

CHAPTER 1

INTRODUCTION

1.1. Research Background

Indonesians are at high risk of excessive fat consumption based on the analysis of the Individual Food Consumption Survey, 29.7% of Indonesians consume more fat than the recommendations levels.¹ One of the effects of increased high fat intake is obesity.² According to the 2018 Riskesdas report stated, the percentage of obesity in Central Java is 20.4% in women has a higher prevalence of 27.5% while men with a prevalence of 13.1%, according to district prevalence, the obesity prevalence in Batang Regency is 7.49%.³

Sirly's research (2021) stated that the lifestyle of Indonesian people by consuming food, sweet drinks, and fatty foods is a factor contributing to excessive fat intake in Indonesia.⁴ The adolescent age group between 13-18 years old had a tendency to consume excess fat by 40.7%.⁵ Based on research by Riris (2016) in Batang, Central Java, it showed that 81.5% of adolescents consume fatty foods, with an average high-fat consumption of 98.05 grams per day.⁶

A factor that influences fat intake is food labeling. One of the things found on food labels is information about the fat content of a food product. A survey conducted by the Consumer Protection Agency states that only 7.9% of consumers in Indonesia read food labels.⁷ The Food and Drug Administration

¹ Atmarita, A., et.al, 2017, Asupan Nasional menyatakan Gula, Garam, dan Lemak di Indonesia : Analisis Survei Konsumsi Makanan Individu (SKMI) 2014, Gizi Indonesia

² World Health Organization. 2020, Global recommendation oh physical activity for health

³ Riset Kesehatan Dasar. Laporan Hasil Kesehatan Dasar. 2018. Pravelensi Obesitas

⁴ Sirly Eka, 2021, Tingkat Asupan Makronutrien dan Gaya Hidup terhadap Risiko terjadinya obesitasdi lima Provinsi di Indonesia, Jurnal Mutu Pangan, IPB, Bogor

⁵ Sirly Eka, 2021, Tingkat Asupan Makronutrien dan Gaya Hidup terhadap Risiko terjadinya obesitasdi lima Provinsi di Indonesia, Jurnal Mutu Pangan, IPB, Bogor

⁶ Eryani Riris et.al, Hubungan Konsumsi Buah, Sayur dan Makanan berlemak dengan Obesitas pada Ibu Rumah Tangga di Amorongrogo, Limpung, Batang, Poltekkes Semarang

⁷ Badan Perlindungan Konsumen Nasional, 2018, Hasil Kajian Badan Perlindungan Konsumen Nasional di Bidang Pangan Terkait Perlindungan Konsumen, Jakarta

(BPOM) reported that 37.6% of consumers do not check the composition of food on the packaging.⁸

Food labels affect eating habits or diet in adolescents.⁹ The results of a study in the United States showed that there was a significant difference in the average dietary intake of energy, total fat, cholesterol, sodium, fiber, and sugar between those who paid attention to food labels and those who did not pay attention to food labels.¹⁰ Shinta's research (2018) stated that the low habit of reading food labels makes consumers to choose unhealthy foods.¹¹ Teenagers spend most of their time at school, the biggest contributor to energy is the snacks available at school or food sold around the school, according to the BPOM survey, snacks contribute 31.1% of energy.¹²

Adolescence is a group that is vulnerable to various nutritional problems caused by unhealthy eating habits or eating patterns, such as consuming a lot of packaged food. Packaged foods are required to include food labels to make it easier for consumers to choose food.¹³ Food labels influence food selection.¹⁴ Labels on food packaging make it easier for consumers to get correct and clear information about food before deciding to consume it.¹⁵ According to Sela's research (2020) a person will choose food by considering the nutritional or health content of the food, such as food rich in contains lots of vitamins, minerals, fiber, and contains natural ingredients. With a good food selection, a person will better

⁸ Badan Pengawas Obat dan Makanan, 2018, Label Olahan Pangan, Jakarta

⁹ Margarini Dita, 2021, Pengaruh Edukasi Nutrition Facts Terhadap Pemilihan Makanan Kemasan Remaja di Kota Yogyakarta, Ilmu Kesehatan Masyarakat, Universitas Gajah Mada

¹⁰ Ollberding NJ, Wolf RL, Contento I. Food label use and its relation to dietary intake among US adults. *J Am Diet Assoc.* 2020 Aug;110(8):1233–7.

