OVERVIEW OF FOOD CONSUMPTION BEHAVIOR AND HEALTHY LIFESTYLE PATTERNS IN MODERN COMMUNITIES OF BOGOR CITY

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Abstract

The increasing level and lifestyle of society accompanied by the modernization of food industry technology has caused people to move away from natural foods and prefer fast food. Fast food is considered very practical, fast and easy to obtain so that it supports the lifestyle of modern society. This study aims to determine the description of food consumption behavior and healthy lifestyles in modern society in Bogor city. The method used was descriptive quantitative approach with data collection through interviews with questionnaires, the number of respondents was 200 people. Related to food consumption behavior, the results showed that most respondents, 62%, often consume fast food because it is practical and easy to obtain, 73.5% consume vegetables and fruit regularly and as many as 67.5% drink 8 glasses of water a day. Regarding a healthy lifestyle, 51% of respondents exercise regularly, 74% cook their own food, 76.5% rarely read labels when buying packaged food products, 54% have sufficient knowledge to distinguish healthy and unhealthy foods, 86% of respondents agree to pay attention to nutritional intake in daily consumption, and 76.5% rarely search for information related to healthy food. Despite exercising regularly and regularly consuming vegetables and fruits, frequent consumption of fast food can cause nutrition and health problems in the future. Self-education related to healthy food accompanied by concrete actions in daily food choices is needed to maintain health and quality of life.
Keywords: Consumption, Descriptive, Fast Food, Lifestyle, Nutrition Education

Introduction

Optimal nutritional intake is very important for the health of every individual. Fulfilling optimal nutritional needs not only achieves ideal body weight and a healthy body, but also increases resistance to disease, increases productivity, and reduces the risk of premature death due to poor health conditions. Nutrition is an important factor that determines the level of health and harmony between physical development and mental development. Normal nutritional levels are achieved when optimal nutritional needs are met. A person's nutritional level in a particular period is not only determined by the consumption of nutrients in the past, even long before that period. (Budiyanto, 2009)

However, as time goes by, many traders sell fast food or fast food which is easy to find in every corner of the area. Each fast food restaurant promotes their products via social media because they are considered more effective in reaching consumers (Wuri Handayani, et al 2021). The influence of globalization is changing people's lifestyles to become more consumerist and like instant things. This is because today's society has high mobility which demands speed due to busy activities and activities outside the home which affect a person's ability to meet nutritional needs optimally. Previous research regarding consumer preferences for fast food was conducted by Fernando and Mayliza (2016) on fast

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food purchasing decisions in the city of Padang. This is all included in the lifestyle stage that is already leading to modernity.

Many individuals enjoy food without consideration, focusing more on pleasure and satisfaction. Changes in modern lifestyles have also contributed to a shift in traditional Indonesian diets, which were previously healthy, to being lacking in fiber and other nutrients. There are several underlying factors, for example economic factors, family, productivity and knowledge about the person's nutrition. So improving understanding of how nutritional problems arise is important. Nutritional status is the end result of interconnected factors. Therefore, understanding the causes of nutritional problems must be the basis for formulating prevention and management strategies.

Referring to this, before formulating appropriate prevention and control strategies, research into the description of food consumption behavior and healthy lifestyles of modern society needs to be carried out. The images obtained can be used to formulate strategies to increase people's healthy lifestyle food consumption behavior. The city of Bogor was chosen as the research location because of its location close to Jakarta, which is a city with very high mobility. Where many people from the city of Bogor also work in Jakarta. So that the people of Bogor city can represent the category of modern society.

Methods

In this research, we used a descriptive quantitative approach. Imam Gunawan, (2013) explains that quantitative research aims to develop the concept of sensitivity to the problems faced, explain the reality related to tracing theory from below (Grounded theory) and develop understanding of one or more phenomena faced.

This quantitative research approach is descriptive, because the researcher describes the condition of the object in real conditions without being set up like an experiment. According to Sukmadinata (2011), descriptive research is research aimed at describing and analyzing phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually and in groups.

