

Hubungan Paparan Konten *Intermittent Fasting* di Media Sosial dengan Perilaku Makan Mahasiswa Universitas Diponegoro

Dhea Amelia Putri¹, Ani Margawati¹, Fillah Fitra Dieny¹, Lilis Wijayanti¹

dheaaaaamelia19@gmail.com

ABSTRAK

Latar Belakang: Media sosial memiliki peran signifikan dalam memengaruhi gaya hidup dan perilaku makan individu, terutama di kalangan mahasiswa. Intermittent fasting (IF) telah menjadi topik populer di platform media sosial, namun dampaknya terhadap perilaku makan belum sepenuhnya dipahami.

Tujuan: Penelitian ini bertujuan menganalisis hubungan antara paparan konten intermittent fasting di media sosial dan perilaku makan mahasiswa Universitas Diponegoro.

Metode: Studi cross-sectional dilakukan pada 95 mahasiswa semester 6 di Fakultas Kedokteran Universitas Diponegoro. Pengumpulan data dilakukan melalui kuesioner terstandar, meliputi Scale of Effects of Social Media on Eating Behaviour (SESMEB), Dutch Eating Behaviour Questionnaire (DEBQ), Body Shape Questionnaire (BSQ-8C), dan kuesioner pengetahuan gizi. Data dianalisis menggunakan uji kolmogorov-smirnov, uji pearson, uji spearman's rho, dan uji regresi berganda multivariat.

Hasil: Analisis bivariat menunjukkan korelasi positif signifikan antara paparan media sosial dan tiga dimensi perilaku makan: emotional eating ($r = 0,383$, $p = 0,001$), external eating ($r = 0,355$, $p = 0,001$), dan restrained eating ($r = 0,211$, $p = 0,041$). Analisis multivariat mengungkapkan bahwa citra tubuh berperan sebagai mediator utama, dengan kontribusi variabel independen sebesar 44,1% terhadap perilaku makan.

Simpulan: Terdapat hubungan signifikan antara paparan konten intermittent fasting di media sosial dan perilaku makan mahasiswa, dengan citra tubuh sebagai mediator kunci dalam hubungan tersebut.

Kata kunci: *Intermittent fasting*, media sosial, perilaku makan, citra tubuh, mahasiswa

¹Program Studi Ilmu Gizi, Fakultas Kedokteran, Universitas Diponegoro, Semarang

The Relationship between Exposure to Intermittent Fasting Content on Social Media and Eating Behavior of Diponegoro University Students

Dhea Amelia Putri¹, Ani Margawati¹, Fillah Fitra Dieny¹, Lilis Wijayanti¹

dheaaaaamelia19@gmail.com

ABSTRACT

Background: Social media has a significant role in influencing the lifestyle and eating behavior of individuals, especially among university students. Intermittent fasting (IF) has become a popular topic on social media platforms, yet its impact on eating behavior is not fully understood.

Objectives: This study aims to analyze the relationship between exposure to intermittent fasting content on social media and eating behavior of Diponegoro University students.

Methods: A cross-sectional study was conducted on 95 6th semester students at the Faculty of Medicine, Diponegoro University. Data were collected through standardized questionnaires, including Scale of Effects of Social Media on Eating Behaviour (SESMEB), Dutch Eating Behaviour Questionnaire (DEBQ), Body Shape Questionnaire (BSQ-8C), and nutrition knowledge questionnaire. Data were analyzed using the Kolmogorov-Smirnov test, Pearson test, Spearman's rho test, and multivariate multiple regression test.

Results: Bivariate analysis showed significant positive correlations between social media exposure and three dimensions of eating behavior: emotional eating ($r = 0.383$, $p = 0.001$), external eating ($r = 0.355$, $p = 0.001$), and restrained eating ($r = 0.211$, $p = 0.041$). Multivariate analysis revealed that body image acted as the main mediator, with 44.1% contribution of the independent variables to eating behavior.

Conclusion: There is a significant relationship between exposure to intermittent fasting content on social media and college students' eating behavior, with body image as a key mediator in the relationship.

Keywords: Intermittent fasting, social media, eating behavior, body image, university students.

¹Nutrition Science Study Program, Faculty of Medicine, Diponegoro University, Semarang