

## Faktor dominan frekuensi konsumsi fast food Siswa Sma Islamic Village tahun 2014 = The dominant factor in fast food consumption frequency among the students of SMA Islamic Village in 2014

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### Abstrak

Meningkatnya risiko kejadian obesitas pada remaja disebabkan oleh banyak faktor, salah satunya adalah konsumsi fast food yang berlebihan. Penelitian ini bertujuan untuk mengetahui faktor dominan frekuensi konsumsi fast food siswa SMA Islamic Village, Kabupaten Tangerang pada tahun 2014. Metode penelitian yang digunakan adalah kuantitatif dengan desain studi cross-sectional. Data karakteristik personal, pengaruh lingkungan sosial, aksesibilitas, dan pengaruh paparan iklan fast food diperoleh dari kuesioner, sedangkan data frekuensi konsumsi dan besar porsi fast food diperoleh dari semi-quantitative FFQ. Kuesioner dan FFQ tersebut diberikan kepada 205 siswa SMA Islamic Village, Kabupaten Tangerang yang dipilih dengan sistem sampling acak sederhana. Selain itu, digunakan pula perangkat lunak Google Maps Geo-Coding Javascript API versi 3.0 untuk mengukur jarak sekolah terhadap restoran fast food.

Hasil penelitian ini menunjukkan sebanyak 54,6% responden mengonsumsi fast food dengan frekuensi sering. Selain itu, terdapat perbedaan proporsi pada pengaruh peer group ( $p=0,001$ ), besar uang saku ( $p=0,010$ ), dan pengaruh paparan iklan fast food ( $p=0,000$ ) dalam menentukan frekuensi konsumsi fast food. Berdasarkan hasil analisis regresi logistik ganda, pengaruh paparan iklan fast food merupakan faktor dominan dalam menentukan frekuensi konsumsi fast food. Siswa dengan pengaruh paparan iklan fast food yang kuat berpeluang 2,6 kali lebih sering mengonsumsi fast food dibandingkan siswa dengan pengaruh lemah setelah dikontrol variabel status pekerjaan ibu, uang saku, dan pengaruh peer group. Diperlukan edukasi gizi mengenai gizi seimbang, anjuran konsumsi zat gizi harian, jenis, kandungan, dan dampak konsumsi fast food agar siswa terhindar dari konsumsi fast food yang berlebihan.

The risk of adolescents obesity has increased by some factors, one of the them is the excessive of fast food consumption. The aim of this study is to determine the dominant factor in fast food consumption frequency among the students of SMA Islamic Village, Kabupaten Tangerang in 2014. This study used a quantitative method and cross-sectional design. It used questionnaire about personal characteristics, social influences, accessibility, amount of pocket money, and fast food advertisements influences. Semi-quantitative FFQ also used to determine the fast food frequency. Those questionnaires were given to 205 SMA Islamic Village students which selected by simple random sampling. Moreover, this study also used software Google Maps Geo-Coding Javascript API versi 3.0 to determine the proximity between school and fast food restaurants.

Result showed that 54,6% of respondents consumed fast food often. Furthermore, there is a difference proportion in peer group influences ( $p=0,001$ ), amount of pocket money ( $p=0,010$ ), and fast food advertisements influences ( $p=0,000$ ) in determining the frequency of fast food consumption. Based on multiple regression analysis, fast food advertisements influence is the dominant factor in determining fast food consumption frequency. Students who have strong influences from fast food advertisements has an opportunity 2,6x more often to consume fast food than students who have weak influences after controlled by other factors, such as mother employment status, amount of pocket money, and peer group influences.

Nutrition education about balance diet, nutrition daily allowance, and fast food is needed to prevent the students consume excessive fast food.</i>