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# Food Influences Popular Culture Against the Student Diet of Medical Polytechnic Ministry of Manado

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## ABSTRACT

This research aims to contribute to local governments in health and culture-related policy making to maintain a nutritious food culture that can become popular not only in Manado city but in other regions/countries. This research is also expected to motivate further researchers in obtaining scholarly contributions to academics in conducting further research. The study of the influence of popular food culture on the student Diet of the Ministry of Health Polytechnic Medical Department This study describes the influence of popular food culture, i.e. frequency of eating, eating time and food forms. This research is conducted in the campus area all majors in the Polytechnic health Kemenkes Manado. Data retrieval is conducted with interviews to find out the frequency of eating outdoors using questionnaires and diet with Semi FFQ forms. Univariate analysis was performed in a descriptive way and bivariate analysis used a difference from Mann Whitney's test. Conclusion Based on multiple linear regression analyses, it can be seen that the most influential of the food variables of popular culture is the variable frequency. The Recommended for educators are advised that in the process of learning the local content provide health-related material in the form of popular food culture benefits.

*Keywords: food, popular culture, student*

## INTRODUCTION

Culture serves to help people fulfil their life needs. Human needs will differ according to place, time, situation, and condition. Popular culture (pop culture) deals with everyday problems that can be enjoyed by everyone or some people like food. Pop culture is always changing and appearing uniquely in different places and times [1]. Pop culture forms currents and whirlpools and represents a complex interdependent-mutual perspective and values that affect society and its institutions in a variety of ways. A popular culture is easy to enjoy and adopted by audiences, this leads to a trend. The phenomenon of fast-food restaurants is also a common form of popular food culture[1][2].

The restaurant in its home country is called to provide junk-food (garbage food), in Indonesia precisely the new one: high-fats. Almost all people (rich, poor, old, young) meet their social needs at McDonald's fast-food restaurants, including Kentucky Fried Chicken, Hoka-Hoka Bento, and Pizza Hut. If traced in-depth then the spread of these fast-food restaurants are being stirred by one company. They run public manipulation by offering delicacy, speed, and comfort. McDonald is belonging to Ray Croc which he woke up in the year 1955. McDonald claims to have 30,000 worldwide attractions and a day visited 50 million people. The main shot is the sale of food products and they have the platform centres in the countries with high population density and exist in the transition of agrarian society to industrial.

Cultural homogenization is the inevitable consequence of this McDonald-ization phenomenon. Hamburger, Coca Cola, Fanta, Walls Ice Cream, are some of the food sold at McDonald's. In 30,000 McDonald's worldwide range, these types of food are sold in similar formats and flavours. The public can not determine their own tastes in fast-food restaurants, but with the support of marketing strategies and the rise of advertising, ultimately the illusion of the deciding can be conditioned in the minds of the audience.

This is different as we enter the Padang restaurant which provides grilled chicken, fried chicken, grilled fish, rendang, Kikil, and other varieties which each have specific seasoning. In addition, Padang restaurant menu actually has the basic ingredients of spices and varieties of foods that are commonly consumed by Indonesians every day. Padang Food is a folk culture that turned into a popular culture. Similar things are also found in the phenomenon of tofu get, Gado-Gado, Karedok, or Rujak petis.

The phenomenon of major cities in diet has undergone a change from traditional patterns that contain many carbohydrates and fibres into modern patterns with high protein, fat, sugar, and salt content but poor fibre. This change in appetite tends to avoid balanced food concepts, resulting in a negative impact on health and nutrition. The diet high in saturated fats and sugar, low in fibre will cause overweight problems, more nutrients, as well as increase free radicals that can trigger the emergence of degenerative diseases. Diet that does not conform to healthy rules can cause a variety of health disorders.

Popular cultures are becoming increasingly complex. Adorno and Horkheimer, explains that the culture is now fully linked with the political economy and cultural production by capitalists. According to Burton, popular culture is dominated by the production and consumption of material goods and not by art.

Changes in lifestyle habits as the impact of life-level improvement and technological advancement also encourage the occurrence of dietary changes and eating habits. Along with the transition of epidemiology in the era of globalization, making disease problems due to behaviour and lifestyle changes tend to be more complex. This change in the pattern of eating habits also encourages increased nutrient input, especially energy. Similarly, technological advances have spurred the changing habits of life.

Easy and cheap transport tool, electronic tools that can be automatically used and done by just pressing the button causes the physical activity to be very decreased. Meaning every day, there is excess energy that is stored as fat that is the root of obesity, as well as other diseases. More nutritional Status in the form of obese and obesity is at greater risk of hypertension, heart disease, diabetes, and cancer further affects the increasing mortality rate of these diseases.

