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ABSTRACT

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THE RELATIONSHIP BETWEEN SOCIAL MEDIA ADDICTION AND EATING BEHAVIOR WITH NUTRITIONAL STATUS IN FEMALE ADOLESCENTS (AN OBSERVATIONAL STUDY IN SMK BPI BATUROMPE TASIKMALAYA IN 2025)

The popularity of social media as a means of communication, and entertainment has made it an important part of daily life, leading to an increased risk of social media addiction. One of the causes of high social media exposure is access to food, beverage and entertainment advertisements that can influence eating behavior, although usually these advertisements do not provide sufficient information about nutritional balance. This study aims to determine the relationship of social media addiction and eating behavior with the nutritional status of adolescent girls at SMK BPI Baturompe Tasikmalaya. The type of research is analytic observational research using crosssectional study. The sample in this study was 60 female students who were taken using the total sampling method. The instruments used in this study were the Bergen Social Media Addiction Scale (BSMAS) questionnaire to measure social media addiction, eating behavior questionnaire, digital body scale, and stadiometer. Technical data analysis using Pearson Product Moment and Spearman Rank tests. The test results show that there is a significant relationship between social media addiction and eating behavior with a p-value of <0.001 and there is a relationship between eating behavior and nutritional status with a p-value of 0.017 in adolescent girls at SMK BPI Baturompe Tasikmalaya. Conclusion: there is a conclusion between social media addiction and eating behavior with the nutritional status of adolescent girls. Suggestions for future research are expected to examine other factors that may affect social media addiction, eating behavior and increase the study population.

Keywords: *eating behavior, nutritional status, social media addiction*