

Hubungan Paparan Instagram terkait Minuman Berpemanis dengan Respon dan Konsumsi Minuman Berpemanis pada Mahasiswa Non-Kesehatan

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ABSTRAK

Latar belakang: Tingkat konsumsi minuman berpemanis di Indonesia cukup tinggi. Paparan Instagram dapat berpengaruh terhadap konsumsi minuman berpemanis dengan memunculkan isyarat makan dan berpengaruh meningkatkan konsumsi individu.

Tujuan: Penelitian ini bertujuan untuk menganalisis hubungan paparan Instagram terkait minuman berpemanis dengan respon dan konsumsi minuman berpemanis.

Metode: Penelitian *cross-sectional* dilakukan pada 109 mahasiswa non-kesehatan. Teknik pengambilan sampel menggunakan *consecutive sampling*. Pengambilan data karakteristik subjek, respon afektif, dan respon perilaku diperoleh melalui kuesioner dalam bentuk Google Form. Data paparan Instagram dan asupan minuman berpemanis diperoleh melalui kuesioner paparan Instagram dan *Semi Quantitative-Food Frequency Questionnaire (SQ-FFQ)* dengan wawancara menggunakan media Microsoft Teams/Google Meet/WhatsApp. Analisis data menggunakan korelasi *Spearman* dan regresi logistik.

Hasil: Frekuensi paparan Instagram berhubungan dengan respon afektif terhadap paparan ($p=0,003$). Durasi paparan Instagram berhubungan dengan respon afektif ($p<0,001$) dan respon perilaku terhadap paparan ($p=0,004$). Jumlah akun berhubungan dengan frekuensi konsumsi minuman berpemanis yang ditambahkan gula manual oleh penjual di kedai/warung ($p=0,006$). Regresi logistik menunjukkan durasi paparan berhubungan dengan respon afektif ($p=0,014$) dan minuman berpemanis yang ditambahkan gula manual oleh subjek di rumah ($p=0,036$) sedangkan jumlah akun tidak berhubungan dengan frekuensi konsumsi minuman berpemanis yang ditambahkan gula manual oleh penjual di kedai/warung setelah dikontrol dengan durasi tidur dan pendapatan.

Simpulan: Durasi paparan Instagram berhubungan dengan respon afektif dan konsumsi minuman berpemanis yang ditambahkan gula manual oleh subjek di rumah.

Kata kunci: Minuman berpemanis, paparan, media sosial, Instagram

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Association between Instagram Exposure related to Sugar-sweetened Beverages with Response and its Consumption in Non-medical College Students

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ABSTRACT

Background: The level of sugar-sweetened beverages consumption in Indonesia is high. Instagram exposure can affect its consumption by eliciting food cues and increasing individual consumption.

Objective: This study aimed to analyze the association between Instagram exposure to sugar-sweetened beverages with response and its consumption.

Methods: This cross-sectional study was conducted on 109 non-medical college students by consecutive sampling. The questionnaire by Google Form were used to collect data on subject characteristics, affective responses, and behavioral responses. The data about Instagram exposure and intake of sugar-sweetened beverages was collected by the Instagram exposure questionnaire and the Semi Quantitative-Food Frequency Questionnaire (SQ-FFQ) by interviewing the subjects using Microsoft Teams/Google Meet/WhatsApp. Data analysis was conducted by Spearman correlation and logistic regression.

Results: The frequency of Instagram exposure was associated with an affective response ($p=0,003$). Duration of Instagram exposure was associated with affective ($p<0,001$) and behavioral responses ($p=0,004$). The number of accounts was associated with the frequency of sugar-sweetened beverages with manual sugar added by the seller at the cafe/shop ($p=0.006$). A logistic regression showed that the duration of Instagram exposure associated with affective response ($p=0,014$), the frequency of sugar-sweetened beverages with manual sugar added by consumer at home ($p=0,036$), and free sugar intake ($p=0,048$) while the number of accounts was not associated with the frequency of sugar-sweetened beverages with manual sugar added by the seller at the cafe/shop after controlled by sleep duration and income.

Conclusion: The duration of Instagram exposure was associated with affective response and the frequency of sugar-sweetened beverages with manual sugar added by consumer at home.

Keywords: Sugar-sweetened beverages, exposure, social media, Instagram

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