

GAMBARAN TINGKAT STRES, PAPARAN IKLAN MAKANAN, DAN PENGETAHUAN GIZI SEIMBANG DENGAN PERILAKU MAKAN PADA MAHASISWA PROGRAM STUDI GIZI UPN “VETERAN” JAKARTA PASCA PANDEMI COVID-19 DI TAHUN 2023

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Abstrak

Pada awal tahun 2020, dunia dikejutkan oleh wabah penyakit menular yang disebabkan oleh SARS-CoV-2, yang kemudian dikenal sebagai COVID-19. Pada 11 Maret 2020, WHO menetapkan COVID-19 sebagai pandemi. Di Indonesia, pandemi ini menyebabkan penerapan kebijakan Pembatasan Sosial Berskala Besar (PSBB) sejak 2 Maret 2020. Namun, akhirnya pemerintah Indonesia mengakhiri status pandemi pada 21 Juni 2023, sehingga mengharuskan masyarakat, termasuk mahasiswa, beradaptasi kembali dengan perkuliahan luring. Tujuan penelitian ini mengetahui gambaran tingkat stres, paparan iklan makanan, dan pengetahuan gizi seimbang terhadap perilaku makan mahasiswa program studi gizi UPN Veteran Jakarta pasca pandemi COVID-19. Penelitian ini menggunakan desain deskriptif dan pendekatan *cross-sectional* dengan total 99 responden. Instrumen penelitian meliputi kuesioner untuk *informed consent*, karakteristik responden, *Adult Eating Behavior Questionnaire* (AEBQ), PSS-10 (*Perceived Stress Scale*), kuesioner paparan iklan makanan, dan pengetahuan gizi seimbang. Mayoritas mahasiswa mengalami stres sedang (77,8%), terpapar iklan makanan dengan pengaruh kuat (94,9%), memiliki pengetahuan gizi seimbang yang baik (85,9%), dengan perilaku makan terbagi antara menjauhi makanan (55,6%) dan mendekati makanan (44,4%). Disarankan agar mahasiswa lebih aktif mencari informasi tentang gizi seimbang, menerapkan perilaku makan sehat, mengelola stres dengan baik, dan mengatur penggunaan *smartphone* untuk informasi kesehatan dan gizi. Penelitian lanjutan dengan analisis lebih mendalam dan peninjauan faktor lain yang mempengaruhi perilaku makan diperlukan.

Kata Kunci: COVID-19, Perilaku Makan, Iklan Makanan, Gizi Seimbang, dan Stress

DESCRIPTION OF STRESS LEVELS, EXPOSURE TO FOOD ADVERTISEMENTS, AND KNOWLEDGE OF BALANCED NUTRITION WITH EATING BEHAVIOR IN NUTRITION STUDY PROGRAM STUDENTS UPN “VETERAN” JAKARTA AFTER THE COVID-19 PANDEMIC IN 2023

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Abstract

In early 2020, the world was shocked by an infectious disease outbreak caused by SARS-CoV-2, which became known as COVID-19. On March 11, 2020, WHO declared COVID-19 a pandemic. In Indonesia, this pandemic led to the implementation of the Pembatasan Sosial Berskala Besar (PSBB) policy since March 2, 2020. However, the Indonesian government finally ended the pandemic status on June 21, 2023, thus requiring people, including students, to adapt back to offline lectures. The purpose of this study was to determine the description of stress levels, exposure to food advertisements, and knowledge of balanced nutrition on the eating behavior of UPN Veteran Jakarta nutrition study program students after the COVID-19 pandemic. This study used a descriptive design and cross-sectional approach with a total of 99 respondents. Research instruments include questionnaires for informed consent, respondent characteristics, Adult Eating Behavior Questionnaire (AEBQ), PSS-10 (Perceived Stress Scale), food advertising exposure questionnaire, and balanced nutrition knowledge. The majority of students experienced moderate stress (77.8%), were exposed to food advertisements with strong influence (94.9%), had good balanced nutrition knowledge (85.9%), with eating behavior divided between avoiding food (55.6%) and approaching food (44.4%). It is recommended that students more actively seek information about balanced nutrition, implement healthy eating behaviors, manage stress well, and manage the use of smartphones for health and nutrition information. Further research with more in-depth analysis and review of other factors that influence eating behavior is needed.

Keywords: Eating Behavior, Food Advertisement, Nutrition Balance, and Stress