

Association of Scrolling Instagram Food Accounts and Dietary Practices Among Undergraduate Students

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Abstract: Instagram users rank 3rd out of 16 platforms in Indonesia in 2021 which culinary business people use to provide guaranteed information for someone, especially teenagers and young adults. Food that used to be just a filling for the stomach and satisfying hunger has now become a food culture and trend to fulfill lifestyle, so the intensity of using social media on Instagram is increasing. Food uploads on Instagram are dominated by foods that are high in calories, carbohydrates, fat, and sodium, but low in fiber and protein, which is more popular on social media that eschews the concept of balanced eating behavior. This study aims to analyze the relationship between the use of culinary accounts on exposure to social media food content on Instagram with eating behavior using a cross-sectional study design involving 42 students of Nutrition Program respondents class of 2018, 2019, and 2020 at UPN Veteran Jakarta selected by Stratified random sampling. Data collection was done online by filling out questionnaires and interviews. The results of the bivariate analysis with chi-square showed that there was a relationship between duration in the low category (1-3 hours/day) as much as 57.1% ($p=0.026$) and frequency in the high category (> 4 times/day) as much as 69% ($p=0.046$) with unbalanced eating behavior related to staple food and protein that does not vary, and the frequency of infrequent consumption of vegetables and fruits, but frequent consumption of risky foods with high and frequent use of Instagram.

Key Words: Culinary, Eating Behavior, Instagram, Intensity, Student

1. INTRODUCTION

Social media consists of several combined features, one of which is the Instagram social networking site service (Anwar, 2017). According to research data from Hootsuite and We Are Social 2021, the percentage of Instagram users of 86.6% ranks 3rd out of 16 other social media platforms in the Indonesia (Datareportal, 2021), which provides features for users to take, upload and share in the form of photos and videos (Cambridge Dictionary, 2018). According to an analysis from Hu et al (2014), 10% of Instagram photos shared are food content to provide information to someone in need about food menus, restaurants, and cooking techniques through culinary accounts or food vloggers (Lesmana & Valentina, 2021). Sharing their culinary experiences on Instagram makes people even more addicted to seeing photos of these foods (Hanifati, 2015), creates a desire to eat, and increases hunger (Aprilia, 2020). According to Amanda Simpson, creator of the Food Porn Daily platform, someone who continues to view content in the form of photos and videos about food can

increase the hormone ghrelin which makes you feel hungry and wants (Romm, 2015). This makes users, especially students, have an increasing intensity of use of social media on Instagram, both the duration and frequency of accessing Instagram content (Karmila et al., 2020) which causes frequent skipping meals so they prefer fast food and other unhealthy foods.

Students tend to have a much more consumptive lifestyle, especially in the culinary field, to be able to fulfill their lifestyle they often spend time going shopping and hanging out in cafes (Purwanti, 2017). Culinary accounts on Instagram are used as an alternative to finding food references, the latest culinary attractions, and hanging out to meet with friends to relieve boredom after completing busy activities and college assignments (Karmila et al., 2020). Food that used to be just to fill the stomach and relieve hunger has now developed into the culture and food trend (Swantari, A, 2013), which often causes people to be less able to control what food they eat (Saufika et al., 2012). Research conducted by Valendra (2019), that food uploads on Instagram are dominated by foods that are low in fiber and protein but high in calories, carbohydrates, fat, and sodium, especially fast food, which is the most popular on social media because it is practical, easy to find, and plentiful. promotions that are offered but stay away from the concept of balanced nutrition eating behavior. Nutritional imbalance in the food consumed is one of the risk factors for the emergence of obesity and often occurs among adolescents and young adults. Most of the students from UPN Veteran Jakarta come from the Province of Jakarta and its surroundings Jabodetabek (Jakarta-Bogor-Depok-Tangerang-Bekasi). In 2013, 25.4% of the adult population in Jakarta were obese (Kemenkes, 2013), and this figure increased to 29.8% in 2018 (Ngadiran, 2020).

The incidence of obesity in students is caused by the ease of accessing information or the use of social media that is too long and frequent so individuals rarely do physical activity and are often exposed to culinary advertisements that serve a lot of risky foods. Students of the Nutrition Study Program of the UPN Veteran Jakarta Undergraduate Program are students who have gained knowledge and knowledge about nutrition and health that can influence the behavior of choosing healthy food for consumption. This is in line with research conducted by Karmila et al (2020) which shows that health science students tend to have healthy and balanced eating habits. In Mujirahayu (2015), the nutritional knowledge of UPN Veteran Jakarta Nutrition students was included in the good category by 63.6% but the results of another study conducted by Husna & Puspita (2020) of 30% of respondents had more nutritional status. In Wijaya's research (2019), individuals aged 18-25 years showed a significant relationship between the intensity of smartphones by 88% on the Instagram application and changes in their eating behavior (Wijaya, 2019), most of the 62.9% of respondents had bad eating habits or eating behavior. because they often see food advertisements on Instagram and are interested in ordering them (Diana Latifah, 2019).