The data collection technique that researchers have carried out is a questionnaire with a collection of questions aimed at collecting data from respondents. In this questionnaire, researchers used open questions, namely where respondents answered their own questions, and closed questions where respondents chose predetermined options. A questionnaire is a data collection method that is carried out by providing a number of questions and written statements that are given to respondents to then answer (Sugiono, 2005).

Research respondents were Bogor city residents of various ages who were willing to complete the questionnaire. The research was conducted for 2 days in February 2024. The people of Bogor city who participated in this research were 200 people.

Results and Discussion

Respondent Characteristics

Table 1 explains the characteristics of respondents based on gender and age of the 200 respondents sampled in the research.

Table 1. Characteristics of Respondents

No.	Information	Frequency	Presentase
1.	**Jenis kelamin**		
	Laki laki	45	22,5%
	Perempuan	155	77,5%
	Total	**200**	**100%**
2.	**Usia**		
	14-19 tahun	103	51,5%
	20-30 tahun	82	41%
	31-60 tahun	15	7,5%
	Total	**200**	**100%**

Based on table 1 above, it shows the characteristics of 45 male respondents with a percentage of 22.5%, and 155 female respondents with a percentage of 77.5%. Then, the characteristics based on age were 103 people aged 14-19 years with a percentage of 51.5%, 82 people aged 20-30 years with a percentage of 41% and 15 people aged 31-60 years with a percentage of 7.5% of the total. 200 respondents.

Food Consumption Behavior

Table 2. Food consumption behavior

No.	Information	Frequency		Percentage
1.	Fast Food Consumption	Often	124	62%
		Seldom	76	38%
		Never	0	0%
	Total		**200**	**100%**
2.	Eat Vegetables and Fruit	Often	147	73,5%
		Seldom	53	26,5%
		Never	0	0%
	Total		**200**	**100%**
3.	Drink	< 3 gelas	25	12,5%
		8 gelas	135	67,5%
		> 12 gelas	40	20%
	Total		**200**	**100%**

Based on the results of table 2, it shows that the majority of respondents consume fast food during the week, divided into three stages, namely often, rarely and never. The frequency of results for respondents from the frequent stage was 124 people with a percentage of 62%, the frequency of results for respondents from the rarely stage was 76 people with a percentage of 38% and the percentage of results for respondents from the never stage was 0%. Based on the survey, it was also found that respondents chose to consume fast food for various reasons, the respondents' lifestyle was becoming increasingly distant from natural foods every day and they preferred fast food which was considered very practical, fast and easy to reach.

A busy and activity-packed lifestyle means that many people have limited time, making fast food industry advertising promotions through social media, television advertisements and so on a viable option. In this modern era, the variety of food choices is increasingly diverse. With the high demand of society, food products are experiencing rapid development. The development of the times means that today's people tend to choose a practical lifestyle by choosing food that is practical and delicious. Fast food refers to fast food, which means that the food is prepared in a short time and tends to use instant ingredients (CNN Indonesia, 2021).

However, there are also results from respondents who show that they still consume healthy foods such as vegetables and fruit every week with the majority percentage quite often being 73.5%, the percentage rarely being 26.5%, and never being 0%. Then this was compared with each respondent's daily consumption of 8 glasses of water with the highest percentage reaching 67.5%, followed by the percentage of water consumption >12 glasses of 20% and the percentage of water consumption <3 glasses of 12.5%. Thus, apart from the large number of respondents who consume a lot of fast food, it turns out that many also consume fruit and vegetables during the week, this can make it easier to create a habit of consuming fruit and vegetables in their daily food consumption. Residents are categorized as having "sufficient" consumption of vegetables and fruit at least 5 portions per day for 7 days a week. Republic of Indonesia Ministry of Health (2019).

