

FAKTOR YANG MEMPENGARUHI PREFERENSI REMAJA TERHADAP MAKANAN
TRADISIONAL DI SURABAYA

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ABSTRACT

Indonesian traditional food is culture asset which need to be maintained and popularized. Today, the society food pattern has change, students and adolescent are prefer to foreign food which commonly have fast food characteristic but it classified as an expensive food, less of fiber and high cholesterol level. The aim of this study was to learn the determinant factors that influence adolescent preference of traditional food in order to make more effort in maintaining and developing Indonesian traditional food, and rise it as a favorite food in own country, particularly at adolescent world.

This study was an observational analytic with cross sectional design. Primary data was collected by using questioner, while secondary data was obtained from SMUN 2 Surabaya and competence instance. The sample numbers of this study were 90 students taken by proportional random sampling technique. The test used in this study was logistic regression.

The result of this study showed that the traditional food of Surabaya were rujak cingur, lontong balap, semanggi and kupang lontong. Most of respondents were between 16-17 years old (63,3%), gender was female (53,3%), the pocket money of respondent was <Rp.11.550,00/ day (72,2%), with religion of Islam (91,1%), good knowledge of nutrition (81,1%). Most of traditional food such as rujak cingur (75,6%), lontong balap (73,3%), kupang lontong (67,8%), semanggi (63,5%) have good taste, interesting appearance for lontong balap (63,3%) and uninteresting appearance for semanggi (61,2%), rujak cingur (58,9%), kupang lontong (56,3%). The price of traditional food was ≤Rp.5.000,00 for lontong balap (52,2%) and semanggi (68,2%), then >Rp.5.000,00 for rujak cingur (70%) and kupang lontong (55,2%). Most of respondent have middle mobility (73,3%), the traditional food was available (94,4%) and have short distance (67,8%) around the neighbourhood, the number of family member was >4 persons (60%).

The conclusion of this study showed that there were significant associations between taste and appearance to rujak cingur, lontong balap, semanggi and kupang lontong preference, then availability to rujak cingur and kupang lontong preference. The factors that influence rujak cingur and lontong balap preference were taste and consumption pattern, and the factors that influence semanggi and kupang lontong were taste, appearance and consumption pattern. After all, the effort to improve the quality, taste, appearance, safety and image of potential traditional food were needed, and the result need to be socialized so that the society will more motivated to consume the traditional food.

Key Words: Indonesian traditional food, traditional food preference, adolescent



ABSTRAK

Makanan tradisional Indonesia merupakan aset budaya yang perlu dipelihara dan dipopulerkan. Dewasa ini, pola pangan masyarakat cenderung bergeser, anak sekolah dan remaja lebih menyukai makanan asing yang umumnya bersifat siap santap namun tergolong mahal, kurang serat dan tinggi kolesterolnya. Penelitian ini bertujuan untuk mempelajari faktor determinan yang mempengaruhi *preferensi* remaja terhadap makanan tradisional agar dapat dilakukan upaya lebih lanjut dalam melestarikan dan mengembangkan makanan tradisional Indonesia, menjadikannya sebagai makanan favorit di negeri sendiri, khususnya di kalangan remaja.

Penelitian ini merupakan jenis penelitian analitik observasional dengan rancang bangun cross sectional. Pengumpulan data primer dilakukan dengan menggunakan kuesioner, sedangkan data sekunder diperoleh dari SMAN 2 Surabaya dan instansi yang terkait. Jumlah sampel dalam penelitian ini sebanyak 90 siswa diambil dengan teknik *proportional random sampling*. Uji yang digunakan adalah regresi logistik.

Hasil penelitian menunjukkan bahwa makanan tradisional Surabaya adalah rujak cingur, lontong balap, semanggi dan kupang lontong. Sebagian besar responden berumur antara 16-17 tahun (63,3%), jenis kelamin perempuan (53,3%), uang saku responden <Rp.11550,00/ hari, (72,2%), agama Islam (91,1%), dan berpengetahuan gizi baik (81,1%). Sebagian besar makanan tradisional seperti rujak cingur (75,6%), lontong balap (73,3%), kupang lontong (67,8%), semanggi (63,5%) mempunyai rasa enak, rupa yang menarik untuk lontong balap (63,3%) dan rupa tidak menarik untuk semanggi (61,2%), rujak cingur (58,9%), kupang lontong (56,3%). Harga makanan tradisional adalah ≤Rp.5.000,00 untuk lontong balap (52,2%) dan semanggi (68,2%), serta >Rp.5.000,00 untuk rujak cingur (70%) dan kupang lontong (55,2%). Sebagian besar responden memiliki mobilitas sedang (73,3%), makanan tradisional tersedia di sekitar tempat tinggal (94,4%) dan jaraknya dekat (67,8%), jumlah keluarga >4 orang (60%).

Kesimpulan penelitian ini menyatakan bahwa terdapat hubungan yang signifikan antara rasa dan rupa pada *preferensi* rujak cingur, lontong balap, semanggi dan kupang lontong, serta ketersediaan pada *preferensi* rujak cingur dan kupang lontong. Faktor yang mempengaruhi *preferensi* rujak cingur dan lontong balap adalah rasa dan pola konsumsi, dan faktor yang mempengaruhi *preferensi* semanggi dan kupang lontong adalah rasa, rupa dan pola konsumsi. Dengan demikian diperlukan upaya meningkatkan mutu baik dari segi rasa dan rupa, keamanan dan citra makanan tradisional yang potensial dan hasilnya perlu disosialisasikan agar masyarakat lebih terdorong untuk mengkonsumsi makanan tradisional.

Kata Kunci: Makanan tradisional Indonesia, *preferensi* makanan tradisional, remaja