2. METHODS

This research is an observational analytic with a cross-sectional, carried out within the Nutrition Study Program of the FIKES Undergraduate Program, Universitas Pembangunan Nasional Veterans Jakarta from March 2022 to May 2022. The population of this study is all undergraduate students, batch 2018, 2019, and 2020 as many as 262 students. The sample

size was taken using a hypothesis test (two-sided test) based on the Lemeshow formula (1990):

$$n = \frac{\{Z_{1-\alpha/2}\sqrt{2\bar{P}(1-\bar{P})} + Z_{1-\beta}\sqrt{P_1(1-P_1) + P_2(1-P_2)}\}^2}{(P_1 - P_2)^2}$$

Sampling method Stratified random sampling which is a technique or method of taking randomly according to level. Samples taken from each batch were calculated using the proportional allocation formula (Sugiyono, 2013), with a minimum total sample size of 42 respondents in this study who met the inclusion criteria. The research material includes primary data, namely interviews for the eating behavior questionnaire with the measurement of the FFQ (Food Frequency Questionnaire) in the last month and filling out a questionnaire for the intensity (duration and frequency) of exposure to social media food content on Instagram which has been adapted by previous research from (Karmila, 2020a; Khoiriani, 2017; Taqwa, 2018) as well as a foodstagram activity questionnaire adapted from (Karmila, 2020a; Khoiriani, 2017) and a reliability validity test has been carried out with similar respondent characteristics carried out online, as well as for secondary data, namely the characteristics of respondents obtained from data nutrition student profile. Data analysis was performed by univariate and bivariate analysis (chi-square test).

The implementation of this research has obtained approval for the implementation of research from the Health Research Ethics Commission of Universitas Pembangunan Nasional Veteran Jakarta as stated in letter number: 54/IV/2022/KEPK.

3. RESULTS AND DISCUSSION

Characteristics of Respondents

In this study, respondents were active students in the Undergraduate Nutrition Study Program, totaling 42 respondents with characteristics based on age, gender, generation, and domicile.

Table 1. Distribution of Characteristics of Respondents

Characteristics of Respondents	N	%
Age		
18-20 Years	24	57.1
21-23 Years	18	42.9
Gender		
Male	1	2.4
Female	41	97.6
Class of		
2018	14	33.3
2019	13	31,0
2020	15	35.7
Domicile		
Jabodetabek	39	92.9
Outside Jabodetabek	3	7.1
Total	42	100

Respondents are dominated by students aged 18-20 years as many as 13 respondents (57.1%). According to Khrishananto & Adriansyah (2021), stated that at the developmental age of 18-25 years, the age group with the most active use of Instagram (Datareportal, 2021). The majority of respondents in this study were female as many as 41 respondents (97.6%) were active users on Instagram, most of them were young women with a minimum age of 18 years (Nelson, 2020) and most of the 2020 class were 15 respondents (35.7 %) who have the majority domicile in the Greater Jakarta area (Jakarta-Bogor-Depok-Tangerang-Bekasi) as many as 39 respondents (92.9%), the rest are from the Cilegon and Pandeglang areas. The Jabodetabek area is an area that has the most culinary SMEs with a large area and makes culinary a primary or primary need (Nugraha et al., 2022).

Duration of Social Media Use on Instagram

The duration spent accessing social media use on Instagram, in this study respondents had a duration level in the low category of 57.1% (1-3 hours/day) but all 100% of respondents had Instagram accounts for some time > 1 year. Ownership of Instagram has an influence on motivation and a sense of desire in individuals who are always used in their daily lives (Sakti & Yulianto, 2018), especially on the length of time following culinary accounts that 56% of respondents follow culinary and fast food accounts (Masitah & Sulistyadewi, 2021), which tend to contain low nutrients such as high carbohydrates, fat, sodium, but low in fiber.