Cardiovascular disease (CHD) in Indonesia is an increasing cause of death from the 1st order (SKRT 1972) to the 3rd sequence (SKRT 1986) and the First cause of death (SKRT 1992, 1995, and SKRT 2001, SKRT 2005). The Insidens cardiovascular disease is at a rate of L. 2% or 1200/100,000 inhabitants, with the main cause of death by heart disease by 42.9%. Based on a healthy paradigm as the vision of Indonesia Sehat 2010, one of the efforts carried out by the Ministry of Health is through the healthy and clean life conduct Program, including healthy lifestyle indicators include Consume vegetables and fruit [3].

The Indonesian nation consists of various ethnic groups with a variety of lifestyles among them ethnic Minahasa located north of the island of Sulawesi. The number of ethnic Minahasa people is among the most ethnic groups in North Sulawesi province. The Minahasa ethnic community, mostly Christian, has a party habit followed by a food feast or eating Minahasa specialties that are mostly derived from animal fats (pigs). The most prestige food is pork (e.g. 'swivel pig' one roasted whole pig, food 'pig feather' processed pork inserted into the burnt bamboo), that the Minahasa society considers a social prestige (social Prestige) as the main hal of health, for example: more partying (much less is done in bulk, for example, Thanksgiving in the Minahasa community can spend 1-2 billion rupiah/day). Food consumed daily also tends to contain high saturated fatty acids (pork), even some people do not like eating food made from beef. The Minahasa eat pork as most Indonesians eat beef [4].

North Sulawesi Province is one of the 30 provinces in Indonesia that has high mortality rates due to cardiovascular disease as well as the highest number of Diabetes Mellitus (DM) disease in Indonesia. Report Data of the General Hospital of the Malayang Center (now the public RS Prof. Dr R. Kandou), which is the centre of hospitals referral in North Sulawesi province, also shows that cardiovascular disease is the leading cause of death. The number of patients hospitalized and outpatient in the heart from year to year shows an increasing trend, and the highest among those heart disease is coronary heart disease [5][6].

Diet is a food-related behaviour, the frequency of one's eating, the distribution of food in the family and how to choose food. Therefore, diet is the most important behaviour affecting the state of nutrition, because the health of individuals and society can be improved. Arisman (2008) mentions that his family's eating habits will be detached from the eating habits of the communities in which the family interacts.

According Langi Grace [6][7], Eating habits are related to the action to consume food and consider a more open base in conjunction with what people usually eat, also with regard to possible conditions of change Habit of food patterns arising from the inside and outside. Unhealthy eating habits in choosing the type of food that is often consumed by the public, so that it can cause various degenerative diseases such as coronary heart disease (P. IK), dyslipidemia, diabetes mellitus, obesity and stroke. A person's diet is formed from the cultural background it has with various social-cultural changes occurring (lifestyle, biotechnology engineering, symbolic expression, ideological inclusion).

Global age, in an era of infinite world, when one country with other countries interacted, has become commonplace of developed countries will be easier to influence the country that has not developed or is developing. Influence of politics, economics, socio-cultural, even against diet and lifestyle. This influence will be easier and faster to spread due to the advancement of science and technology, especially telecommunication or more popular with the title of IT (Information and Technology). All information is easily accessible as a consequence of time progress. Indonesia is no exception, from an agrarian country to a modern industrial country. As a result, changes in behaviour and habits in the midst of society. Similarly in the case of diet. From the city to the village underwent a very drastic change[8].

This dietary change is due to the influence of globalization that has invaded almost all layers of society in all parts of the world since the 20th century ago. The symptoms that appear in globalization can be said to be almost identical between one country and the other in which the relationship between countries is now no longer a boundary (borderless). And what happens then is that the market civilization not only changes the local lifestyle to become a global lifestyle, but also colouring the development, resilience, and fate of various cultural and civilization products labelled locally[9].

The popular food in Manado city is not only from the food outside the region or abroad, but also derived from local food or traditional foods. The inclusion of the influence of globalization that can not be dammed in the culinary world to urban areas in North Sulawesi province including students with a health education background that understands the impact of popular food. Therefore, researchers feel the need to do a search about how popular food culture influences the students' diet in the Ministry of Health Polytechnic Health of Manado [10]. Research Objectives to find out the influence of popular food culture of the student diet at the Polytechnic Health Ministry of Manado.

## MATERIAL AND METHODS

This research is an analytical survey research using cross-sectional study to see the cultural influence of popular food on student diet at the Ministry of Health Polytechnic of Manado. This study will be held from April to July 2018 in the Department of Health Polytechnic Health of Manado. The tools and materials in this study consist of a list of questions (questionnaires), semi-ITQ forms, cameras, and tape recordings. Data analysis was conducted to answer the proposed research hypothesis. Statistical test determination is based on the concept of a research draft. Forage data respondents, education and sample gender data use descriptive analysis. This analysis is done to know the relationship of the variables studied. Bivariate analysis is used to determine whether the relationship between mealtime, frequency and form of food popular culture to the diet students Poltekkes Kemenkes Manado. In this study bivariate analysis used correlative test with Spearman with a level of infertility of 0.05. The comparative test of T-Test with  $\alpha = 5\%$  is used to see the difference.

