

HUBUNGAN PROMOSI DAN PELAYANAN *GO-FOOD* SERTA PERILAKU KONSUMSI PANGAN OBESOGENIK DENGAN STATUS GIZI LEBIH REMAJA DI LINGKUNGAN RW 02 CILANDAK BARAT

Amanda Alifa

Abstrak

Masa remaja merupakan masa yang mudah sekali terpengaruh oleh faktor ekstrnal dan mudah mengikuti mode serta *trend* dalam pemesanan makanan *online* yang sedang berkembang. Kebiasaan konsumsi remaja kini tergolong tidak sehat seperti suka mengkonsumsi *fast food* dan minuman berpemanis yang apabila dikonsumsi secara terus menerus, berlebihan, dan tanpa diimbangi dengan aktivitas fisik akan mengakibatkan obesitas. Penelitian ini bertujuan untuk mengetahui hubungan antara promosi dan pelayanan *GoFood* serta perilaku konsumsi pangan obesogenik dengan status gizi lebih remaja di lingkungan RW 02 Cilandak Barat. Penelitian menggunakan desain *cross sectional* dengan metode uji *chi-square*. Penilaian variabel promosi dan pelayanan *GoFood* menggunakan kuesioner, perilaku konsumsi pangan obesogenik menggunakan Formulir *FFQ* (*Food Frequency Quesionnaire*), serta pengukuran antropometri meliputi berat badan dan tinggi badan kepada 64 remaja. Hasil analisis menunjukkan bahwa promosi *GoFood* ($p = 0,880$), pelayanan *GoFood* ($p = 0,149$), dan perilaku konsumsi pangan obesogenik ($p = 0,773$) tidak ada hubungan ($p > 0,05$) terhadap status gizi lebih. Hal ini menunjukkan bahwa tidak ada hubungan antara promosi *GoFood*, pelayanan *GoFood*, dan perilaku konsumsi pangan obesogenik dengan status gizi lebih remaja di lingkungan RW 02 Cilandak Barat.

Kata Kunci : Remaja, Promosi *GoFood*, Pelayanan *GoFood*, Perilaku Konsumsi Pangan Obesogenik, Status Gizi Lebih.

THE CORRELATION BETWEEN *GOFOOD* PROMOTION, *GOFOOD* SERVICE, AND CONSUMPTION OF OBESOGENIC FOOD WITH OVERWEIGHT IN ADOLESCENTS AT RW 02 CILANDAK BARAT

Amanda Alifa

Abstract

Adolescence is a period that is easily influenced by external factors and easy to follow the trends such as online food ordering that is evolve. Adolescent consumption habits are now classified as unhealthy, such as consuming fast food and sweetened beverages that if consumed continuously, excessively, and without physical activity can lead to obesity. This study aimed to determine the correlation between GoFood promotion, GoFood service, and consumption of obesogenic food with overweight in adolescents at RW 02 Cilandak Barat. The study used a cross sectional design with chi-square test method. Assessment of GoFood promotion and GoFood service using questionnaires, and consumption of obesogenic food using FFQ (Food Frequency Questionnaire), and anthropometric measurements included weight and height for 64 adolescents. The analysis showed that GoFood promotion ($p = 0,880$), GoFood service ($p = 0,149$), and consumption of obesogenic food ($p = 0,773$) have no correlation ($p > 0,05$) with overweight. This shows that there was no correlation between GoFood promotion, GoFood service, and consumption of obesogenic food with overweight in adolescents at RW 02 Cilandak Barat.

Keywords : Adolescents, GoFood Promotion, Gofood Service, Consumption of Obesogenic, Overweight.