

ABSTRAK

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Program Studi : Kesehatan Masyarakat
Judul : Hubungan Antara Pengetahuan Gizi, Teman Sebaya, Media Massa dan Faktor Lain dengan Konsumsi Minuman Ringan Berkarbonasi pada Siswa-Siswi SMPIT Nurul Fikri Depok Tahun 2009

Konsumsi minuman ringan dunia pada tahun 2005 menunjukkan angka 498 miliar liter, kemudian meningkat di tahun 2007 menjadi 552 miliar per liter atau sekitar 82,5 liter per orang. Rata-rata remaja di Indonesia mengonsumsi minuman ringan sebanyak 2 botol/kaleng dalam seminggu. Tingginya perilaku konsumsi remaja mungkin disebabkan pengetahuan gizi, pengaruh dari teman sebaya, keluarga dan media massa serta faktor-faktor lain. Penulis melalui penelitian ini ingin mengetahui gambaran perilaku konsumsi minuman ringan dan faktor-faktor yang memengaruhinya di SMPIT Nurul Fikri Depok yang tidak menyediakan minuman ringan berkarbonasi di kantin sekolahnya.

Penelitian ini adalah penelitian kuantitatif dengan disain studi *cross sectional*, mengambil sejumlah 108 siswa kelas VII dan VIII menjadi responden dengan metode acak sederhana. Setiap responden diminta untuk mengisi sendiri (*self-administered*) kuesioner yang tersedia. Hasil penelitian menunjukkan bahwa hanya 32,4% siswa SMPIT Nurul Fikri yang mengonsumsi minuman ringan. Preferensi, teman sebaya, keluarga, dan media massa memiliki peran dalam konsumsi minuman ringan remaja. Meskipun hasil uji statistik menunjukkan tidak ada hubungan antara jenis kelamin dengan konsumsi minuman ringan, namun siswa laki-laki cenderung mengonsumsi minuman ringan lebih tinggi dibandingkan siswa perempuan. Siswa yang memiliki uang saku di atas rata-rata memiliki kecenderungan mengonsumsi minuman ringan lebih tinggi. Peraturan dari pihak sekolah dan yayasan dalam melarang penjualan minuman ringan di kantin sekolah sudah baik dan perlu dipertahankan.

Kata Kunci: minuman ringan, karbonasi, remaja, pengetahuan gizi, preferensi, teman sebaya, keluarga, media massa, akses terhadap minuman ringan

ABSTRACT

Name : Noor Rizqi Skriptiana
Study program: Public Health
Title : Relation between Nutrition Knowledge, Peer Group, Mass Media also Other Factors and Carbonated Soft Drinks Consumption in SMPIT Nurul Fikri's Students in 2009

World's consumption of carbonated soft drinks consumption in 2005 was 498 billion liters and increased up to 552 billion liters in 2007. This equivalent into global soft drinks consumption of 82.50 liters per person. Average of Indonesian teenagers consumption of soft drinks are about 2 bottles/cans per week. The high consumption of carbonated soft drinks in teenagers probably caused by nutrition knowledge, influences from peer group, family through parents modeling, mass media and other factors. The aim of this study is to see the prevalence of carbonated soft drinks consumption and factors that affect its consumption in SMPIT Nurul Fikri Depok where carbonated soft drinks is not allowed to sale in school's canteen.

This study is a quantitative study with cross sectional design, using 108 students of grade VII and VIII as respondents taken by simple random sampling method. Each students were asked to fill the questionnaire by self-administered way. Results show that only 32.4% SMPIT Nurul Fikri's students who consume carbonated soft drinks. Preference, peer group, family and mass media seems have a strong relation with teenager's carbonated soft drinks consumption. Eventhough statistics didn't show a significant relation between sex and carbonated soft drinks consumption, boys tend to have higher consumption of carbonated soft drinks than girls. Students with high daily allowance also have a high soft drinks consumption. Not to sale carbonated soft drinks in this school is really good rule and need to be maintained by school itself and the foundation.

Keywords: soft drink, carbonated, teenager, nutrition knowledge, preference, peer group, family modelling, mass media, access to soft drink