

ABSTRAK

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HUBUNGAN DAYA TARIK IKLAN MINUMAN PADA MEDIA DIGITAL, PENGETAHUAN, DAN FREKUENSI MINUMAN BERPEMANIS DENGAN KEJADIAN OBESITAS REMAJA DI SMP SANTO YOSEF SURABAYA.

xviii + 105 Halaman + 12 Tabel + 12 Lampiran

Obesitas remaja merupakan salah satu masalah gizi yang terus meningkat dan dapat dipengaruhi oleh berbagai faktor, salah satunya konsumsi minuman berpemanis. Penelitian ini bertujuan menganalisis hubungan daya tarik iklan digital, pengetahuan tentang minuman berpemanis, dan frekuensi konsumsi minuman berpemanis dengan obesitas remaja di SMP Santo Yosef Surabaya.

Penelitian ini menggunakan desain kuantitatif dengan pendekatan cross sectional. Sampel terdiri dari 62 siswa yang dipilih menggunakan teknik simple random sampling. Data dikumpulkan melalui kuesioner daya tarik iklan, kuesioner pengetahuan, formulir Food Frequency Questionnaire (FFQ), serta pengukuran berat badan dan tinggi badan untuk menentukan status obesitas berdasarkan IMT/U.

Hasil penelitian menunjukkan bahwa sebagian besar responden berusia 13 tahun (59,7%) dan berjenis kelamin laki-laki (51,6%). Mayoritas responden memiliki daya tarik iklan kategori sedang (46,8%), pengetahuan tentang minuman berpemanis kategori tinggi (96,8%), frekuensi konsumsi kategori sering (54,8%), dan status non obesitas (69,4%). Uji statistik menunjukkan terdapat hubungan antara daya tarik iklan pada media digital dengan kejadian obesitas ($p < 0,001$) serta antara frekuensi konsumsi minuman berpemanis dengan kejadian obesitas ($p = 0,014$). Sementara itu, pengetahuan tentang minuman berpemanis tidak berhubungan dengan kejadian obesitas ($p = 0,090$).

Simpulan penelitian ini adalah daya tarik iklan pada media digital dan frekuensi konsumsi minuman berpemanis berhubungan dengan obesitas remaja, sedangkan pengetahuan tidak berhubungan. Oleh karena itu, diperlukan edukasi gizi, pembatasan konsumsi minuman berpemanis, serta peningkatan literasi media agar remaja lebih kritis terhadap iklan di media digital.

Kata kunci: Daya Tarik Iklan, Pengetahuan, Frekuensi Konsumsi, Minuman Berpemanis, Obesitas Remaja

ABSTRACT

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THE RELATIONSHIP OF DIGITAL MEDIA BEVERAGE ADVERTISEMENT ATTRACTIVENESS, KNOWLEDGE, AND FREQUENCY OF SUGAR-SWEETENED BEVERAGE CONSUMPTION WITH THE INCIDENCE OF ADOLESCENT OBESITY AT SMP SANTO YOSEF SURABAYA

xviii +105 Page + 12 Table + 12 attachments

Adolescent obesity is one of the nutritional problems that continues to increase and can be influenced by various factors, one of which is the consumption of sugar-sweetened beverages. This study aimed to analyze the relationship between digital media beverage advertisement attractiveness, knowledge, and frequency of sugar-sweetened beverage consumption and adolescent obesity at SMP Santo Yosef Surabaya.

This study used a quantitative design with a cross-sectional approach. The sample consisted of 62 students selected using simple random sampling. Data were collected through an advertisement attractiveness questionnaire, a knowledge questionnaire, a Food Frequency Questionnaire (FFQ), and body weight and height measurements to determine obesity status based on BMI-for-age.

The results showed that most respondents were 13 years old (59.7%) and male (51.6%). Most respondents had a moderate level of advertisement attractiveness (46.8%), a high level of knowledge (96.8%), a frequent category of sugar-sweetened beverage consumption (54.8%), and non-obese status (69.4%). Statistical analysis showed a significant relationship between digital media beverage advertisement attractiveness and adolescent obesity ($p < 0.001$), as well as between the frequency of sugar-sweetened beverage consumption and adolescent obesity ($p = 0.014$). Meanwhile, knowledge about sugar-sweetened beverages was not significantly related to adolescent obesity ($p = 0.090$).

In conclusion, digital media beverage advertisement attractiveness and the frequency of sugar-sweetened beverage consumption were related to adolescent obesity, while knowledge was not. Therefore, nutrition education, limitation of sugar-sweetened beverage consumption, and improvement of media literacy are needed so that adolescents can be more critical toward digital media advertisements.

Keywords: Advertisement Attractiveness, Knowledge, Consumption Frequency, Sugar-Sweetened Beverages, Adolescent Obesity