. Manfaat kesehatan hanya menjadi tujuan akhir. Intensi tersebut dipengaruhi oleh sikap remaja yang positif terhadap kafe susu yang dianggap dapat menjadi media promosi kesehatan dan norma subjektif remaja terhadap konsumsi susu di kafe susu.

Kata kunci : intensi, remaja, konsumsi susu, kafe susu

ABSTRACT

Background: Data from Susenas shows that milk consumption in Indonesia is still low. From 2007 to 2011 in the category of consumption of milk a week, liquid milk plant with an average growth of 7.67%, sweetened condensed milk -23.76%, milk powder 4.49%, while for pure milk is very low, there was no growth at all (0.00%). Based on the data, milk consumption for the DIY community is still low, in 2013 was 7.1 grams/capita/day and is projected to increase to 12.3 grams/capita/day. Public awareness of the importance of milk is very low. However, now is found a trend of milk cafe, one of them in the district of Sleman which makes people especially adolescents become interested come the cafe and consume milk at the milk cafe. Qualitative research is needed to explore the intentions of adolescents come to the cafe milk.

Objective: To explore the intentions of adolescents come into the cafe milk Sleman

Methods: This study used a qualitative method with exploratory design and phenomenological approach, sampling technique with purposive sampling by considering the prescribed criteria. Informants of this study were thirteen informants. They are consist of nine adolescents, one manager of the cafe, two employees cafe and one academic nutritionist. Data collection was done until it reached the point of saturation. Data collection was done in March-May 2015 by observation and interviews. The validity of the data was done by triangulation of source, triangulation of methods and triangulation of time.

Result: Intention of adolescents come to the cafe to refreshing were using the facilities such as wifi (coursework) and for the organization's activities (meetings). Adolescent attitude positive and supports the cafe milk and milk consumption behavior. Subjective norm that adolescents were to socialize, to be recognized, to share information and build closer relationship with their friends.

Conclusion: The health aspect is not the main intention of adolescents come to the cafe milk. Adolescents come to the cafe milk with different intentions. Adolescents consume the milk in milk cafe because it was a lot of benefits obtained. However, the health benefits just the last intention. The intention was influenced by the positive attitude of adolescents towards the cafe milk which is can be media promotion of health and the subjective norm of adolescents to the consumption of milk in the milk cafe.

Keywords: intention, adolescents, milk consumption, milk