

THESIS

**THE EFFECT OF HIGH-SUGAR FOOD LABELS ON FOOD SELECTION
ATTITUDES, SNACKING PATTERNS, AND FOOD PURCHASE INTENTIONS
AMONG FEMALE ADOLESCENTS**



Arranged by:

Ananda Anisa Rohma

422021728004

DEPARTMENT OF NUTRITION SCIENCE

FACULTY OF HEALTH SCIENCE

UNIVERSITAS DARUSSALAM GONTOR

PONOROGO

2025

APPROVAL SHEET

THESIS

It is hereby stated that the thesis with the title:

**THE EFFECT OF HIGH-SUGAR FOOD LABELS ON FOOD SELECTION
ATTITUDES, SNACKING PATTERNS, AND FOOD PURCHASE INTEREST
AMONG FEMALE ADOLESCENTS**

Written by:

Ananda Anisa Rohma

422021728004

It has been reviewed and recommended to meet scientific standards, in terms of both scope and quality.

It has been approved to be presented on : Sunday, 16 February 2025

Supervisor 1

Lulu' Luthfiya, S.Gz., M.P.H.
NIDN. 0718019203



Supervisor 2

Nur Amala, S.Gz., M.Gz.
NIDN.



Approved by

**Head of Nutrition Science Department
Faculty of Health Science, Universitas Darussalam Gontor**



(Lulu' Luthfiya, S.Gz., M.P.H.)
NIDN. 0718019203

UNIVERSITAS DARUSSALAM GONTOR

VALIDITY SHEET

It is hereby stated that the thesis with the title:

**THE EFFECT OF HIGH-SUGAR FOOD LABELS ON FOOD SELECTION
ATTITUDES, SNACKING PATTERNS, AND FOOD PURCHASE INTEREST
AMONG FEMALE ADOLESCENTS**

Written by:

ANANDA ANISA ROHMA

422021728004

Has been tested and approved & before the Thesis Examiner Board

On : 16 February 2025

Examiner Board

Supervisor 1

Lulu' Luthfiya, S.Gz., M.P.H.
NIDN. 0718019203



Supervisor 2

Nur Amala, S.Gz., M.Gz.
NIDN.



Examiner 1

Fathimah, S.Gz., MKM.
NIDN. 0705057702



Approved by,

**Head of Nutrition Science Department
Faculty of Health Science, Universitas Darussalam Gontor**



(Lulu' Luthfiya, S.Gz., M.P.H.)

NIDN. 0718019203

ABSTRAK

PENGARUH LABEL MAKANAN TINGGI GULA TERHADAP SIKAP PEMILIHAN MAKANAN, POLA JAJAN, MINAT BELI MAKANAN PADA REMAJA PUTRI

Ananda Anisa Rohma
NIM 422021728004

Konsumsi gula pada remaja mengalami peningkatan pada tahun 2019 mencapai 154,83 kg hingga tahun 2022 mencapai 165,31 kg serta mengalami peningkatan di setiap negara. Salah satu faktor yang mempengaruhi asupan gula adalah label makanan. Salah satu faktor yang mempengaruhi asupan gula adalah label makanan. Label makanan memuat informasi gizi, salah satunya terkait jumlah gula yang terkandung dalam suatu produk. Penelitian ini bertujuan untuk menganalisis pengaruh label makanan tinggi gula terhadap sikap pemilihan makanan, pola jajan, dan minat beli pada remaja putri. Penelitian ini merupakan penelitian kuantitatif dengan metode Quasi Experiment rancangan Time Series Repeated Treatmat Design penelitian ini terdiri dari satu kelompok diberikan pre-test selanjutnya diberikan perlakuan metode ceramah selama 7 hari lalu diberikan post-test 1, kemudian perlakuan kedua yaitu intervensi berupa label makanan selama 14 hari dan dilanjutkan post-test 2. Penelitian ini memberikan intervensi berupa label makanan yang ditempel pada setiap jajanan dengan 3 kategori label yaitu label makanan tinggi gula, label makanan gula sedang, dan label makanan rendah gula. Jumlah sampel sebesar 37 responden yang didapat dengan menggunakan rumus Lameshow beda rata-rata. Teknik pengambilan sampel dengan metode purposive sampling. Analisis data menggunakan uji *friedman* dan dilanjutkan menggunakan analisis *post-hoc* uji *wilcoxon* dengan nilai (p -value <0,05). Hasil terdapat pengaruh yang signifikan label makanan tinggi gula terhadap sikap pemilihan makanan, pola jajan, dan minat beli makanan pada setiap kelompok dan antar kelompok (p -value = 0,000). Kesimpulan dari penelitian ini terdapat pengaruh label makanan tinggi gula terhadap sikap pemilihan makanan, pola jajan, dan minat beli makanan pada remaja putri.

