

## ABSTRAK

### EFEKTIVITAS PENDIDIKAN GIZI MELALUI MEDIA BOOKLET TERHADAP PENGETAHUAN, SIKAP DAN KONSUMSI *JUNK FOOD* PADA SISWA SEKOLAH MENENGAH ATAS (Studi kasus di SMA Negeri 4 Purwokerto dan SMA Negeri 5 Purwokerto)

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**Latar Belakang:** Remaja adalah masa transisi dalam periode anak ke periode dewasa yang rawan mengalami masalah gizi. Salah satu faktor penyebabnya adalah konsumsi *junk food*. Peran media dalam promosi kesehatan adalah sarana membangun suasana kondusif terhadap perubahan perilaku kesehatan. Booklet merupakan media penyampai pesan yang dapat disesuaikan dengan kebutuhan remaja dan dapat dikombinasikan dengan gambar sehingga menarik perhatian. Hal ini menjadi alasan pemilihan booklet sebagai media edukasi.

**Tujuan:** Penelitian ini bertujuan untuk mengetahui efektivitas pendidikan gizi terhadap pengetahuan, sikap dan konsumsi *junk food*

**Metode:** Rancangan penelitian adalah quasi eksperimental dengan *Control group pretest posttest design*. Pendidikan gizi dilakukan selama 4 kali. Penelitian dilakukan di SMA Negeri 4 Purwokerto dan SMA Negeri 5 Purwokerto. Jumlah sampel 52 orang untuk masing-masing kelompok. Uji statistik menggunakan *uji wilcoxon dan mann whitney*.

**Hasil:** Hasil penelitian menunjukkan bahwa ada perbedaan pengetahuan, sikap dan konsumsi *junk food* sebelum dan setelah pendidikan gizi pada kelompok perlakuan  $p=0,000(<\alpha 0,05)$ . Peningkatan tingkat pengetahuan sebesar 36,1%, sikap sebesar 39,6% dan penurunan konsumsi *junk food* sebesar 48,9%.

**Kesimpulan:** Terdapat perbedaan pengetahuan, sikap dan konsumsi *junk food* setelah diberikan pendidikan gizi melalui media booklet.

**Kata Kunci :** *Junk food*, pendidikan gizi, booklet

## Abstract

### EFFECTIVENESS OF NUTRITIONAL EDUCATION THROUGH BOOKLET MEDIA TOWARDS KNOWLEDGE, ATTITUDE AND CONSUMPTION OF JUNK FOOD IN THE SENIOR HIGH SCHOOL

(Case Studi In SMA Negeri 4 Purwokerto and SMA Negeri 5 Purwokerto)

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**Background:** Teenager is a transition period from the child to the adult that is prone to experiencing nutritional problems. One of the contributing factors is consumption of junk food. The role of media in health promotion is a means of building an atmosphere conducive to changes in health behavior. Booklets are message delivery media that can be adapted to the needs of adolescents and can be combined with images that attract attention. This is the reason for choosing booklets as educational media.

**Purpose:** This study aims to determine the effectiveness of nutritional education on knowledge, attitudes and consumption of junk food.

**Method:** The design of this study use quasi experimental with Control group pretest posttest design. Nutrition education was conducted for 4 times. The study was conducted at SMA Negeri 4 Purwokerto and SMA Negeri 5 Purwokerto. The number of samples is 52 people for each group. Statistical test using Wilcoxon and Mann Whitney test.

**Result:** The results showed that there were differences in knowledge, attitudes and consumption of junk food before and after nutritional education in the treatment group  $p = 0,000 (<\alpha 0,05)$ . Increased knowledge level of 38.1%, attitudes of 39.6% and decreased consumption of junk food by 48.9%

**Conclusion:** There are differences in knowledge, attitudes and consumption of junk food after being given nutritional education through media booklets.

**Keyword:** Junk food, Nutritional education, booklets