

ABSTRAK

Persepsi *Body image* Terhadap Asupan Makan, Status Gizi dan Media Sosial Mahasiswi di Universitas Dhyana Pura.

Si Ayu Eni Yuliani

Permasalahan gizi pada mahasiswi semakin kompleks seiring meningkatnya penggunaan media sosial yang kerap menampilkan standar kecantikan tidak realistis. Paparan ini dapat memengaruhi cara pandang mahasiswi terhadap tubuhnya, sehingga berdampak pada pola makan dan status gizi. *Body image* yang negatif dapat menimbulkan perilaku makan tidak sehat yang berpotensi mengganggu keseimbangan gizi. Penelitian ini bertujuan untuk menganalisis hubungan persepsi *body image* dengan asupan makan, status gizi, dan media sosial pada mahasiswi Universitas Dhyana Pura. Penelitian menggunakan desain *cross-sectional* dengan 98 responden yang dipilih melalui *cluster random sampling*. Instrumen yang digunakan adalah kuesioner BSQ-16 untuk mengukur persepsi *body image*, *Semi-Quantitative Food Frequency Questionnaire* (SQ-FFQ) untuk asupan makan, pengukuran Indeks Massa Tubuh (IMT) untuk status gizi, dan kuesioner SIPMS untuk intensitas penggunaan media sosial. Data dianalisis menggunakan uji korelasi Pearson dan Spearman. Hasil penelitian menunjukkan sebagian besar responden memiliki persepsi *body image* kategori perhatian sedang (32,7%), asupan energi cukup (73,5%), asupan zat besi kurang yaitu (25.5 %), asupan Karbohidrat kurang yaitu (57.1%) , dengan status gizi normal (46,9%). Hampir seluruh responden memiliki intensitas penggunaan media sosial kategori sedang ($r = 0,021$; $p = 0,838$). Analisis statistik menunjukkan hubungan signifikan antara persepsi *body image* dengan asupan energi ($p < 0,001$; $r = -0,348$), asupan lemak ($p = 0,003$; $r = -0,298$), dan status gizi ($p = 0,033$; $r = 0,215$). Temuan ini menekankan perlunya edukasi gizi dan promosi *body image* untuk mendukung pola makan sehat serta status gizi optimal.

Kata Kunci :Asupan Makan, *Body image*, Mahasiswi, Media Sosial, Status Gizi

ABSTRACT

Perceptions of Body Image on Food Intake, Nutritional Status, and Social Media Among Female Students at Dhyana Pura University.

Si Ayu Eni Yuliani

Nutritional issues among female students are becoming increasingly complex with the rise in social media use, which often displays unrealistic beauty standards. This exposure can influence how female students view their bodies, thereby impacting their eating patterns and nutritional status. Negative body image can lead to unhealthy eating behaviors that may disrupt nutritional balance. This study aims to analyze the relationship between body image perception, dietary intake, nutritional status, and social media use among female students at Dhyana Pura University. This study applied a cross-sectional design with 98 respondents selected through cluster random sampling. The instruments used were the BSQ-16 questionnaire to measure body image perception, the Semi-Quantitative Food Frequency Questionnaire (SQ-FFQ) for food intake, Body Mass Index (BMI) measurement for nutritional status, and the SIPMS questionnaire for the intensity of social media use. The data were analyzed using Pearson and Spearman correlation tests. The results indicated that most respondents had a moderate perception of body image (32.7%), adequate energy intake (73.5%), insufficient iron intake (25.5%), insufficient carbohydrate intake (57.1%), and normal nutritional status (46.9%). Nearly all respondents had moderate social media usage intensity ($r = 0.021$; $p = 0.838$). Statistical analysis revealed a significant association between body image perception and energy intake ($p < 0.001$; $r = -0.348$), fat intake ($p = 0.003$; $r = -0.298$), and nutritional status ($p = 0.033$; $r = 0.215$). These findings demonstrate the importance of nutrition education and body image promotion to support healthy eating patterns and optimal nutritional status.

Keywords: Body Image, Female College Students, Food Intake, Nutritional Status, Social Media