Kata Kunci: label makanan, minat beli, pola jajan, remaja putri, sikap pemilihan makanan

ABSTRACT

THE EFFECT OF HIGH-SUGAR FOOD LABELS ON FOOD SELECTION ATTITUDES, SNACKING PATTERNS, AND FOOD PURCHASE INTENTIONS AMONG FEMALE ADOLESCENTS

Ananda Anisa Rohma
NIM 422021728004

Sugar consumption in adolescents has increased in 2019 reaching 154.83 kg until 2022 reaching 165.31 kg and has increased in every country. One of the factors influencing sugar intake was food labels. Food labels provide nutritional information, including the amount of sugar in a product. This research aimed to analyze the effect of high-sugar food labels on food selection attitudes, snacking patterns, and purchase intentions among female adolescents. This study was quantitative research using a Quasi-Experimental method with a Time Series Repeated Treatment Design. The study consisted of a single group given a pre-test, followed by a lecture method treatment for 7 days, then a post-test 1. The second treatment involved a 14-day intervention using food labels, followed by post-test 2. The intervention included food labels placed on snacks with three categories: high-sugar, medium-sugar, and low-sugar food labels. The sample consisted of 37 respondents obtained using the Lameshow formula for different mean calculations. The sample selection technique was purposive sampling. Data was analysed is used by the Friedman test, followed by post-hoc analysis with the Wilcoxon test with value ($p\text{-value} < 0.05$). There was a significant effect of high sugar food labeling on food selection attitudes, snacking patterns, and food purchase intention in each group and between groups ($p\text{-value} = 0.000$). Conclusion of this research there was a significant effect of high-sugar food labels on food selection attitudes, snacking patterns, and food purchase intentions among female adolescents.

Keywords: food labels, purchase intentions, snacking patterns, female adolescents, food selection attitudes.

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

AUTHENTICITY STATEMENT

It is hereby declared by,

Name : Ananda Anisa Rohma
NIM : 422021728004
Faculty : Health Science
Study Program : Nutrition Science
Thesis Title : The Effect of High-Sugar Food Labels on Food Selection Attitudes, Snacking Patterns, and Food Purchase Intentions Among Female Adolescents

I sincerely declare that the research contained in this thesis is my own work and does not belong to anyone else. This thesis has never been published before, except for some parts with original references.

If in the future it is found that this work is plagiarism, I am ready to be given administrative and academic sanction.

Ponorogo, February 10th 2025

Writer,



Ananda Anisa Rohma

NIM. 422021728004

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

ACKNOWLEDGMENT

All praises and gratitude were offered to Allah SWT for His grace, guidance, and blessings, which enabled the author to complete the thesis proposal entitled "The Effect of High-Sugar Food Labels on Food Selection Attitudes, Snacking Patterns, and Purchase Intentions Among Female Adolescents." Prayers and peace were also extended to the Prophet Muhammad SAW, who guided humanity from the era of ignorance to the era illuminated with faith and knowledge.

Upon the completion of this thesis proposal, the author expressed gratitude to:

1. Al-Ustadz Prof. Dr. K.H. Hamid Fahmi Zarkasy, M.A.Ed., M.Phil, as the Rector of Universitas Darussalam Gontor, along with Al-Ustadz Dr. Abdul Hafidz Zaid, M.A, Al-Ustadz Setiawan bin Lahuri, M.A, and Al-Ustadz Dr. Khoirul Umam, M.Ec, as well as Dr. Royyan Ramdhani Djayusman, M.A, as Vice Rectors of Universitas Darussalam Gontor.
2. Al-Ustadz apt. Amal Fadholah, S.Si., M.Si, as the Dean of the Faculty of Health Sciences of Universitas Darussalam Gontor.
3. Al-Ustadzah Lulu' Luthfiya, S.Gz., M.P.H., as The Head of Nutrition Science Departement and first advisor, provided guidance and support and always made time to help the author complete this thesis successfully.
4. Al-Ustadzah Nur Amala, S.Gz., M.Gz., as the second advisor, who provided assistance, direction, and motivation until the completion of this thesis.
5. Al-Ustadzah Fathimah, S.Gz., MKM., as the examiner, offered valuable input and guidance to improve the quality of this thesis.
6. The beloved family, Mother Yossi Fitri, Father Budi Hardianto, siblings Dina Safira Fitria and Hafitz Aprizal Ardiansyah, who always offered prayers, support, encouragement, and motivation, allowing the author to complete this thesis with immense gratitude.
7. Fellow comrades from the Nutrition Class of 2021, thank you for your prayers and support throughout our shared journey.
8. All parties who offered assistance, prayers, and support during the thesis writing process.

The author sincerely apologizes for any mistakes and shortcomings during the writing process. Fully aware that this work was far from perfect, the author welcomed constructive criticism and suggestions to improve the quality of this work. May this research be beneficial for both the author and readers in the future.

Ngawi, 18 February 2025



The Author



TABLE OF CONTENTS

APPROVAL SHEET	i
VALIDITY SHEET	ii
ABSTRAK	iii
ABSTRACT	iv
AUTHENTICITY STATEMENT	v
ACKNOWLEDGMENT	vi
TABLE OF CONTENTS	viii
LIST OF TABLE	x
LIST OF FIGURE	xi
CHAPTER 1. INTRODUCTION.....	1
1.1 Research Background	1
1.2 Research Problems.....	5
1.3 Research Objectives.....	5
1. General Objective.....	5
2. Specific Objectives.....	5
1.4 Research Benefits	5
1. Theoretical Benefits	5
2. Theoretical Benefits	5
1.5 Authenticity Research.....	6
CHAPTER 2. LITERATURE REVIEW	8
2.1 Basic Theory	8
1. Female Adolescent	8
2. Food Labels	11
3. Sugary Food	15
4. Food Choice Attitude.....	16
5. Snacking Patterns	19
6. Purchase Intentions in Food	24
7. Maqashid Syari'ah	26
2.2 heoretical Framework	30
2.3 Conceptual Framework.....	30
2.4 Hypothesis	30

CHAPTER 3. RESEARCH METHOD.....	31
3.1 Research Design	31
3.2 Research Period and Location	31
3.3 Population and Sample	31
3.4 Research Variables	33
3.5 Variable Operational Definition.....	34
3.6 Research Tools and Materials	34
3.7 Ethical Clearance	36
3.8 Research Procedures	36
3.9 Data Analysis	38
3.10 Research Flow Chart.....	39
3.11 Research Schedule	40
CHAPTER 4. RESULTS AND DISCUSSION.....	41
4.1 Research Results	41
4.2 Discussion	44
CHAPTER 5. CONCLUSION AND SUGGESTIONS	55
5.1 Conclusion	55
5.2 Recommendations.....	55
REFERENCES	56
ATTACHMENT	64

LIST OF TABLE

Table 1. Authenticity Research.....	6
Table 2. Operational Definition of Variables.....	34
Table 3. Research Schedule.....	40
Table 4. Respondent Characteristics.....	41
Table 5. Characteristics of Attitudes Toward Food Choices, Snacking Patterns (Intake and Frequency), and Food Purchase Intentions in Female Adolescents.....	42
Table 6. The Influence of High-Sugar Food Labels on Attitudes Toward Food Choices, Snacking Patterns (Intake and Frequency), and Food Purchase Intentions in Female Adolescents.....	42
Table 7. The Results of The Post-Hoc Analysis with the Wilcoxon test for Attitudes Toward Food Choices, Snacking Patterns (Intake and Frequency), and Food Purchase Intentions.....	43



LIST OF FIGURE

Figure 1. Food Label Media	15
Figure 2. Theoretical Framework	30
Figure 3. Conceptual Framework	30
Figure 4. The research design model was a Quasi-Experimental design with a Time Series Repeated Treatment design.....	31
Figure 5. Research Flow Chart.....	39