Table 2. Distribution of Respondents Based on Duration of Use of Instagram Social Media

Duration of Use of Instagram	N	%
Length of Having an Instagram Account		
Very long time (>1 year)	42	100
Duration of Use		
High (> 3 hours/day)	18	42.9
Low (1-3 hours/day)	24	57.1
Total	42	100

Frequency of Social Media Use on Instagram

In this study, respondents were able to access Instagram with a frequency in the high category of 69% (>4 times/day). A preliminary study conducted previously stated that 71.4% of Instagram users follow culinary accounts with a frequency in accessing them including the category of often 50% used to find food references because they feel interested in being recommended and consume them immediately so that it is not only a high frequency of use, but the frequency of buying food out is increasing and often in a week in the last month in young adults, especially those aged 18-22 years who are active in using foodstagram activities, have four times the risk for unhealthy behavior (Masitah & Sulistyadewi, 2021). The frequent frequency of buying food increases the risk of being overweight/obese (Khoiriani, 2017).

Table 3. Distribution of Respondents by Frequency of Use of Social Media Instagram

Frequency	N	%
High (> 4 times/day)	29	69.0
Low (1-4 times/day)	13	31.0
Total	42	100

Time right in the category of most frequent and frequent access to Instagram is at night. In the research of Cha et al (2018), it is stated that respondents who have the opportunity to access Instagram at night have a great opportunity to be exposed to information and recommendations, especially on culinary accounts, which mostly feature foods that are low in nutrients.

Eating Behavior

The majority in this study had unbalanced eating habits 76.2%. According to Munasiroh et al (2019), it is stated that adolescents tend to choose the food they consume no longer based on the nutritional content of the food but as a symbol of socialization and also pleasure so as not to lose status. This is related to the consumption of staple foods, protein including vegetables and animals does not vary, the frequency of consumption of vegetables and fruits is rare, but respondents often consume risky foods.

Not only related to food, but the use of social media Instagram affects irregular eating behavior in students (Qutteina et al., 2019). Spence states the concept of visual hunger is a natural desire that arises in a person that causes changes in neural activity more quickly and accurately to photos of high-calorie foods than low-calorie ones. Judging from the interview session on young adults who prefer fast food (Nair & Vinod, 2021). According to Green et al (1980), 3 factors influence eating behavior, namely supporting factors (health facilities), predisposing factors (age, occupation, education, knowledge, and attitudes), and reinforcing factors (family support or community leaders).

Table 4. Distribution of Respondents Based on Eating Behavior

Eating Behavior	N	%
Unbalanced	32	76.2
Balanced	10	23.8
Total	42	100

Eating behavior in the last month due to consumption of staple foods 64.3% not varied, protein food 66.7% did not vary, and the frequency of consumption of vegetables and fruits in a rare frequency of 59.5%. However, the consumption of risky foods is often 50%. This is also due to the increase in the use of social media Instagram which is used as a reference in cuisine and serves dishes that are appetizing to view photos constantly but are mostly low-nutrient foods (Aprilia & Irwansyah, 2017). Diversity of food in the daily menu served, at least in the number of servings of one source of energy, one type of source of constituent materials, and one type of source of regulatory substances in consuming the food menu (Kemenkes RI, 2014). Practicing the concept of balanced nutrition, namely eating food from

the five food categories every day or every meal. This food should consist of staple foods, side dishes, vegetables, and fruits (Kemenkes RI, 2014).

Table 5. Distribution of Eating Behavior in the Last Month

	Information	N	%
Variation of Staple Food	Varied	15	35.7
	Not Varied	27	64.3
Variation of Protein Food	Varied	14	33.3
	Not Varied	28	66.7
Frequency of Consumption Vegetable and Fruits	Frequent	17	40.5
	Rarely	25	59.5
Frequency of Risky Foods	Often	21	50.0
	Rarely	21	50.0
Total		42	100

Relationship Between Duration of Instagram Use and Eating Behavior

Results of the bivariate analysis test showed a significant relationship with (p-value= 0.026; p<0.05) using the fisher exact test which shows that respondents who have a high duration of 94% have unbalanced eating behavior, this is also similar to respondents with a low duration of 62.5% have an unbalanced eating behavior. balanced too. In line with research conducted by Purwanti (2017), respondents can spend their time viewing one photo or video display >9 seconds with posts uploaded by the culinary account @kulinersby, in 1 photo upload consists of several photos, and videos can be 1-minute long. . So it can be concluded that the content of the message that the @kulinersby culinary account wants to share can be accepted by the respondent. The longer or higher the duration spent by the respondent in responding to the content of @kulinersby's posts offered, the greater the respondent also receives exposure to culinary information and is persuaded to buy culinary products recommended by @kulinersby.

