

## The Influence of TV food/drink/vitamin-mineral supplement advertisements on the consumption pattern of adolescents in East Jakarta

Lely Wahyuniar, author

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### Abstrak

#### **ABSTRACT**

The general objective of this study is to determine the influence of TV foods/drinks/vitamin-mineral supplement advertisements on the food consumption pattern of male and female adolescents.

This research used cross sectional study design. Eighty adolescents of both sexes, between 15-17 years old and living in East Jakarta were randomly selected from a public high school.

A preliminary study was conducted to observe food/drink/vitamin-mineral supplement advertisements on TV during several weeks and different daytimes as well as the relative price of advertised foods at different outlets and nearby the school.

The information obtained helped to decide which of the advertised products should be included in the research. The main study consisted of in-depth interviews of the adolescents and the TV advertisement managers.

There was found an association between duration of watching TV and advertised foods consumption. Attitude towards advertisement indicated a positive trend towards advertised foods/drinks/vitamin-mineral supplements consumption. The higher nutrition knowledge score they got, they drank Vitamin/Mineral more frequently and ate candy (Relaxa) less frequently. In general amount of pocket money had positive trend towards consumption of advertised foods. Males consumed more low nutritious food/drink such .85 Silver Queen and Teh Botol than females while females tend to consume more nutritious -advertised products than males (vitamin/mineral supplements and milk). Males watched TV more than females. Females got more pocket money than males but more females saved part of their pocket money instead of spending most of it for foods. Females were more knowledgeable on nutrition than males. Duration of spending time with the peer group was significantly associated with the consumption of advertised foods/drinks/vitamin-mineral supplements. The more adolescents spent time in hours with their friends, the more they consumed advertised food/drink/vitamin-mineral supplements.