

Persepsi mengenai promosi makanan dan kebiasaan makan pada ibu rumah tangga di Indonesia: melalui pendekatan kuantitatif dan kualitatif = Perception of food marketing and food practices: a mixed method approach among household food providers in Indonesia

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Abstrak

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Promosi tanpa disadari membentuk pola pemilihan makanan dimana banyak diantaranya tidak sehat. Studi ini melihat promosi makanan, penerimaan strategi promosi makanan, dan kebiasaan makan penyedia makanan rumah tangga berpendidikan tinggi di Jakarta, mengingat mereka lebih terpapar promosi makanan. Menganalisis data dari International Study of the Families and Food Survey 2014 oleh Deakin University, dilengkapi dengan wawancara mendalam 16 informan yang memiliki kemiripan demografis. Hasil menunjukkan promosi makanan bukan faktor utama mempengaruhi kebiasaan makan. Dikarenakan daya tarik promosi hanya pada hal yang diperlukan; faktor lain seperti kesehatan, pilihan keluarga, lingkungan kerja, dan delivery makanan juga menjadi pertimbangan dalam memilih makanan

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**ABSTRACT**

Food marketing shaped food preferences provides unhealthy food. This study aimed to assess food marketing exposure, approval, and food practices among highly-educated household food providers in Jakarta, as they were more exposed by integrated food marketing. This study analyzed International Study of the Families and Food Survey 2014 by Deakin University, complemented with in-depth interview among 16 demographically similar informants. This study showed that food marketing exposure was less associated with food practices, due to the lure of promotion only on necessary things; other factors such health, family preference, working environment, and advance delivery technology were among the considerations