

Pengaruh pencantuman desain label gizi front-of-package traffic light (FOP-TL) terhadap daya terima dan pemahaman pada penderita hipertensi di Rt 05 dan 12, Rw 09 Kelurahan Kramat Jati, Jakarta Timur tahun 2018 = The effect of inclusioning the nutritional labelling front-of-package traffic light (FOP-TL)s design towards the acceptability and understanding of hypertensive people in Rt 05 and 12, Rw 09 Kelurahan Kramat Jati, East Jakarta 2018

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Abstrak

Penelitian ini merupakan studi ekperimental yang bertujuan untuk melihat pengaruh pencantuman desain label gizi Front-Of-Package Traffic Light FOP-TL terhadap daya terima dan pemahaman. Data yang dikumpulkan meliputi data karakteristik subjek umur, pendidikan, pendapatan, berat badan, tinggi badan, IMT, dan tekanan darah, pengetahuan gizi dan kesehatan, perilaku membaca label informasi nilai gizi, serta pemahaman label gizi dan daya tarik. Desain penelitian yang digunakan adalah quasi ekperimen dengan waktu 3 minggu. Sample dipilih dengan menggunakan purposive sampling, dimana kelompok kontrol n = 11 diberikan label informasi nilai gizi dan kelompok intervensi n = 10 diberikan label FOP-TL. Pada minggu pertama subjek diberikan pre-test mengenai label gizi dengan bantuan dummy untuk mengetahui pemahaman label informasi nilai gizi. Pada minggu kedua diberikan edukasi berupa booklet dan dummy yang berbeda sesuai dengan kelompok, kemudian pada minggu ketiga diberikan post-test dan diukur daya terima label gizi pada kedua kelompok. Hasil dari penelitian ini menunjukkan terdapat perbedaan signifikan pada peningkatan pemahaman antara kelompok kontrol dan intervensi.

*This research is an experimental study which aims to identify the effect of inclusioning the nutrition labelling Front Of Package Traffic Light FOP TLs design towards acceptability and understanding.*

*Collected data includes subject characteristics data age, education, income, weight, height, BMI, and blood pressure, knowledge of health and nutrition, and behavior of reading nutrition fact labels, also understanding towards nutrition label and acceptability. This research uses quasi experiment design which held for 3 weeks. Samples of this experiment are choosen by purposive sampling in which the control group n 11 were given nutrition fact label and the intervension group n 10 were given FOP TL. On the first week of intervension, understanding of nutrition fact label were assessed with the help of dummy. On the second week subjects were given booklet and dummy which dependened on the group to educate them. On the last week subjects were given post test and measured acceptance of nutrition label on both group. The result of this research showed that there was a significant difference on both group in the improvement of understanding.*