Hubungan Paparan Media Sosial dan Perilaku *Mindful Eating* dengan Kebiasaan Konsumsi Makanan Tinggi Kalori Pada Mahasiswi S1 Gizi Universitas Diponegoro

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ABSTRAK

Latar Belakang: Mahasiswi pada masa dewasa awal rentan membentuk kebiasaan makan yang kurang sehat, termasuk konsumsi makanan tinggi kalori yang dipengaruhi konten media sosial dan rendahnya kesadaran *mindful eating*. Penelitian ini menganalisis hubungan paparan media sosial dan perilaku *mindful eating* dengan kebiasaan konsumsi makanan tinggi kalori pada mahasiswi S1 Gizi Universitas Diponegoro.

Metode: Penelitian menggunakan desain *cross-sectional* dengan sampel 64 mahasiswi yang dipilih melalui teknik *purposive sampling*. Data yang dikumpulkan adalah kebiasaan konsumsi makanan tinggi kalori, *Mindful Eating,* paparan media sosial, uang saku, akses fisik terhadap makanan, dan pengaruh teman sebaya. Uji normalitas data menggunakan *Kolmogorov–Smirnov*. Analisis bivariat menggunakan korelasi *Spearman Rank*, dan analisis multivariat menggunakan regresi linier berganda.

Hasil: Analisis bivariat menunjukkan bahwa paparan media sosial dan perilaku *mindful eating* berhubungan signifikan dengan kebiasaan konsumsi makanan tinggi kalori (p<0,005). Namun, setelah dilakukan analisis multivariat dengan variabel lain hanya perilaku *mindful eating* yang berpengaruh signifikan dengan kebiasaan konsumsi makanan tinggi kalori (p=0,000).

Simpulan: Perilaku *mindful eating* merupakan faktor yang paling dominan dalam memengaruhi kebiasaan konsumsi makanan tinggi kalori, sedangkan variabel paparan media sosial, pengaruh teman sebaya, uang saku, dan akses fisik terhadap makanan tidak menunjukkan pengaruh yang signifikan setelah dikontrol oleh seluruh variabel.

Kata kunci: *Makanan tinggi kalori, paparan media sosial, mindful eating, mahasiswi.*

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The Relationship Between Social Media Exposure and Mindful Eating Behavior with High-Calorie Food Consumption Habits Among Undergraduate Female Nutrition Students at Diponegoro University

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ABSTRACT

Background: Female undergraduate students in early adulthood are vulnerable to developing unhealthy eating habits, including the consumption of high-calorie foods influenced by social media content and low awareness of mindful eating. This study aimed to analyze the association between social media exposure and mindful eating behavior with high-calorie food consumption habits among undergraduate Nutrition students at Diponegoro University.

Methods: This study employed a cross-sectional design with a sample of 64 female students selected using purposive sampling. Data collected included high-calorie food consumption habits, mindful eating behavior, social media exposure, pocket money, physical access to food, and peer influence. Data normality was tested using the Kolmogorov–Smirnov test. Bivariate analysis was conducted using Spearman Rank correlation, and multivariate analysis was performed using multiple linear regression.

Results: Bivariate analysis showed that social media exposure and mindful eating behavior were significantly associated with high-calorie food consumption ($p < 0.005$). However, multivariate analysis revealed that only mindful eating behavior had a significant effect on high-calorie food consumption ($p = 0.000$).

Conclusion: Mindful eating behavior was the most dominant factor influencing high-calorie food consumption, while social media exposure, peer influence, pocket money, and physical access to food showed no significant effect after controlling for all variables.

Keyword: *High-calorie foods, social media exposure, mindful eating, Female undergraduate students.*

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