

Attitude and Frequency of Fast-Food Consumption in Students of Family Welfare Education Study Program

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Abstract. Students prefer to eat fast food for their daily meals-day. The lack of understanding and a selective and wise attitude among students are likely to contribute to a healthy diet. This study aimed to define the attitudes and frequency of fast-food consumption among students of the Family Welfare Education Program (PKK). This type of analysis was a quantitative descriptive study. This study population was 180 PKK students with a concentration in Catering, Batch 2015, and 2017. The research sample consisted of 64 people who were taken using a basic random sampling technique. This study's findings indicate that the attitudes of students of the PKK Study Program towards fast food are in the medium category, namely 28.2%, and the frequency of fast-food consumption, whereas students of the PKK Study Program are in a low category, namely 28.2%.

Keywords: Attitude; Consuming Frequency; Fast Food

1 Introduction

The development of science, technology, and lifestyle changes wants instantaneous things to make fast food popular. Fast food is defined as food that is processed and served quickly and practically. These foods contain lots of fat and sugar, oil, salt, and high calories, but have low nutritional value and quality [1]-[2]. There are many types of fast food, such as nuggets, burgers, French fries, canned food, pizza, chips, soft drinks, and other types of food that are easy to serve and eat [3]-[4]. This food is almost popular with all people, from children to adults. Nevertheless, behind the enjoyment of this type of food, fast food has many adverse effects on the body.

According to [5] fast food has several characteristics; namely, it does not take long to prepare, can be taken anywhere and can be eaten immediately, can be devoured, and also quickly absorbed into the bloodstream. However, these foods contain lots of chemicals and synthesis. It is also calorie-dense, very flavorful because of the content of artificial sweeteners, salt, and coloring agents. Fast food is also considered as one of the trends in the culinary industry in the world. It is evidenced by the increasing consumption of fast food worldwide [6]. The results of a survey Mastercard entitled Consumer Purchasing Priorities to show that 80% of Indonesians choose fast-food restaurants as places to eat [7]. According to [8], education, income, employment, awareness of the composition of fast food, availability of fast-food restaurants, and advertisements are factors that influence fast food consumption.

Fast food intake also increases, especially among the younger generation [9]. The results of the study [10] report that the level of fast-food consumption among students is relatively

high, which is around 1-5 times a week. The preliminary observations from August to September 2019 show that students in the Family Welfare Education Study Program with Catering's concentration already know about nutrition and food science but still often consume fast food. Fast food outlets are still often chosen to eat, do assignments, or gather with peers. Based on the background of the problems above, this study aims to describe the knowledge, attitudes, and frequency of consuming fast food in PKK Study Program students.

2 Methodology

This type of research was descriptive quantitative. This study's population was 180 people consisting of students of the Catering Concentration PKK Study Program in 2015 and 2017. The study sample was 64 people using the simple random sampling method. The data collection techniques in this study used a test sheet, a questionnaire, and a sheet Food Frequency Questionnaire (FFQ). The research data were analyzed descriptively quantitatively using Microsoft Excel.

3 Result and Discussion

3.1 Attitudes of Eating Fast Food

This study describes student attitudes towards fast food as measured by acceptance, response, respect, and responsibility. The results of the study in Figure 2 describe that 23% of respondents are in the very low category, 27% of respondents are in a low category, 28% of respondents are in the medium category, 19% of respondents are in the high category, and 3% of respondents are in the same high category. The results also revealed that as many as 21% of respondents had attitudes that tended to be high, and 50% of respondents had attitudes that tended to be low.

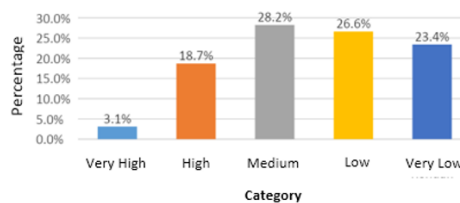


Fig 1. Categorization of Attitudes in Consuming Fast Food

The attitude of acceptance can be seen from students' assessment where fast food is food that cannot be avoided because it is considered part of a suitable lifestyle to accompany the times. This opinion is supported by a statement [11], which reveals that currently enjoying fast food is no longer to meet primary needs but as part of a lifestyle. Acceptance of fast food can be seen from a fair interest in students choosing to eat it even though this kind of food is packed, attractive, functional, tasty, and sold at affordable prices. It has, of course, been a strong foundation for students not to consume fast food repeatedly since these foods are known not to have an excellent nutritional value [12]. Students have argued that fast food is not the only food substitute that can be eaten. Students assume that these foods are only tasty and full, but they do not help the body. Students also believe that fast food contains high cholesterol or food additives and would affect health issues if eaten continuously.

