

ABSTRAK

Intan Sefira Amelia. Hubungan Daya Tarik Iklan Junk Food dan Frekuensi Konsumsi Junk Food dengan Kegemukan Siswa di SMA Negeri 1 Kejuruan Muda Kabupaten Aceh Tamiang. Skripsi. Fakultas Teknik. Universitas Negeri Medan. 2025.

Remaja merupakan salah satu kelompok yang paling rentan mengalami masalah gizi. Dapat dikatakan bahwa remaja sangat mungkin mengalami masalah gizi, salah satunya kegemukan. Remaja adalah orang mudah terpengaruh oleh hal-hal luar seperti kebiasaan konsumsi *junk food*, dan iklan yang terdapat di media sosial. Penelitian ini bertujuan untuk mengetahui: (1) Karakteristik responden jenis kelamin, usia, uang saku, frekuensi jajan, pendidikan ayah, pendidikan ibu, pekerjaan ayah, pekerjaan ibu, pendapatan ayah, dan pendapatan ibu; (2) Daya tarik iklan *junk food* pada siswa; (3) Frekuensi konsumsi *junk food* pada siswa; (4) Kegemukan pada siswa; (5) Hubungan daya tarik iklan *junk food* dengan kegemukan pada siswa; (6) Hubungan frekuensi konsumsi *junk food* dengan kegemukan pada siswa; (7) Hubungan antara daya tarik iklan *junk food* dan frekuensi *junk food* dengan kegemukan pada siswa. Penelitian dilaksanakan di SMA Negeri 1 Kejuruan Muda pada bulan Juli – Agustus 2024. Teknik pemilihan sampel menggunakan teknik *random sampling*, dengan jumlah 65 orang. Desain penelitian *cross sectional*. Teknik pengumpulan data daya tarik iklan menggunakan kuesioner, frekuensi konsumsi menggunakan formulir *food frequency questionnaire* (FFQ), dan kegemukan dengan melakukan pengukuran berat badan dan tinggi badan. Teknik analisis data menggunakan uji *Chi Square*, uji *Rank Spearman* dan Uji Regresi Logistik.

Berdasarkan hasil penelitian menunjukkan daya tarik iklan termasuk kategori tertarik sebesar 53,9 persen, frekuensi konsumsi termasuk kategori frekuensi ≥ 3 kali/minggu sebesar 66,2 persen, dan siswa termasuk kategori gemuk sebesar 55,4 persen. Hasil uji *Chi Square* tidak terdapat hubungan signifikan antara daya tarik iklan dengan kegemukan pada siswa dengan nilai *p-value* = 0,419. Hasil uji *Rank Spearman* terdapat hubungan positif dan signifikan antara frekuensi konsumsi *junk food* dengan kegemukan pada siswa dengan nilai koefisien korelasi sebesar 0,251 (*p-value* = 0,044) artinya semakin tinggi frekuensi konsumsi maka akan semakin tinggi resiko kegemukan pada siswa. Hasil analisis regresi logistik menunjukkan variabel frekuensi konsumsi memiliki hubungan signifikan dengan kegemukan dengan nilai *p-value* $0,040 < 0,05$ dengan nilai OR = 1,500. Sedangkan variabel daya tarik iklan tidak memiliki hubungan signifikan dengan kegemukan dengan nilai *p-value* $0,286 > 0,05$. Artinya jika satu poin peningkatan frekuensi konsumsi *junk food* maka akan beresiko sebesar 1,5 kali. Jika setiap siswa tertarik dengan iklan *junk food* maka akan beresiko 1,75 kali mengalami kegemukan.

ABSTRACT

Intan Sefira Amelia. *The Relationship between the Appeal of Junk Food Advertisements and the Frequency of Junk Food Consumption with Obesity in Students at SMA Negeri 1 Kejuruan Muda Regency Aceh Tamiang. Thesis. Faculty of Engineering. Medan State University. 2025.*

Teenagers are one of the groups most vulnerable to nutritional problems. It can be said that teenagers are very likely to experience nutritional problems, one of which is obesity. Teenagers are people who are easily influenced by external things such as junk food consumption habits, and advertisements on social media. This research aims to determine: (1) Characteristics of respondents gender, age, pocket money, frequency of snacking, father's education, mother's education, father's job, mother's job, father's income, and mother's income; (2) The appeal of junk food advertisements to students; (3) Frequency of junk food consumption in students; (4) Obesity in students; (5) The relationship between the appeal of junk food advertisements and obesity in students; (6) The relationship between the frequency of junk food consumption and obesity in students; (7) The relationship between the appeal of junk food advertisements and the frequency of junk food with obesity in students. The study was conducted at SMA Negeri 1 Kejuruan Muda in July – August 2024. The sample selection technique used random sampling technique, with a total of 65 people. Cross-sectional research design. The data collection technique for the attractiveness of advertising used a questionnaire, the frequency of consumption used a food frequency questionnaire (FFQ) form, and obesity by measuring body weight and height. The data analysis technique used the Chi Square test, Spearman Rank test and Logistic Regression Test.

Based on the results of the study, it shows that the attractiveness of advertising is in the interested category at 53.9 percent, the consumption frequency is in the category of frequency ≥ 3 times/week at 66.2 percent, and students are in the fat category at 55.4 percent. The results of the Chi Square test showed no significant relationship between advertising attractiveness and obesity in students with a $p\text{-value} = 0.419$. The Spearman Rank test results show a positive and significant relationship between the frequency of consumption of junk food and obesity in students with a correlation coefficient of 0.251 ($p\text{-value} = 0.044$), meaning that the higher the frequency of consumption, the higher the risk of obesity in students. The results of the logistic regression analysis show that the consumption frequency variable has a significant relationship with obesity with a $p\text{-value}$ of $0.040 < 0.05$ with an $OR = 1.500$. Meanwhile, the advertising attractiveness variable does not have a significant relationship with obesity with a $p\text{-value}$ of $0.286 > 0.05$. This means that if one point increases the frequency of consuming junk food, the risk will be 1.5 times. If every student is attracted to junk food advertisements, they will be 1.75 times more likely to become obese.