Lifestyle Behavior

Table 3. Lifestyle Behavior

No.	Information		Frequency	Percentage
1.	Sport	Often	102	51%
		Seldom	44	22%
		Never	54	27%
	Total		**200**	**100%**
2.	Cook your own food	Often	148	74%
		Seldom	51	25,5%
		Never	1	0,5%
	Total		**200**	**100%**
3.	Read labels	Often	30	15%
		Seldom	153	76,5%
		Never	17	8,5%
	Total		**200**	**100%**
4.	Differentiate between healthy and unhealthy foods	Difficult	27	13,5%
		It's not that difficult	108	54%
		Not hard	65	32,5%
	Total		**200**	**100%**
5.	Pay attention to nutritional intake	Important	172	86%
		Not too important	28	14%
	Total		**200**	**100%**
6.	Looking for healthy food information	Often	39	19,5%
		seldom	153	76,5%
		Never	8	4%
	Total		**200**	**100%**

Based on the results of table 3 above, it shows that the majority of respondents have a lifestyle with quite frequent physical activity, 51%, respondents who rarely do sports are 22% and there are respondents who never exercise, 27%. So physical activity is included

Exercise is one of the factors that influences an individual's nutritional status. This is because exercise can increase the body's metabolism, which causes energy reserves in the body in the form of fat to be burned as calories (Roring, 2020).

Apart from that, some respondents who had a lifestyle based on the principle of cooking their own food produced the largest percentage, 74%, and respondents who rarely did so amounted to 25.5%. According to some people, cooking yourself is an important factor in maintaining a healthy lifestyle. This can happen because the energy, fat and sugar content in home cooking is less than in food outside and fast food, resulting in better food quality. Therefore, some respondents prefer to cook their own food for the reason that the food is more hygienic, but there are also people who choose to buy fast food for more practical reasons.

In table 3, the percentages for each comparison of respondents in the categories of reading food labels, distinguishing between healthy foods, paying attention to nutritional intake, and looking for information on healthy foods. Namely, 15% of respondents often read labels, 17.5% rarely read labels, and 8.5% never read labels. Then the results showed that 13.5% of respondents found it difficult to differentiate between healthy foods, 32.5% not difficult, and the majority of respondents did not find it too difficult to differentiate between healthy foods, 54%. However, respondents who pay attention to nutritional intake every day have less awareness at 14%, and respondents' knowledge in paying attention to nutritional intake is quite large at 86%. Then, the majority of respondents did not have awareness, rarely looking for information about healthy food, which was 76.5%, and, and never looked for information about healthy food, which was 4%. and another 19.5% are aware of looking for healthy food information. Therefore accessibility is an important factor when choosing food. One form of accessibility and affordability is the economy and food availability in the area where you live. Food purchasing power is influenced by employment status and household income level (Kholidah et al., 2023). Accessibility means making it easier for people to find out about nutritious food. This is also written in the 2014 Balanced Nutrition Guidelines, namely the recommendation to read food labels on packaging. This recommendation aims to help people determine which food or drink is good for consumption.

Proper nutritional intake should refer to a diet that meets individual needs according to age and physical condition. A good diet is to consume food that contains building substances, regulating substances and energy substances, because all nutrients are obtained for maintenance, growth, productivity and brain development, and in sufficient quantities according to the needs of a balanced diet to achieve and maintain the status health nutrition. the optimal one. (Sunita, Soetardjo, & Soekatri, 2011). In accordance with the concept of the relationship between each nutrient, people should balance their daily nutrient intake, and to achieve this, it is necessary to provide education about nutrition.

Conclusion

Based on survey results, the majority of respondents tend to consume fast food. They choose fast food because it is practical and easy to reach, especially because their lifestyle is busy and full of activities. However, there are still some respondents who continue to eat healthy foods such as vegetables and fruit and maintain a lifestyle with sufficient exercise.

Respondents who cook their own food tend to have a healthier lifestyle. Even though it is difficult for some to differentiate between healthy foods, the majority of respondents are quite aware of paying attention to their daily nutritional intake. Respondents rarely search for information about healthy food, this could be due to daily busyness which limits respondents from searching for or getting information

and education about nutrition. Accessibility and education about nutrition are important factors in choosing food. Education about nutrition and controlling daily diet can help maintain overall health and quality of life.

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