## RESULTS

The nutrition Department of 8 respondents (32%) The frequency pattern of daily eating habits that apply in public life is in one day three meals, namely breakfast, lunch, and dinner. To eat a distraction/snack occurs only twice a day, namely on the break of breakfast and lunch. Then pause between lunch and dinner. However, along with the development of the frequency of daily food, an infinite change is eaten only three times a day. This is because the availability and preferences of staple food has been eliminated with the consumption of popular cultural foods.

In the variable type with significance rate of 95% ( $\alpha = 0.05$ ). The significance number (P Value) on the time variable amounted to  $0.164 > 0.05$ . On the basis of the comparison, then  $H_0$  received or means variable type does not have a significant influence on the variables of the student diet Poltekkes Kemenkes Manado.

From the F test results in this study obtained the value F count of 11.186 with significance number (P-value) of 0.000. With a significance rate of 95% ( $\alpha = 0.05$ ). Significance number (P-value) of  $0.000 < 0.05$ . On the basis of the comparison, then  $H_0$  is rejected or means variable frequency, time, and type have a significant influence together against consumer satisfaction variables.

## DISCUSSION

Related to the context above the frequency of popular culture eating has never been a month due to respondents from the lower economy. The cost of living daily is just enough to charge cost and eat daily staple sometimes only one time. The desire to enjoy popular food culture is just a dream for them. However, popular culture food is very familiar to them for hearing from friends' stories [13].

Other respondents in the frequency of eating were below five times and five to ten times the respondents consumed popular culture food for their liking. The frequency is from respondents to the lower economy and the upper-middle economy. Their fondness for food that is again popular makes them interested in places where popular culture food is sold, although it will reduce the cost of their daily living given the elderly. The same thing happens to respondents a frequency above ten times a month [14].

The variation consumption frequency of the informant shows popular culture food is the preferred culinary, but there is a difference in consuming it every day. The distinction, according to Foster & Anderson [15] that the perception of a community of people with a culture will produce a different view or perception of common sense in the context of food. Food function, which meets Hunger or meeting needs is the same understanding, but different perception lies in the difference in ownership of sources and foodstuffs. Similarly, the frequency of food can distinguish humans into groups of rich people and groups of poor people. The same applies to various types of food making human groups, namely modern and traditional human groups.

The description of the frequency of popular food culture in the habit pattern of eating students at the Ministry of Health Department of Manado Health is describing the food of popular culture not only addressing the needs of human body, but as a sign. According to Pierce [16] signs or markers are various things about the cultural symptom involving the interpretation process. Signs or markers of this type of popular food culture play an important and fundamental role in the identity of dietary habits of students of the Ministry of Health Polytechnic Health of Manado.

The identity of the food is popular culture as a sign, not limited to culinary, but also as gastronomic. Therefore, talking about this type of food is popular culture, not just talk about the type of preparation, processing, and presentation as a culinary, but in the gastronomic talk also about the proper food guide in the art of his expertise. Assessment of food in conjunction with culture, history, environmental Landscape (Geographical) & Method (technique) Cooking [19].

The type of culinary is also not separated from the role of human resources and science [11][20]. Both of these roles have helped the process of changing the type of culinary first and contemporary as revealed in the above descriptions. However, these two roles will also deconstruct the food-type traditions of incorrect popular culture and reconstruction, thus retaining the values found in the tradition [17]. It is in accordance with Habermas' views, through criticism and analysis of the successful science evidenced that between ordinary knowledge, science, interests, and technology in life practice turned out to be not easily separated, and There is always related to each other [18].

## CONCLUSION

1. Based on a double linear regression analysis, it can be seen that the most influential of the food variables of popular culture is the frequency variable with a regression coefficient value of 0.36 (36 per cent).
2. Time variable is positively influential but not significant with a regression of Coefesien of 0.124 (12.4 per cent).
3. The variable type is positively influential but not significant with a regression Coefesien value of 0.164 (16.4 per cent)
4. In the hypothesis testing using test F can be explained that the three variables are the proof of frequency (X1), Time (X2), and the type (X3) of the food bonded variabel popular culture (Y) jointly Dietary habits.
5. It is shown from the value F count of 11.186 with the significance number (P Value) amounting to  $0.000 < 0.05$ . The resulting coefficient of determination (R<sup>2</sup>) value is 0.34. This means that 34 per cent of changes in student diet variables can be explained by the change in the frequency, time, and type variables together, while the remaining 66 per cent is explained by other variables not contained in the This research.

## CONFLICT OF INTEREST

It is necessary to study with a larger sample and in an expanded location using village and city products. Educators are advised that in the process of learning local content provide health-related material in the form of popular food culture benefits. The learning process is expected to form healthy eating habits, although it is like consuming popular culture food from the current generation to the succeeding generations. It is important because cultural factors are one of the factors affecting the food of popular culture.

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