¹¹ Fitri Nurul dkk, 2020, Pengetahuan dan Kebiasaan Membaca Label Informasi Nilai Gizi Makanan Kemasan dengan Status Gizi, *Jurnal GIZIDO Vol 12, No1*, Yogyakarta

¹² Badan Pengawas Obat dan Makanan, 2018, Label Olahan Pangan, Jakarta

¹³ Margarini Dita, 2021, Pengaruh Edukasi Nutrition Fact Terhadap Pemilihan Makanan Kemasan Remaja di Kota Yogyakarta, Ilmu Kesehatan Masyarakat, Universitas Gajah Mada

¹⁴ Destari, S.C.(2022) Hubungan Tingkat Pengetahuan Label Pangan dengan Status Gizi Remaja

¹⁵ Anggraini, S., Handayani, D., & Kusumastuty, I. (2018). Tingkat Pengetahuan Cara Membaca Label Informasi Gizi Mahasiswa Status Gizi Normal Lebih Baik dibandingkan Mahasiswa Obesitas. *Indonesian Journal of Human Nutrition*, 5(2), 74–84. <https://doi.org/10.21776/ub.ijhn.2018.005.02.2>

maintain health.¹⁶ According to Shinta's research (2018), the low habit of reading food labels makes consumers choose unhealthy foods.¹⁷

Indonesian millennials tend to be aware of the nutritional value and nutritional information of what they consume. Thus, the food industry includes information on the nutritional content needed by the public to attract food purchases within Indonesian society.¹⁸ Silaningsih's research (2018) stated that the quality of food content information has a significant effect on purchase interest. The quality of food has a very close relationship with consumer attitudes where food that has quality provides an incentive for consumers to buy the food.¹⁹

Health and perceived value have a significant and positive influence on purchase intentions. This shows that higher consumer awareness of health and perceived value will encourage consumer interest in purchasing food products.²⁰ Nutritional information on food is one of the factors of a person's purchasing interest to satisfy a person's desire or need for nutritional value information on food.²¹ As one of the pillars of the Balanced Nutrition Guidelines is that a person should be able to read and understand about food labels, to choose and determine food ingredients that are safe for consumption to regulate a healthy lifestyle.²²

Islam defines the main purpose of its existence as the preservation of religion, soul, mind, property and offspring. At least three of those mentioned above are related to health, namely the soul, mind, and offspring Islam

¹⁶ Santoso Sela Ovina, et.al Faktor yang Mempengaruhi Pemilihan Makanan Remaja di Surabaya, 2020, Universitas Kristen Petra

¹⁷ Anggraini, S, Handayani, D. 2018, Tingkat Pengetahuan Cara Membaca Label Informasi Gizi Mahasiswa Status Gizi Normal Lebih Baik dibandingkan Mahasiswa Obesitas, Indonesian Journal of Human Nutrition, Vol 5 No 2 74-84

¹⁸ Maylinda Angelina, 2020, Pengaruh logo Halal dan Nilai Gizi terhadap minat beli konsumen, Surabaya

¹⁹ Silaningsih, E., & Utami, P. (2018). Pengaruh marketing mix terhadap minat beli konsumen pada usaha mikro kecil dan menengah (umkm) produk olahan makanan ringan. Jurnal sosial humaniora, 9(2), 144. <https://doi.org/10.30997/jsh.v9i2.1382>

²⁰ Nurhasanah, S., Munandar, J. M., & Syamsun, M. (2017). Faktor-Faktor yang Mempengaruhi Minat Beli Produk Makanan Olahan Halal pada Konsumen.

²¹ Liza Tanjilul, 2023, Pengaruh Kualitas Produk, Harga dan Word Of Mouth Terhadap Minat Beli di Kabupaten Majalengka, UIN Sunan Gunung Djati, Bandung

²² Riset Kesehatan Dasar. Laporan Hasil Kesehatan Dasar. 2018. Pravelensi Obesitas

recommends maintaining physical and spiritual health. In the context of physical health, the Prophet Muhammad once reprimanded some of his companions who intended to go beyond the limits of worship because their physical needs were neglected, which automatically disrupted their health.²³

The Prophet said: "Verily your body has a right over you" (HR al-Bukhari) "And in the words of the Al-Quran:

"O you who believe! Eat of the good (lawful) things we have given you, and give thanks to Allah, if indeed you worship Him alone" (Al-Baqarah 172). Therefore, the purpose of this study is to conduct an intervention related to labeling high-fat foods to see the effect on snacking patterns, food selection attitudes, and food purchase intentions in adolescent girls.

1.2. Research Problem

Is there an effect of high-fat food labeling on snacking patterns, food selection attitudes, and food purchase intentions?

1.3. Research Objective

1. General Purpose

The purpose of this study was to analyze the effect of high-fat food labels on snacking patterns, food selection attitudes, and food purchase intentions in adolescent girls.

2. Specific Objectives

- a. To describe the characteristics of respondents.
- b. To describe high-fat food labeling, snacking patterns, food selection attitudes, and food purchase intentions.
- c. To analyze the influence of high-fat food labels on snacking patterns in adolescent girls.
- d. To analyze the influence of high-fat food labels on food selection attitudes in adolescent girls.

