# RELATIONSHIP BETWEEN KNOWLEDGE LEVEL AND ADOLESCENT ATTITUDES TOWARDS FAST FOOD CONSUMPTION BEHAVIOR OF CLASS (X) STUDENTS AT TAMAN SISWA HIGH SCHOOL (TAMSIS) PEMATANGSIANTAR

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**Abstract**
This study aims to determine: (1) the level of knowledge of class (x) students at Taman Siswa high school (Tamsi) Pematangsiantar about fast food consumption. (2) The attitude of class (x) students at Taman Siswa high school (Tamsis) Pematangsiantar regarding fast food consumption. (3) The behavior of class (x) students at Taman Siswa high school (Tamsis) Pematangsiantar regarding fast food consumption. This type of research is a survey type research. This research was conducted from July to September 2019. The population in this study were high school students in class (x) at Taman Siswa High School (Tamsis) Pematangsiantar with a total of 303 students. The data collection technique uses the product moment correlation formula and reliability uses the Cronhbach alpha formula and involves 75 class (x) students at Taman Siswa Pematangsiantar High School as a response to the research instrument trial. The analysis technique uses descriptive analysis. The results of this study were: (1) The level of knowledge of class (x) students at SMA Taman Siswa (Tamsis) Pematangsiantar regarding the consumption of fast food (fast food) in the good category was 46 people (61.3%), in the less good category there were 29 people (38.7%). (2) Attitudes of class (x) students at Taman Siswa High School (Tamsis) Pematangsiantar regarding the consumption of fast food in the agree category as many as 55 people (73.3%) in the disagree category as many as 20 people (26.7%) .

Keywords: *Knowledge, Attitudes, Behavior, Consumption of fast food (fast food)*

## 1. INTRODUCTION

Food is one of the basic human needs that must be met. Without food humans cannot survive. The human body needs nutrients that can only be met by consuming food. The definition of food itself is a material other than medicine that contains nutrients and elements or chemical bonds that can be converted into nutrients by the body that are useful when put into the body (Sunita, 2009.)

Ready-to-eat food is a term for food that can be prepared and served quickly. While any food that can be prepared immediately may also be called ready-to-eat food, the term generally refers to food that is sold in a restaurant or establishment with low-quality preparations and served to customers in a package to take away. The term "fast food" is recognized in English dictionaries (Merriam-Webster in 1951).

In this era of globalization, food is easy to find in various places, people's lifestyle to consume fast food has become a habit. Fast food which is usually high in fat and sugar, but low in vitamins, fiber, minerals and micronutrients is increasingly preferred.

The increase in people's consumption patterns for fast food proves that Indonesian society at this time can be classified as a consumptive society. A person's behavior in consuming food is very subjective. In general, there are three influences on a person's consumption of food, namely (1) the family environment, where a person lives and is raised. (2) the environment outside the

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family social system that directly affects him and his family. (3) encouragement that comes from within or is called an internal factor (Marwati, 2000: 1). In general, this also affects a person's consumption behavior pattern towards fast food (fast food).

The motivation of teenagers in consuming fast food is divided into four, namely because of imitating other people, socializing, inviting friends and fun. In addition to other factors, namely the existence of advertising media. Advertisements can influence fast food consumption for teenagers. The more advertisements that teenagers see on television, the more factors that affect the increase in purchases of fast food. This is because watching television, especially watching fast food advertisements, has an impact on contributing to adolescents consuming food intake high in fat and low in nutrients.

In class X students is where the transition period is because students are getting to know each other, especially those who lived before going to school in an area, the transition period is a period of transition from circumstances (places, actions, etc.), it is not uncommon when students come home from school together his friends or family to eat at a fast food place. With this background, the researcher is interested in conducting research on "The relationship between the level of knowledge and attitudes of class X students towards fast food behavior at Taman Siswa Pematangsiantar High School".

## 1.1.Formulation of the problem

Based on the background, several problems can be formulated as follows:

1. What is the relationship between the level of knowledge and consumption behavior fast food
2. What is the relationship between the level of attitude towards students' behavior to consume fast food.
3. How is the relationship between the level of knowledge and attitudes towards behavior consumption of fast food

## 2.RESEARCH METHODS

## 2.1.Types of research

This type of research is descriptive correlation through a cross-sectional approach, where data collection for the dependent variable and independent variables is carried out together through a questionnaire instrument. Research is a way to find answers to questions or problem formulation by using systematic and scientific procedures (Endang, 2011:1)

## 2.2.Research sites

This research was conducted on tenth grade students at SMA TAMSIS Pematangsiantar which is located at Jalan Kartini No. 18, Weigh Galung, West Siantar, Pematangsiantar City, North Sumatra 21112. This research was conducted in class (X) of SMA TAMSIS Pematangsiantar.

