

## ABSTRAK

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### **GAMBARAN PENGETAHUAN, SIKAP DAN PERILAKU KONSUMSI FAST FOOD PADA MAHASISWA TINGKAT 1 FAKULTAS KEDOKTERAN DI SALAH SATU UNIVERSITAS DI INDONESIA BAGIAN BARAT**

**Latar Belakang:** Di era modern ini, makanan yang tersedia semakin beragam dan diolah menjadi beragam jenis, sehingga beberapa makanan menjadi tidak sehat. Makanan ini sering di sebut “*Fast Food*” atau makanan cepat saji yang tinggi kalori serta tinggi lemak, gula dan garam (Kemenkes, 2018). Menurut hasil penelitian yang telah dilakukan oleh Alfonita pada mahasiswa di Fakultas Kedokteran Universitas Sam Ratulangi selama September – Desember 2014, menunjukkan bahwa yang mengkonsumsi *fast food* sekali sehari sebanyak 60,6%, 1-3 kali sehari sebanyak 5,6%, 4-6 kali sehari sebanyak 2,8%, sekali sehari 1,4%, dan sekali atau beberapa kali dalam setahun sebanyak 29,6%. **Tujuan Penelitian:** Untuk mengetahui bagaimana gambaran pengetahuan, sikap dan perilaku konsumsi *fast food* pada mahasiswa tingkat 1 fakultas kedokteran di salah satu Universitas di Indonesia bagian barat. **Metode Penelitian:** Penelitian ini menggunakan jenis penelitian kuantitatif deskriptif dengan subjek penelitian pada mahasiswa/i tingkat 1 fakultas kedokteran di salah satu Universitas di Indonesia bagian barat dengan instrumen penelitian yaitu kuesioner yang telah diuji validitas dan reliabilitas. Penelitian ini menggunakan metode *accidental sampling* dengan 92 responden. **Hasil:** Berdasarkan hasil analisis, tingkat pengetahuan mahasiswa/i tentang konsumsi *fast food* berada pada kategori baik sebanyak 71 orang (77,2%). Sikap mahasiswa/i tentang konsumsi *fast food* paling banyak pada kategori negatif sebanyak 50 orang (54,3%). Untuk perilaku mahasiswa/i tentang konsumsi *fast food*, Sebagian besar mahasiswa/i mengkonsumsi *fast food* dengan frekuensi 3-4 kali, rata-rata pernah mengkonsumsi *fast food* disertai dengan *soft drink*, mahasiswa/i lebih sering mengkonsumsi *fast food* pada waktu siang hari dan saat berada dikampus, dan rata-rata uang saku yang dikeluarkan sekitar Rp 31.000,00 – Rp 50.000,00 dalam setiap pembelian *fast food*. **Rekomendasi:** Peneliti menyarankan bagi institusi agar dapat mengeluarkan kebijakan terkait *fast food* yang ada disekitar kampus, bagi peneliti selanjutnya agar dapat menggunakan cara yang lebih efektif lagi dalam mendapatkan data seperti mewawancarai langsung.

Kata Kunci : Pengetahuan, Sikap, Perilaku Konsumsi *fast food*  
Daftar Pustaka : 34 (2010 – 2019)

## **ABSTRACT**

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### **DESCRIPTION OF KNOWLEDGE, ATTITUDE AND CONSUMPTION BEHAVIOR OF FAST FOOD ON STUDENTS LEVEL 1 MEDICAL FACULTY IN ONE OF THE UNIVERSITIES IN INDONESIA, WEST**

**Background:** In this modern era, the available food is increasingly diverse and processed into various types, so that some foods become unhealthy. This food is often called "Fast Food" or fast food that is high in calories and high in fat, sugar and salt (Kemenkes, 2018). According to the results of research conducted by Alfonita on students at the Faculty of Medicine, University of Sam Ratulangi during September - December 2014, showed that those who consume fast food once a day were 60.6%, 1-3 times a day as many as 5.6%, 4-6 twice a day as much as 2.8%, once a day 1.4%, and once or several times a year as much as 29.6%. **Research Objectives:** To find out how the description of knowledge, attitudes, and behavior of fast food consumption at the level 1 student of the medical faculty at one of the universities in western Indonesia. **Research Methods:** This research uses descriptive quantitative research with research subjects at the level 1 students of the medical faculty at one of the universities in western Indonesia with a research instrument that is a questionnaire that has been tested for validity and reliability. This research uses accidental sampling method with 92 respondents. **Results:** Based on the analysis, the level of knowledge of students about fast food consumption was mostly (77.2%) was good. The attitude of students about consumption of fast food is mostly in the negative category of 50 people (54.3%). For student behavior regarding fast food consumption, most of the students consume fast food with a frequency of 3-4 times, on average students consumed fast food accompanied by soft drink, students often consume fast food during the daytime and when they are in campus, and on average the pocket money of students spent on fast food is around Rp. 31,000.00-Rp. 50,000.00 for every fast food purchase. **Recommendation:** Researchers suggest for institutions to be able to issue policies related to fast food that exist around campus, for future researchers to be able to use more effective ways of getting data such as direct interviews.

**Keywords** : Knowledge, Attitude, Behavior of Fast Food Consumption  
**Bibliography** : 34 (2010 - 2019)