

Hubungan Pengetahuan dan Kebiasaan Membaca Label Informasi Nilai Gizi dengan Konsumsi Gula, Natrium dan Lemak Produk Pangan Kemasan pada Mahasiswa

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ABSTRAK

Latar Belakang: Label informasi nilai gizi digunakan untuk membantu konsumen dalam pemilihan produk pangan. Pengetahuan yang diimbangi dengan sikap membaca label gizi dapat menjadi upaya preventif untuk mengurangi penyakit tidak menular dengan membatasi asupan gula, natrium dan lemak.

Tujuan: Penelitian bertujuan untuk menganalisis hubungan pengetahuan dan kebiasaan membaca label informasi nilai gizi dengan konsumsi gula, natrium dan lemak produk pangan kemasan

Metode: Penelitian observasional dengan desain *cross-sectional*. Pengambilan data dengan metode *cluster sampling* dan *consecutive sampling* dengan total subjek sebanyak 81 mahasiswa Universitas Diponegoro. Data asupan diperoleh melalui SQ-FFQ. Data pengetahuan, kebiasaan membaca label informasi nilai gizi, pengaruh teman sebaya, uang saku dan paparan media diperoleh dari kuesioner dan wawancara. Data dianalisis menggunakan uji *rank spearman* dan regresi linear berganda.

Hasil : 65,4% subjek mengonsumsi gula dengan persentase 20–50% anjuran, 60,5% subjek mengonsumsi natrium dengan persentase 20–50% AKG dan 66,7% subjek mengonsumsi lemak dengan persentase <20% AKG dari produk kemasan. Hasil uji menunjukkan adanya hubungan pengetahuan dengan kebiasaan membaca label informasi nilai gizi ($p=0,023$) serta tidak terdapat hubungan kebiasaan membaca label informasi nilai gizi dengan konsumsi gula ($p=0,863$), natrium ($p=0,675$) dan lemak ($p=0,449$). Variabel yang paling berpengaruh terhadap konsumsi gula, natrium dan lemak yaitu pengaruh teman sebaya

Simpulan : Terdapat hubungan pengetahuan dengan kebiasaan membaca label informasi nilai gizi serta semakin berpengaruh teman sebaya maka semakin tinggi konsumsi gula, natrium dan lemak.

Kata Kunci: label informasi nilai gizi, pengetahuan, gula, natrium, lemak

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The Relationship of Knowledge and The Habit of Reading Nutritional Value Information Labels with The Consumption of Sugar, Sodium and Fat of Packaged Food Products in Students

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ABSTRACT

Background: *Nutritional value information labels are used to assist consumers in selecting food products. Knowledge balanced with an attitude of reading nutrition labels can be a preventive effort to reduce non-communicable diseases by limiting intake of sugar, sodium and fat.*

Objective: *The research aims to analyze the relationship between knowledge and habits of reading nutritional value information labels with consumption of sugar, sodium and fat in packaged food products*

Method: *Observational study with cross-sectional design. Data were collected using cluster sampling and consecutive sampling methods with a total of 81 Diponegoro University students as subjects. Intake data was obtained via SQ-FFQ. Data on knowledge, habits of reading nutritional value information labels, peer influence, pocket money and media exposure were obtained from questionnaires and interviews. Data were analyzed using the Spearman rank test and multiple linear regression.*

Result: *65.4% of subjects consumed sugar with a percentage of 20–50% of the recommended percentage, 60.5% of subjects consumed sodium with a percentage of 20–50% of the RDA and 66.7% of subjects consumed fat with a percentage of <20% of the RDA from packaged products. The test results showed that there was a relationship between knowledge and the habit of reading nutritional value information labels ($p=0.023$) and there was no relationship between the habit of reading nutritional value information labels and consumption of sugar ($p=0.863$), sodium ($p=0.675$) and fat ($p=0.449$). The variable that most influences the consumption of sugar, sodium and fat is the influence of peers.*

Conclusion: *There is a relationship between knowledge and the habit of reading nutritional value information labels and the more influential peers are, the higher the consumption of sugar, sodium and fat.*

Keywords: *information labels on nutritional value, knowledge, sugar, salt, fat.*

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