## 2.3.Research time

This research was conducted from July to September 2019.

## 2.4.Data analysis

1. Univariate analysis

This analysis has the goal of describing each of the variables studied. The analysis for this data is categorically presented in the form of a frequency distribution table. Testing each variable using tables and interpreting according to the results obtained.

2. Bivariate analysis

This analysis was carried out to find out the comparison between the variables that have been selected from the sample group so that the differences and similarities are known. This analysis was carried out using statistical procedures and hypothesis testing. Where the principle of the hypothesis is to make comparisons between sample values (data obtained from research) with the proposed hypothesis values. The variables in this study are ordinal (categorical) so that u use chi square.

# 3.RESULTS AND DISCUSSION

## 3.1.Respondent Knowledge

In this study, the respondents were 75 students at Taman Siswa High School with the most good knowledge, namely 46 respondents and at least 29 respondents based on the chi square test obtained a p value <0.05 meaning that there was a significant relationship between students' knowledge of fast food behavior.

Knowledge is obtained from learning, experience, time and situations that are used to solve problems, adapt to new situations or as capital for learning other things, that with good knowledge it is hoped that it will affect good attitudes and actions too, so that it can prevent or overcome existing problems. Knowledge is the result of knowing and occurs after someone senses a certain object. This sensing can be done through human sensing, namely the senses of sight, smell, hearing, taste, and touch.

From the results of the research conducted, the researchers found that the level of knowledge of the respondents regarding fast food at the Tamsis Pematangsiantar High School, West Siantar, was as many as 75 respondents. According to Notoadmojo knowledge is influenced by education, information and experience. As we know, sources of information influence people's thinking and provide very diverse influences, both economic, psychological and socio-cultural influences and penetrate into various fields of human life starting from the individual, family to community levels (Raharjo, 2008)

## 3.2.Attitude of Respondents

Attitude is a reaction or response of someone who is still closed to a stimulus or object. Attitude is not yet an action or activity but a predisposition to action or behavior. Attitude is always there within but not always active all the time. Attitude is a tendency to react positively (accept) or negatively to an object. A person's attitude is obtained more through the learning process than by nature or the result of development and maturity.

From the results of the study it was found that of the 75 respondents, the total number of respondents who answered the most on good attitudes was 55 respondents (73.3%) who answered the questionnaire on bad attitudes as many as 20 respondents (26.7%). Based on the chi-square test, the value of $p < 0.05$ ($p = 0.02$) was obtained, which means that there was a significant relationship between students' attitudes towards fast food. Attitude is not yet an action or activity, but a predisposition to a behavior. An attitude in an individual is not necessarily manifested in a real action. Attitudes cannot be seen, but can only be interpreted in advance from closed behavior (Sunaryo, 2014).

Thus attitude is a factor that greatly influences individual health values and can determine which foods are good and which are not good at fast food.

# 4.CONCLUSION

Based on the results of the analysis and discussion of "Relationship Level of Knowledge and Attitudes of Adolescents towards Fast Food Consumption Behavior, the following conclusions can be drawn:

1. The level of knowledge of SMA Tamsis Pematangsiantar students about fast food consumption in the good category is 46 people (61.3%), in the bad category there are 29 people (38.7%).
2. The attitude of SMA Tamsis Pematangsiantar students regarding the consumption of fast food (fast food) in the agree category is 55 people (73.3%), in the disagree category 20 people (26.7%)
3. The behavior of consuming fast food (fast food) is in the good category of 44 people (58.7%) and in the bad category 31 people (41.7%).
4. There were 44 respondents who had good knowledge and good behavior with a percentage of 58.7% and 31 respondents who had bad behavior with a percentage of 41.3%. This

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shows statistically that there is a significant relationship between the level of students' knowledge of fast food behavior.

5. There were 44 respondents with an attitude of agreeing to have good behavior with a percentage of 58.7% of respondents who disagreed and had unfavorable behavior of 31 respondents with a percentage of 41.3%. This shows statistically that there is a significant relationship between students' attitudes towards fast food behavior.

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