

Abstrak

KESADARAN, PERUBAHAN, DAN MOTIVASI KONSUMSI *DOWNSIZED PACKAGED COMFORT FOOD* PADA MAHASISWA UNIVERSITAS JENDERAL SOEDIRMAN

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Latar Belakang: Anjuran pembatasan gula, garam, dan lemak (GGL) oleh pemerintah bertujuan mencegah Penyakit Tidak Menular seperti hiperkolesterolemia. *Packaged downsized comfort food* berpotensi membantu konsumen mengontrol asupan lemak. Penelitian ini bertujuan untuk mengetahui kesadaran, perubahan, dan motivasi konsumsi *packaged downsized comfort food* pada mahasiswa Universitas Jenderal Soedirman.

Metodologi: Penelitian menggunakan metode kualitatif desain fenomenologi. Informan utama dipilih menggunakan teknik *accidental sampling* dengan jumlah enam orang. Keabsahan data dilakukan dengan konfirmasi enam informan pendukung dan seorang pakar ilmu pangan dalam triangulasi sumber. Data dianalisis melalui tiga tahap level *coding* yakni reduksi, *display*, dan kesimpulan.

Hasil Penelitian: Sebanyak tiga orang mahasiswa sadar akan adanya fenomena *packaged downsized comfort food* sementara tiga orang lainnya tidak sadar. Perubahan konsumsi dari fenomena tersebut adalah konsumsi produk berlanjut, mengganti merek produk, mengganti jenis produk, dan berhenti konsumsi produk. Faktor-faktor yang memotivasi konsumsi *packaged comfort food* pasca *downsizing* meliputi preferensi, ekonomi, dan kesehatan.

Kesimpulan: Mahasiswa Universitas Jenderal Soedirman berjumlah seimbang antara yang tidak sadar dan sadar akan adanya *packaged downsized comfort food*. Sebagian besar kuantitas konsumsi *packaged comfort food* pasca *downsizing* menurun. Mayoritas motivasi perubahan konsumsi *packaged downsized comfort food* berasal dari faktor preferensi.

Kata Kunci: *downsized packaged comfort food*, kesadaran konsumsi, perubahan konsumsi, motivasi konsumsi.

Abstract

JENDERAL SOEDIRMAN UNIVERSITY STUDENT'S AWARENESS, CHANGES AND CONSUMPTION MOTIVATIONS OF DOWNSIZED PACKAGED COMFORT FOOD

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Introduction: Sugar, salt and fat maximum intake recommendation aim to prevent Non-Communicable Diseases (NCDs) such hypercholesterolemia. Downsized packaged comfort food potentially assisting fat intake controls. This study aims to understand the awareness, changes and consumption motivations of downsized packaged comfort food among students of Jenderal Soedirman University.

Method: This research used a qualitative phenomenological methodology. Informants were selected used accidental sampling with total six main informants. Data validity was confirmed by triangulating sources that carried out by confirming six supporting informants and a food science expert. Data were analyzed through three stages of coding levels, namely reduction, display and summarization.

Results: Three students at Jenderal Soedirman University were aware of the phenomenon of packaged downsized comfort food while three others were not aware. The change in consumption from this phenomenon is continuing product consumption, changing product brands, changing product types and stopping product consumption. Factors that motivate the consumption of packaged comfort food after downsizing include preference, economics and health.

Conclusion: Jenderal Soedirman University students is equal in number between those who are unaware and aware of the existence of downsized packaged comfort food. Most of the quantity of packaged comfort food consumption after downsizing decreased. The majority of motivation for changes in consumption of downsized packaged comfort food comes from preference factors.

Keywords: Awareness of consumption, changes in consumption, downsized packaged comfort food, motivation of consumption.