Besides, students often believed that there was no need to suggest fast food to family, friends, or other surroundings. This argument may be motivated by the experience and competence that students have gained from the lecturer's bench, leading them not to eat or suggest fast food. Students also consider saving money and tend to prepare their food instead of eating fast food. Students determine that fast food is vulnerable to addictive or addictive taste. The assertion confirms it, which shows the effect of fast-food intake, namely an increase in the risk of heart disease, addiction, increased body weight, an increase in the risk of cancer, diabetes, and high blood pressure. The students' final attitude was also evident from the students' willingness to discourage or reduce the intake of fast food. Students are known to be concerned about the harmful impacts caused when they regularly eat fast food. Students also claimed that if they were to consume fast food, they would compensate by consuming fruit and vegetables and exercising daily.

3.2 The Frequency of Consuming Fast Food

The results of the research are in Figure 2. It describes that as many as 19% of respondents are in the very low category, 28% are in a low category, 17% are in the medium category, 20% are in the high category, and 16% of respondents are in the very high category. The results also reveal that as many as 36% of respondents have a high-frequency consumption, and 47% have a low-frequency consumption.

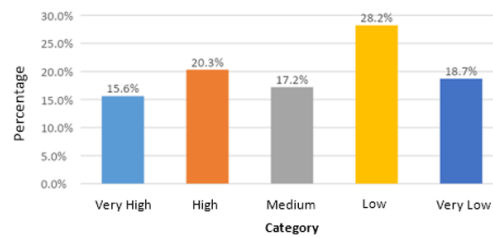


Fig 2. Categorization of the Score Frequency of Consuming Fast Food

The research results on the frequency of consuming fast food in students can be broadly presented based on the acquisition of the highest processed fast food consumed in a specific period, as shown in Figure 3.

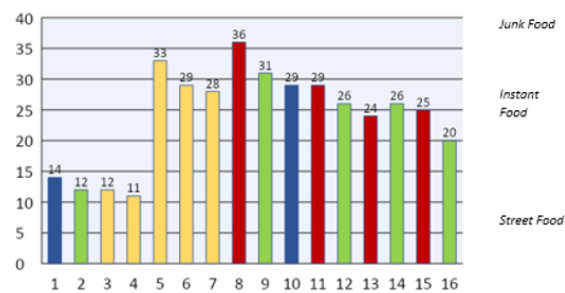


Fig 3. Frequency of Consuming Fast Food

Based on the above figure, the frequency of consuming fast food in the category always consumed consecutively is Ice Cream (13 people), Instant Noodles (12 people) Fried (12 people), and Batagor / Bakso Baked (11 people). Fast food in the categories often consumed consecutively are Bakso Noodles / Chicken Noodles (33 people), Batagor / Bakso Bakar / Cilok / Siomay (29 people), and Spring Roll / Fried Food (27 people). Fast food in the

occasional category consumed consecutively are Flour Fried Chicken (36 people), Processed Packaged Cheese (31 people), and Potato Chips (29 people). Fast food in the rarely consumed category is Spaghetti (29 people), Instant Soup / Instant Porridge / Spaghetti Instant (29 people), and Pizza (24 people), respectively. Meanwhile, fast food in the category never consumed in a row is Canned Food (26 people), pizza (25 people), and Asinan Food (20 people).

Accordingly, the frequency of consumption is the amount of daily food measured in quality and quantity. The frequency of consumption can be influenced by everything in a person's feelings and views expressed in actions, including consuming fast food. The act of consuming is a state that comes from one's feelings, thoughts, and views in choosing the type of food that occurs continuously to become a habit [13]. A person's actions are also closely related to the attitude and knowledge he has acquired. This statement is in line with the opinion [14], which states that if someone has good knowledge about fast food, so they tend to be more careful in choosing food in this case act to reduce or not choose to consume unhealthy foods because they contain risks that endanger health.

In this study, Respondents were 64 people, consisting of 57 women (89%) and seven men (11%). 59% or 38 respondents live outside the city of Padang or overseas students who are assumed to be far from their parents' reach and attention in choosing and consuming food. Based on the research data, it is known that the frequency of consuming fast food in PKK Study Program students is in a low category, with an achievement level of 28.2%. The frequency of consuming fast-food shows that fast food consumption is still low or within reasonable limits. It can be seen from the type of fast food, namely street food, which is generally always consumed by students with 38% in the category and 31% in the frequent category. Meanwhile, the type of fast food in the category sometimes consumed and rarely consumed by students is fast food with the respective percentages of 31% and 41%. On the other hand, the fast food that students never consume is instant food, with 53%.

The frequency of consuming fast food in the low category occurs because students have understood the risks or dangers arising from fast food. Students have understood that substances contained in fast food can cause harm if consumed in excess. [15]-[16] state that fast food has sodium content such as salt, MSG, and MSG and MSG. So that if you often consume fast food, it means you often consume sodium, and eventually, it will cause poisoning, and if in an acute state, it will cause edema and hypertension.

4 Conclusion

The attitude of PKK Study Program students towards fast food is in the medium category, namely 28% (18 people), and the frequency of consuming fast food PKK Study Program students is in a low category, namely 28% (18 people). Based on the research results obtained, it can be stated that the excellent knowledge of students about fast food can be seen in the attitude towards fast food in the medium category and the frequency of consuming fast food, which is in the low category (good).

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