

**PERBEDAAN PENGETAHUAN, SIKAP, DAN PRAKTEK KONSUMSI  
WESTERN FAST FOOD YANG DIJUAL DI RESTORAN FRANCHISE  
PADA SISWA SMP**

*Studi Kasus Di SMP Maria Mediatrix Semarang Dan SMP PL St. Yusup Mijen*

Artikel Penelitian

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*Studi Kasus Di SMP Maria Mediatrix Semarang dan SMP PL St. Yusup Mijen*

Vincentia Arina Ekowati<sup>1</sup> dan Hagnyonowati<sup>2</sup>

**ABSTRAK**

**Latar Belakang :** Kehadiran *western fast food* di Indonesia dapat mempengaruhi pola makan remaja. Pengetahuan gizi menjadi faktor penyebab yang mempengaruhi konsumsi makanan. Sikap remaja terhadap *western fast food* terbentuk dari adanya interaksi sosial yang dialaminya. Tayangan jenis *western fast food* di media massa menjadi salah satu penyebab yang mempengaruhi sikap dan praktek seseorang mengkonsumsi *western fast food*. Penelitian ini bertujuan untuk melihat perbedaan pengetahuan, sikap, dan praktek konsumsi *western fast food* pada siswa SMP.

**Metode :** Rancangan penelitian ini adalah *cross sectional* dengan *random sampling*. Berdasarkan perhitungan besar sampel menggunakan rumus deskriptif kategorik didapatkan subyek minimal 43 subyek di masing-masing sekolah, tetapi pada penelitian ini didapatkan 45 siswa di SMP Maria Mediatrix Semarang dan SMP PL St. Yusup Mijen. Data pengetahuan, sikap, dan praktek konsumsi *western fast food* diperoleh dari kuesioner. Analisis data menggunakan uji Mann Whitney untuk menganalisis perbedaan pengetahuan, metode *independent sample t-test* untuk perbedaan sikap, dan uji Chi Square untuk perbedaan praktek konsumsi *western fast food* dengan bantuan program *SPSS 15.00 for windows*.

**Hasil :** Sebagian besar siswa SMP Maria Mediatrix Semarang memiliki pengetahuan baik (66,7%), sikap mendukung (51,1%), dan sering mengkonsumsi *western fast food* (64,4%). Sebagian besar siswa SMP PL St. Yusup Mijen memiliki pengetahuan kurang (51,1%), sikap mendukung (55,6%), dan jarang mengkonsumsi *western fast food* (66,7%). Tidak terdapat perbedaan sikap antara siswa di SMP Maria Mediatrix Semarang dan SMP PL St. Yusup Semarang ( $p = 0,418$ ), tetapi ada perbedaan pengetahuan dan praktek konsumsi *western fast food* antara siswa di SMP Maria Mediatrix Semarang dan SMP PL St. Yusup Semarang ( $p = 0,000$  dan  $p = 0,006$ ).

**Kesimpulan :** Tidak terdapat perbedaan sikap pada siswa SMP tetapi terdapat perbedaan pengetahuan dan praktek konsumsi *western fast food*.

**Kata Kunci :** Pengetahuan, sikap, praktek, *western fast food*

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# THE DIFFERENCES OF KNOWLEDGE, ATTITUDE, AND PRACTICE OF WESTERN FAST FOOD CONSUMPTION THAT SOLD IN FRANCHISE RESTAURANT IN JUNIOR HIGH SCHOOL STUDENT (STUDY IN STATE JUNIOR HIGH SCHOOL MARIA MEDIATRIX, SEMARANG AND JUNIOR HIGH SCHOOL PL St.YUSUP, MIJEN)

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## ABSTRACT

**Background :** The presence of western fast food in Indonesia may affect eating pattern of adolescents. Knowledge become a cause factor which affected food consumption. Attitude of adolescent about western fast food made from social interaction that they have. The advertising of western fast food in mass media become a reason that influence attitude and practice of someone to consume western fast food. This research conduct to analyze difference knowledge, attitude, and practice of western fast food consumption in junior high school.

**Method :** Design of this study is cross sectional with random sampling method. Based on sample volume calculation using categoric descriptive formula, found minimal 43 subjects in each schools, but in this study, found 45 students of Junior High School Maria Mediatrix, Semarang and Junior High School PL St.Yusup, Mijen. Knowledge, attitude, and practice of western fast food consumption questionnaires were administered to all sample. Data were analyzed using test Mann Whitney to analyze knowledge differences, independent sample t-test to analyze attitude differences, and test Chi Square to analyze practice of western fast food consumption differences by SPSS 15.00 for windows.

**Result :** Most of student of junior high school Maria Mediatrix, Semarang have good knowledge (66,7%), favorable attitude (51,1%), and consume western fast food oftentimes (64,4%). Most of student of junior high school PL St.Yusup, Mijen have poor knowledge (51,1%), favorable attitude (55,6%), and consume western fast food rarely (66,7%). Attitude to western fast food were not significantly different between students in Junior High School Maria Mediatrix and Junior High School PL St.Yusup Semarang ( $p = 0,418$ ). Knowledge and practice of western fast food consumption were significantly different between each group ( $p = 0,000$  and  $p = 0,006$ ).

**Conclusion :** There were no difference in attitude of junior high school students, but there were differences in knowledge and practice of western fast food consumption of them.

**Keyword :** knowledge, attitude, practice, western fast food

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