

Gambaran Pengetahuan, Sikap, Perilaku Pedagang dan Analisis Rhodamin B serta Metanil Yellow pada Jajanan SD Kota Semarang

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ABSTRAK

Latar belakang : Peran Bahan Tambahan Pangan (BTP) terutama pewarna sangat penting, karena dapat digunakan untuk menarik minat konsumen yaitu anak sekolah. Namun masih banyak pedagang yang menambahkan bahan pewarna berbahaya seperti rhodamin B dan metanil yellow agar tampilan produk menjadi lebih menarik. Penambahan BTP berbahaya dalam makanan jajanan dapat dipengaruhi oleh faktor pengetahuan, sikap, dan perilaku pedagang terhadap BTP yang masih kurang baik.

Tujuan : Mengetahui gambaran pengetahuan, sikap, dan perilaku pedagang makanan jajanan terhadap penggunaan pewarna rhodamin B dan metanil yellow di Sekolah Dasar Kota Semarang

Metode : Penelitian ini merupakan studi observasional deskriptif. Populasi yaitu semua pedagang jajanan di sekitar 37 SD terpilih pada wilayah kerja 37 Puskesmas di Kota Semarang. Pengambilan sampel menggunakan teknik *purposive sampling*. Data dikumpulkan melalui wawancara dengan pengisian kuesioner serta pengujian laboratorium untuk mengetahui kandungan rhodamin B dan metanil yellow.

Hasil : Penelitian terhadap pedagang jajanan di sekitar Sekolah Dasar Kota Semarang menunjukkan bahwa mayoritas pedagang merupakan laki-laki dewasa berusia 26 – 45 tahun, berpendidikan Sekolah Dasar, telah berjualan selama 6 – 10 tahun, dan berpenghasilan Rp.100.000 – Rp.200.000 per hari. Hasil penelitian menunjukkan mayoritas pedagang berpengetahuan kurang (55,3%), memiliki sikap yang baik (62,4%), dan perilaku yang baik (60%). Pada sampel jajanan juga tidak ditemukan adanya kandungan rhodamin B dan metanil yellow.

Simpulan : Hasil uji laboratorium terhadap 89 sampel makanan menunjukkan seluruhnya negatif mengandung rhodamin B dan metanil yellow.

Kata Kunci : bahan tambahan pangan, pedagang, pengetahuan, perilaku, sikap

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Knowledge, Attitudes, and Practices of Snack Vendors and the Analysis of Rhodamine B and Metanil Yellow in Elementary School Snacks in Semarang

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ABSTRACT

Background: Food Additives (BTP), particularly food coloring agents, play an important role in attracting consumer interest, especially among schoolchildren. However, many food vendors still use harmful dyes such as Rhodamine B and Metanil Yellow to enhance the visual appeal of their products. The use of dangerous food additives in street food can be influenced by vendors' knowledge, attitudes, and behaviors regarding food additives, which are often inadequate.

Objective: To describe the level of knowledge, attitudes, and behaviors of street food vendors regarding the use of Rhodamine B and Metanil Yellow in snacks sold around elementary schools in Semarang City.

Methods: This study is a descriptive observational research. The population consists of all snack vendors around 37 selected elementary schools within the working areas of 37 Public Health Centers (Puskesmas) in Semarang City. The sample was taken using purposive sampling technique. Data were collected through interviews using questionnaires and laboratory testing to determine the presence of rhodamine B and metanil yellow.

Results: Most vendors were male adults aged 26–45 years, with an elementary school education, had been selling snacks for 6–10 years, and earned an average daily income of IDR 100,000–200,000. The majority of vendors demonstrated poor knowledge (55.3%), but showed positive attitudes (62.4%) and good practices (60%) regarding the use of food colorants. Laboratory analysis of food samples revealed no presence of rhodamine B or metanil yellow.

Conclusion: Laboratory testing of 89 food samples confirmed that all were negative for rhodamine B and metanil yellow.

Keywords: attitude, behavior, food additives, knowledge, vendors

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