

**PROGRAM STUDI S1 KEBIDANAN DAN PENDIDIKAN PROFESI
BIDAN FAKULTAS KEBIDANAN
INSTITUT KESEHATAN PAYUNG NEGERI PEKANBARU
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Hubungan Paparan Media Sosial Tentang Makanan Viral Dengan Asupan dan Status Gizi Pada Remaja di SMP Negeri 5 Pekanbaru

Xii + 121 Halaman + 8 Tabel + 9 Lampiran

ABSTRAK

Paparan media sosial tentang makanan viral pada remaja semakin meningkat dan diduga memengaruhi pola konsumsi serta status gizi melalui konten makanan yang menarik secara visual. Penelitian ini bertujuan mengetahui hubungan paparan media sosial tentang makanan viral dengan asupan dan status gizi remaja di SMP Negeri 5 Pekanbaru. Penelitian menggunakan desain kuantitatif dengan pendekatan *cross sectional*. Sampel berjumlah 84 responden yang dipilih menggunakan teknik *Stratified Random Sampling*. Data dikumpulkan melalui kuesioner paparan media sosial, formulir *24-hour recall* untuk menilai asupan gizi, serta pengukuran berat badan dan tinggi badan untuk menentukan status gizi berdasarkan IMT/U. Analisis data menggunakan uji *Chi-Square* dan korelasi Spearman. Hasil penelitian menunjukkan 63 responden (75,0%) terpapar media sosial tentang makanan viral, 77 responden (91,7%) memiliki asupan gizi kategori sering, dan mayoritas responden memiliki status gizi kurang sebanyak 34 responden (40,5%). Uji *Chi-Square* menunjukkan terdapat hubungan yang signifikan antara paparan media sosial tentang makanan viral dengan asupan gizi ($p\text{-value} < 0,001$; $OR = 24,8$; 95% $CI = 2,773\text{--}221,787$). Uji Spearman juga menunjukkan hubungan yang signifikan antara paparan media sosial dengan status gizi remaja ($r = 0,266$; $p\text{-value} = 0,014$). Disimpulkan bahwa paparan media sosial tentang makanan viral berhubungan dengan asupan dan status gizi remaja. Disarankan agar sekolah meningkatkan edukasi gizi dan literasi media sosial melalui program kesehatan sekolah untuk mendukung perbaikan asupan dan status gizi remaja.

Kata Kunci : Media Sosial, Makanan Viral, Asupan Gizi, Status Gizi, Remaja.
Daftar Bacaan : 71 (2021 – 2026)

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***The Relationship Between Social Media Exposure to Viral Food Content and
Dietary Intake and Nutritional Status Among Adolescents at State Junior High
School 5 Pekanbaru***

xii + 121 pages + 8 tables + 9 appendixes

ABSTRACT

Exposure to viral food content on social media among adolescents has increased and is believed to influence their dietary intake and nutritional status. This study aimed to determine the relationship between exposure to viral food content on social media and dietary intake and nutritional status among adolescents at State Junior High School 5 Pekanbaru. This study employed a quantitative method with a cross-sectional design. A total of 84 respondents were selected using stratified random sampling. Data were collected using a social media exposure questionnaire, a 24-hour dietary recall to assess dietary intake, and body weight and height measurements to determine nutritional status based on BMI-for-age. Data were analyzed using the Chi-Square test and Spearman's correlation test. The results showed that 63 respondents (75.0%) were exposed to viral food content on social media, 77 respondents (91.7%) were categorized as having frequent dietary intake, and most respondents were underweight (40.5%). The Chi-Square test showed a significant relationship between exposure to viral food content on social media and dietary intake ($p\text{-value} < 0.001$; $OR = 24.8$; $95\% CI = 2.773\text{--}221.787$). The Spearman's correlation test also showed a significant relationship between social media exposure and nutritional status ($r = 0.266$; $p\text{-value} = 0.014$). It can be concluded that exposure to viral food content on social media is associated with dietary intake and nutritional status among adolescents at State Junior High School 5 Pekanbaru. Schools are encouraged to strengthen nutrition education and social media literacy through school health programs to improve adolescents' dietary intake and nutritional status.

Keywords: Social Media Exposure, Viral Food Content, Dietary Intake, Nutritional Status, Adolescents.

References: 71 (2021 – 2026)