

**FAKULTAS ILMU KESEHATAN
UNIVERSITAS SILIWANGI
TASIKMALAYA
PROGRAM STUDI GIZI
2024**

ABSTRAK

SARI KHAIRINISA

FAKTOR-FAKTOR YANG BERHUBUNGAN DENGAN PERILAKU REMAJA DALAM MEMBACA LABEL INFORMASI NILAI GIZI (Studi Observasional pada Siswa SMA Negeri 1 Singaparna Tahun 2024)

Pola konsumsi masyarakat termasuk remaja saat ini mengalami pergeseran yaitu beralih mengkonsumsi makanan siap saji atau kemasan. Fenomena ini perlu dikendalikan karena makanan tersebut umumnya tinggi gula, garam dan lemak yang berdampak buruk bagi kesehatan. Kebiasaan ini dapat timbul salah satunya karena rendahnya kepatuhan untuk membaca label informasi nilai gizi. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang berhubungan dengan perilaku remaja dalam membaca label informasi nilai gizi. Metode penelitian menggunakan desain *cross sectional* dengan *non-probability quota sampling*. Sampel penelitian adalah siswa SMAN 1 Singaparna, dengan jumlah 328 orang. Pengumpulan data menggunakan kuesioner dan dianalisis dengan Uji *Chi Square*. Terdapat hubungan antara pengetahuan ($p\text{-value} = 0.009$; OR = 1.859; 95% CI=1.190-2.903), paparan media ($p\text{-value} = 0.000$; OR = 6.128; 95% CI=2,857-13,137) dengan perilaku membaca label informasi nilai gizi. Namun tidak terdapat hubungan antara sikap ($p\text{-value} = 0,376$), kemampuan membaca label ($p\text{-value} = 0,264$), diet khusus ($p\text{-value} = 0,130$), jenis kelamin ($p\text{-value} = 0,357$) dan uang saku ($p\text{-value} = 0,434$) dengan perilaku membaca label informasi nilai gizi. Pengetahuan dan paparan media mempengaruhi perilaku membaca label informasi nilai gizi, serta menjadi faktor risiko. Oleh karena itu disarankan siswa membiasakan untuk membaca label gizi sebelum memilih produk pangan kemasan.

Kata kunci : informasi nilai gizi, paparan media, pengetahuan, perilaku,

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ABSTRACT

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***FACTORS RELATED TO ADOLESCENT BEHAVIOR IN READING
NUTRITIONAL VALUE INFORMATION LABELS (Observational Study on
Students of SMA Negeri 1 Singaparna in 2024)***

The consumption pattern of the community, including adolescents, has shifted to consuming ready-to-eat or packaged foods. This phenomenon needs to be controlled because these foods are generally high in sugar, salt and fat which are bad for health. This habit can arise partly due to low compliance to read nutritional value information labels. This study aims to analyze the factors associated with adolescent behavior in reading nutritional value information labels. The research method used a cross sectional design with non-probability quota sampling. The research sample was SMAN 1 Singaparna students, with a total of 328 people. Data were collected using questionnaires and analyzed with Chi Square Test. There was a relationship between knowledge (p -value = 0.009; OR = 1.859; 95% CI = 1.190-2.903), media exposure (p -value = 0.000; OR = 6.128; 95% CI = 2.857-13.137) with the behavior of reading nutritional value information labels. However, there was no association between attitude (p -value = 0.376), ability to read labels (p -value = 0.264), special diet (p -value = 0.130), gender (p -value = 0.357) and pocket money (p -value = 0.434) with the behavior of reading nutritional value information labels. Knowledge and media exposure affect the behavior of reading nutritional value information labels, as well as being a risk factor. Therefore, it is recommended that students make it a habit to read nutrition labels before choosing packaged food products.

Keywords: behavior, knowledge, media exposure, nutritional value information