

# Association between food marketing food store choice and dietary pattern among adult women in urban slum area = Hubungan paparan promosi makanan pemilihan tempat belanja dan pola makan pada perempuan dewasa di area kumuh perkotaan

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## Abstrak

### [<b>ABSTRAK</b><br>

Perubahan pada lingkungan makanan dapat mempengaruhi pola makan hingga meningkatkan resiko obesitas. Penelitian ini bertujuan mengeksplor lingkungan makanan (paparan promosi makanan dan pemilihan tempat belanja) dalam kaitannya perubahan pola makan perempuan dewasa di area kumuh perkotaan. Studi cross-sectional pada 200 perempuan usia 19-50 tahun telah dilakukan di Kelurahan Kampung Melayu. Pola makan di evaluasi dengan Analisis Cluster dan Analisis Factor. Studi ini menunjukkan bahwa pola makan perempuan dewasa di area kumuh perkotaan tidak berasosiasi dengan promosi makanan (durasi menonton TV dan frekuensi melihat penawaran spesial), melainkan berasosiasi dengan pemilihan tempat belanja

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### <b>ABSTRACT</b><br>

Food environmental approach to the obesity in urban slum area is important as the changes to food environment influence the dietary pattern. This study aimed to examine the association of food marketing exposure and food store choice toward dietary pattern among urban slum women. A cross-sectional study with 200 women (aged 19-50 years) was conducted in Kampung Melayu village. Dietary pattern was analyzed by Cluster and Principal Component Analysis. This results show that food store choice, instead of food marketing exposure (TV viewing and frequency of seeing special offer), contributed to certain dietary pattern of urban slum women;Food environmental approach to the obesity in urban slum area is important as the changes to food environment influence the dietary pattern. This study aimed to examine the association of food marketing exposure and food store choice toward dietary pattern among urban slum women. A cross-sectional study with 200 women (aged 19-50 years) was conducted in Kampung Melayu village. Dietary pattern was analyzed by Cluster and Principal Component Analysis. This results show that food store choice, instead of food marketing exposure (TV viewing and frequency of seeing special offer), contributed to certain dietary pattern of urban slum women;Food environmental approach to the obesity in urban slum area is important as the changes to food environment influence the dietary pattern. This study aimed to examine the association of food marketing exposure and food store choice toward dietary pattern among urban slum women. A cross-sectional study with 200

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