Table 6. Bivariate Results Between Duration of Instagram Use and Eating Behavior

Duration	Eating Behavior				Total		P-value
	Balanced		Unbalanced		N	%	
	N	%	N	%			
High	17	94.4	1	5.6	18	100	0.026
Low	15	62.5	9	37.5	24	100	

The use of social media among young adults aged 18-29 years can spend more time (Molenaar et al., 2021), communicating and sharing information related to food and health. Currently, the uploads that are displayed a lot on Instagram are foods that are high in energy but low in nutrients, respondents prefer delicious and cheap food as the key to making decisions in buying these foods. Research Saputra (2019), shows that 81% of students do not allocate their time at certain hours to accessing Instagram, but often they have a lot of free time at night and can spend 1-6 hours a day. This triggers the occurrence of a sedentary lifestyle in young adults who often skip meals so they tend to choose fast food and other

unhealthy foods (Vaterlaus et al., 2015). Health students themselves have such a busy schedule that increasing the hormone ghrelin and leptin decreases which has an impact on increasing hunger and appetite and affects energy intake on individual body mass index (Husna & Puspita, 2020).

The use of Instagram social media is so high and culinary activities are currently becoming a culture and trend, this is a reason for students to release boredom from lecture activities and piles of assignments by using Instagram as a culinary reference, spending time shopping, and hanging out with friends in cafes to fulfill their lifestyle (Wahyuni, 2012). Fast food advertisements have a great opportunity to influence changes in eating behavior in individuals, persuasive advertisements that do not feel like make someone keep hungry when they see the contents of the message and find it difficult to refuse it when they are not initially interested. If the media puts continuous pressure on marketing, it will have an impact on society (Friedman et al., 2022).

Relationship Between Frequency of Instagram Use and Eating Behavior

Based on the results of the bivariate analysis test, it was found that there was a relationship with the value ($p\text{-value}=0.046$; $p\text{-value}<0.05$) using the fisher exact test, which showed that respondents with a high frequency in using social media Instagram 86,2% have unbalanced eating behavior, it is also the same as respondents with a low frequency of 53.8% have unbalanced eating behavior as well. Users believe especially in the majority of students aged 20-23 years using Instagram social media, especially in culinary, providing guaranteed and fast information and references to fulfill their culinary lifestyle.

Currently, culinary trends that are currently popular are factors that play an important role in shaping one's culture and mindset (Marta & William, 2017). Purwanti's (2017) research, after observing the culinary account @kulinersby, it was found that they post photos or videos with a large number of 7-9 posts, this is also related to the high frequency response of the public to these posts almost 5-6 times or even 7 times in accessing Instagram. The number of photos or videos displayed is done in an interesting way that arouses the taste buds so that people who see it will feel the urge to try, taste, and visit the restaurant.

Table 7. Bivariate Results Between Frequency of Instagram Use and Eating Behavior

Frequency	Eating Behavior				Total		<i>P-value</i>
	Balanced		Unbalanced		N	%	
	N	%	N	%			
High	25	86.2	4	13.8	29	100	0.046
Low	7	53.8	6	46.2	13	100	

Frequency causes users to be repeatedly exposed to views recommended by culinary accounts and food bloggers on Instagram so that users are increasingly willing to taste and buy these foods (Masitah & Sulistyadewi, 2021). Another study by Holmberg et al (2016), found in Sweden that food content on Instagram contains a large number of 67.7% calorie-rich foods and low-nutrient foods, these foods are fast food with certain brands. Calorie-dense foods are more popular for promotion or marketing on social media. It is these

unhealthy social media foods that it is not entirely clear what the nutritional qualities of foods are sought, posted, and approved on social media. Accessing social media repeatedly causes adverse effects, one of which is on eating patterns such as the desire to buy food, and the emergence of hunger so that it hinders the diet that was previously carried out (Karmila, 2020b). Adolescents and young adults who have a high frequency of social media users have a much greater chance of having eating problems compared to those with a low frequency of social media use (Sidani et al., 2016).

4. CONCLUSION

In this study, it can be concluded that the majority of respondents aged 19-22 years (95.2%), all respondents who participated in this study were female (97.6%).

The duration of use spent on accessing Instagram social media for students in the low category (1-3 hours/day) is (57.1%). The frequency of accessing Instagram among students is in the high category (> 4 times/day) as much as (69%).

A total of (76.2%) of respondents had unbalanced eating behavior, it was related to the type of staple food (64.3%) and protein food (66.7%) which did not vary. And the frequency of foods that are rarely vegetables and fruits (59.5%). However, the respondent's risky foods are categorized as frequent consumption (50%).

There is a significant relationship between the duration of using Instagram social media, the value (p-value=0.026; p<0.05), and the frequency of using Instagram social media (p-value=0.046; p-value<0.05 with the eating behavior of the Nutrition Study Program Undergraduate students class of 2018, 2019, and 2020 at UPN Veteran Jakarta.

CONFLICT OF INTEREST

The authors declare that there were no conflicts of interest in this study.

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