²³ Jasmi Azmi Kamarul, 2019 Halalan Tayyiban Asas Pemakanan Islam : Surah Al-Baqarah 168-172, Universitas Teknologi Malaysia

- e. To analyzing the effect of high-fat food labels on food purchase intentionss in adolescent girls.

1.4. Research Benefits

1. Theoretical Benefits

The theoretical benefit is that it provides a platform for implementing learning and broadening insight into the influence of high-fat food labels on snacking patterns, food selection attitudes, and food purchase intentions.

2. Practical Benefits

The practical benefit is that it can provide food labels on every snack. As well as increasing knowledge about the importance of reading food packaging labels and consumer protection on snacking patterns, food selection attitudes, and food purchase intentions.

1.5. Authenticity of Research

Table 1. Authenticity of Research

No.	Research Title	Research Design	Variabel	Results	Difference with thesis research
1.	Level of Knowledge of How to Read Nutrition Information Labels on Packaging Food Selection Behavior in Obese Students and Normal Nutrition Status (Shinta Anggraini, 2018)	<i>Cross sectional</i>	Dependent: Food selection behavior Independent: Knowledge level	There is a significant relationship (p=0.043) which is quite strong and unidirectional between respondents' knowledge and the behavior of reading nutritional value information labels.	Dependents: Diet, food selection attitude, food purchase intentions Independent : High Fat Food Label Research Methods: Quasi experiment with pre-test post-test group design Time Series Repeated Treatment Design.
2.	Nutrition Fact Knowledge and Packaged Food Selection of Obese Students between Methods Edukasi	Quasi eksperimen using the pre-test post-test group design	Dependents: Nutrition facts knowledge level and selection of packaged food Independent : Personal Education dan	There was a significant difference between the pre-test and post-test results of the level of knowledge in both groups (p=0.000)	Dependents: Diet, food selection attitude, food purchase intentions Independent : High Fat Food

No.	Research Title	Research Design	Variabel	Results	Difference with thesis research
	Personal and Lecture (Isminingtyas, 2018)		lecture	and the selection of packaged food in the personal education group ($p=0.000$). There was no significant difference in the selection of packaged food between the pre-test and post-test results in the lecture group ($p=0.317$). There was a significant difference in the post-test results of the level of knowledge ($p=0.038$) and the selection of packaged food ($p=0.000$) between the two groups after being given nutrition education.	Label Research Methods: Quasi experiment with pre-test post-test group design Time Series Repeated Treatment Design.
3.	The Effect of Two-Dimensional Food Model Educational Media on Understanding Nutrition Label and Healthy Food Selection in Adolescents (Nur Khoiriyah et.al, 2024)	<i>Quasi-experimental</i>	Dependent: Educational Food Model Independent : Nutrition Label Understanding and Healthy Food Selection in Adolescents	The results state that there is an effect of two-dimensional food model education media on understanding nutrition labels ($p = 0.000$) and Healthy Food Choices in Adolescents ($p = 0.042$).	Dependents: Diet, food selection attitude, food purchase intentions Independent : High Fat Food Label Research Methods: Quasi experiment with pre-test post-test group design Time Series Repeated Treatment Design.
4.	Nutrition Label Reading Ability with Consumption of Packaged Food and Beverages (Cindy	Systematic review	Dependent: Label Reading Ability Independent: Food and Beverage Packaging	There is a significant relationship ($p=0.012$) between the use of nutrition labels with healthy food consumption. most respondents	Dependents: Diet, food selection attitude, food purchase intentions Independent : High Fat Food

No.	Research Title	Research Design	Variabel	Results	Difference with thesis research
	Anastacia et.al, 2022)			are less concerned about reading nutrition labels. nutrition label writing must be written simply so that readers can easily understand healthier foods.	Label Research Methods: Quasi experiment with pre-test post-test group design Time Series Repeated Treatment Design.
5.	Comparing the Effect of Four Front of Package Nutrition Labels On Consumer Purchases of Five Common Beverages and Snack Food:Results from a Randomized Trial	Quasi eksperimen using the pre-test post-test group design	Dependen : Nutrition Labels, Consumer Purchases Independen: Beverages and Snacks	Participants who noticed the labels (n ¼ 1,993), were 4.5 percentage points (95% CI e7.0 to e1.9) more likely to purchase 100% fruit juice (compared to multiple traffic light) and 3.3 (95% CI 0.4 to 6.2) and 3.0 percentage (95% CI 0.1 to 6.1)	Dependents: Diet, food selection attitude, food purchase intentions Independent : High Fat Food Label Research: Quasi experiment with pre-test post-test group design Time Series Repeated Treatment Design.