

## ABSTRAK

**Natasya Amelia Mulyadi, NIM 5193540039. “Hubungan Paparan Media Sosial dan Peran Teman Sebaya dengan Pola Konsumsi Pangan Pada Remaja Putri di Desa Laut Dendang Medan”. Skripsi. Prodi Gizi. Fakultas Teknik. Universitas Negeri Medan. 2024.**

Kebiasaan makan yang ditunjukkan remaja salah satunya adalah pola konsumsi pangan yang belum sesuai gizi seimbang kurang beragam, kebiasaan makan yang tidak teratur, kecenderungan dalam mengkonsumsi makanan cepat saji, tinggi gula, tinggi garam, tinggi lemak yang dapat berdampak negatif pada kesehatan. Penelitian ini bertujuan untuk mengetahui: (1) Karakteristik remaja putri, pekerjaan ayah, pekerjaan ibu, pendidikan ayah, pendidikan ibu, pendapatan ayah, pendapatan ibu, besar keluarga, uang saku dan media sosial yang digunakan; (2) Pola konsumsi pangan remaja putri; (3) Paparan media sosial terhadap remaja putri; (4) Peran teman sebaya terhadap remaja putri; (5) Hubungan paparan media sosial dengan pola konsumsi pangan pada remaja putri; (6) Hubungan peran teman sebaya dengan pola konsumsi pangan pada remaja putri; (7) Hubungan paparan media sosial dan peran teman sebaya dengan pola konsumsi pangan pada remaja putri. Tempat penelitian dilaksanakan di Desa Laut Dendang, waktu penelitian pada bulan Mei – Juli 2024. Teknik pemilihan sampel menggunakan teknik *purposive sampling*, dengan jumlah 68 orang. Desain penelitian *cross sectional*. Teknik pengumpulan data paparan media sosial dan peran teman sebaya menggunakan kuesioner, pola konsumsi pangan menggunakan kuesioner dan formulir *food frequency questionnaire*. Teknik analisis data menggunakan uji *Rank Spearman* dan Uji Regresi Linier Berganda.

Berdasarkan hasil penelitian menunjukkan paparan media sosial termasuk kategori paparan tinggi sebesar 73,5 persen, peran teman sebaya termasuk kategori peran teman tinggi sebesar 61,8 persen, dan pola konsumsi pangan termasuk kategori kurang (sangat diperlukan edukasi) sebesar 76,5 persen. Hasil uji *Rank Spearman* terdapat hubungan positif dan signifikan antara paparan media sosial dengan pola konsumsi pangan remaja putri dengan nilai koefisien korelasi sebesar 0,355 ( $p\text{-value} = 0,003$ ) artinya semakin tinggi paparan media sosial makan semakin tinggi pola konsumsi pangan remaja putri. Hasil uji *Rank Spearman* terdapat hubungan positif dan signifikan antara peran teman sebaya dengan pola konsumsi pangan remaja putri dengan nilai koefisien korelasi sebesar 0,509 ( $p\text{-value} = 0,000$ ) artinya semakin tinggi peran teman sebaya maka semakin tinggi pola konsumsi pangan remaja putri. Hasil analisis regresi linier berganda terdapat hubungan yang positif dan signifikan antara paparan media sosial dan peran teman sebaya dengan pola konsumsi pangan pada remaja putri di Desa Laut Dendang Medan ( $Y = 26,054 + 1,768X_1 + 0,617X_2$ ), dengan nilai *adjusted R Square* yang di dapat sebesar 0,174 dan nilai  $p\text{-value}$  0,002 yang setelah dikalikan 100 persen menjadi 17,4 persen. Hal ini berarti bahwa sebesar 17,4 persen variabel pola konsumsi pangan dijelaskan oleh variabel paparan media sosial dan peran teman sebaya, sedangkan sisanya 82,6 persen dijelaskan oleh faktor-faktor lain diluar penelitian ini

## ABSTRACT

**Natasya Amelia Mulyadi, NIM 5193540039. "The Relationship between Social Media Exposure and the Role of Peers with Food Consumption Patterns among Young Women in Laut Dendang Village, Medan." Thesis. Nutrition Study Program. Faculty of Engineering. Medan State University. 2024.**

Eating habits shown by adolescents include a pattern of food consumption that is not in accordance with balanced nutrition, lack of variety, irregular eating habits, a tendency to consume fast food, high in sugar, high in salt, high in fat which can have a negative impact on health. This study aims to determine: (1) Characteristics of adolescent girls, father's job, mother's job, father's education, mother's education, father's income, mother's income, family size, pocket money and social media used; (2) Food consumption patterns of adolescent girls; (3) Exposure to social media for adolescent girls; (4) The role of peers for adolescent girls; (5) The relationship between exposure to social media and food consumption patterns in adolescent girls; (6) The relationship between the role of peers and food consumption patterns in adolescent girls; (7) The relationship between exposure to social media and the role of peers and food consumption patterns in adolescent girls. The research location was conducted in Laut Dendang Village, the research time was May - July 2024. The sample selection technique used purposive sampling technique, with a total of 68 people. The research design was cross-sectional. The data collection technique for exposure to social media and the role of peers used a questionnaire, food consumption patterns used a questionnaire and a food frequency questionnaire form. Data analysis techniques using the Spearman Rank test and Multiple Linear Regression Test.

Based on the results of the study, it shows that social media exposure is included in the high exposure category of 73.5 percent, the role of peers is included in the high peer role category of 61.8 percent, and food consumption patterns are included in the less category (education is very necessary) of 76.5 percent. The results of the Spearman Rank test showed a positive and significant relationship between social media exposure and food consumption patterns of adolescent girls with a correlation coefficient value of 0.355 ( $p\text{-value} = 0.003$ ), meaning that the higher the exposure to social media, the higher the food consumption patterns of adolescent girls. The results of the Spearman Rank test showed a positive and significant relationship between the role of peers and food consumption patterns of adolescent girls with a correlation coefficient value of 0.509 ( $p\text{-value} = 0.000$ ), meaning that the higher the role of peers, the higher the food consumption patterns of adolescent girls. The results of multiple linear regression analysis show a positive and significant relationship between social media exposure and peer role with food consumption patterns in adolescent girls in Laut Dendang Village, Medan ( $Y = 26.054 + 1.768X_1 + 0.617X_2$ ), with an adjusted R Square value of 0.174 and a  $p\text{-value}$  of 0.002 which after being multiplied by 100 percent becomes 17.4 percent. This means that 17.4 percent of the food consumption pattern variable is explained by the social media exposure and peer role variables, while the remaining 82.6 percent is explained by other factors outside this study.