THE RELATIONSHIP BETWEEN FOOD VLOG CONTENT AND NUTRITIONAL STATUS AMONG ADOLESCENTS AT SMA NEGERI 9 PEKANBARU

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Abstract

The problem of malnutrition in adolescents is increasing in Indonesia. One of the factors that can affect the nutritional status of adolescents is eating habits, namely behavior, attitudes, beliefs and choices of food consumed. In addition to eating habits, nutritional status is associated with social media. One of the sources of reference for adolescents in choosing viral foods is videos about reviewing food or food vlogs. The purpose of this study was to determine the effect of Food Vlog Content on Nutritional Status in adolescents. The research design used a descriptive correlational method with a Cross Sectional approach. This study was conducted at SMA Negeri 9 Pekanbaru, the study was conducted from August 2024 to January 2025, the population was 342 people, with a sample of 42 respondents. The sampling technique used was stratified random sampling, with the research instruments of the Nutritional Status Questionnaire and the Food Vlog Questionnaire, using bivariate analysis with the spearman correlation test. The statistical results showed a P-Value of 0.043 <0.05, it can be concluded that there is a relationship between food vlog content and nutritional status in adolescents at SMA Negeri 9 Pekanbaru. This study recommends nutritious food education for adolescents and programs to improve adolescent nutrition.

Keyword: Food Vlog; Nutritional Status; Adolescents.

INTRODUCTION

Adolescence is a critical period associated with rapid physical, psychosocial, and cognitive development occurring within this age group. According to UNICEF (2019), there are approximately 1.2 billion adolescents aged 10–19 years, accounting for 16 percent of the global population. Adolescents are highly vulnerable to nutritional problems as they are in a transitional phase of development. There are three main reasons why adolescents are categorized as a vulnerable group. First, rapid growth and development increase the body's demand for energy and nutrients. Second, changes in lifestyle and eating habits affect energy and nutrient intake. Third, participation in sports activities, alcohol addiction, and drug use can increase excessive food consumption, which may lead to obesity (Annah, 2023).

Nutritional problems among adolescents include undernutrition (underweight), overnutrition (overweight), and obesity. According to UNICEF data (2023), 17% of the total adolescent population experience nutritional problems, including underweight (10%) and overweight (14%). Meanwhile, UNICEF Indonesia (2022) reported that one in eleven adolescents aged 13–15 years (9%) are underweight, and one in seven adolescents (14.8%) are overweight. According to the Indonesian Health Survey (SKI) 2023, the prevalence of underweight and severely underweight nutritional status among adolescents aged 13–15 years was 7.6%, while the prevalence of overweight was 12.1% and obesity was 4.1%. In Riau Province, 7.8% of adolescents were classified as underweight and severely underweight, 12.9% as overweight, and 3.5% as obese (Kementrian Kesehatan, Ri 2023).

One of the factors that can influence adolescents' nutritional status is eating habits, which include behaviors, attitudes, beliefs, and food choices related to the foods consumed.

Currently, nutrition-related knowledge is largely obtained through exposure to social media, where information is accessed regarding foods that are safe to consume, ranging from the selection of food ingredients to proper food processing methods, as well as the relationship between nutrition and optimal health. Eating habits within certain groups often serve as references for disseminating information related to modern foods and beverages, which, over time, may gradually replace local or traditional foods. Adolescents today tend to consume foods that are heavily advertised, many of which are high in salt, sugar, fat, and calories (Karini et al., 2022).

In addition to eating habits, social media use is also associated with nutritional status. Advances in communication technology have expanded human interactions, which has led adolescents to become increasingly sedentary and less likely to allocate time for physical activity due to increased social media use and prolonged sitting time. The intensity of social media use refers to the level of utilization of social media services, measured by frequency of use (per day) and duration of time (in hours). Most adolescents use multiple applications and various types of social media to communicate and interact with the wider community. Social media applications that are currently growing and emerging include Instagram, TikTok, Facebook, YouTube, and others (Azzahra, 2022).

One of the reference sources for adolescents in choosing viral foods is videos that review or feature food, commonly known as food vlogs. Food vlogs provide detailed information or explanations about foods or beverages that have been tried or will be evaluated, presented in video format. Such content demonstrates how the food is prepared and served, as well as how the food and beverages are consumed. Once completed, the videos are then uploaded online. Many viewers are attracted to food vlogs that feature regional specialties or foods that are currently trending (Sumeru et al., 2022).

Food vloggers, as creators of food-related content, are able to influence viewers and increase their intention to purchase the featured food and beverage products. There are two dimensions through which food vloggers influence Generation Z viewers, namely before and after food consumption. Before purchasing a new culinary product, Gen Z viewers tend to seek information and recommendations to determine whether the food suits their preferences. After consuming the food, they evaluate their experience and compare it with the food vlogger's review. Ultimately, Gen Z individuals become food critics themselves, as they share their culinary experiences on social media to confirm or respond to the opinions expressed by food vloggers (Kudu, 2020).

Therefore, along with the rapid development of social media, food vlogs have become one of the popular platforms that can influence adolescents' perceptions and food consumption habits. It is important to explore whether there is a significant influence between exposure to food vlog content and changes in adolescents' dietary patterns, as well as its impact on their nutritional status, both in terms of balanced nutrient intake and the risk of nutrition-related health problems. Based on this background, the researcher is interested in conducting a study entitled *'The Relationship Between Food Vlog Content and Nutritional Status Among Adolescents"*.

RESEARCH METHODS

This study employed a quantitative research design using a descriptive correlational method with a cross-sectional approach. The research was conducted at SMA Negeri 9 Pekanbaru. The selection of this location was based on the relatively large and diverse student population, which allows the study to provide a broader overview of the phenomenon being investigated. The study was carried out from August 2024 to January 2025. The total population consisted of 342 students, with a sample size of 42 respondents. The sampling technique used

was stratified random sampling. The research instruments included a Nutritional Status Questionnaire and a Food Vlog Questionnaire. Bivariate analysis was performed using the Spearman correlation test.

RESEARCH RESULTS

Univariate Analysis

A. Characteristics of Respondents

1. General Characteristics

Table 1. Frequency Distribution Based on Age, Body Weight, and Height among Grade XI Students of SMA Negeri 9 Pekanbaru

No	Respondent Characteristics	Frequency (*f*)	Presentage%
1	Age		
	16 years	1	2,4%
	17 years	22	52,4%
	18 years	19	45,2%
	Total	42	100%
2	Body Weight		
	<51,43 kg	23	54,8%
	>51,43 kg	19	45,2%
	Total	42	100%
3	Height		
	<160 cm	28	66,7%
	>160cm	14	33,3%
	Total	42	100%

Source: Primary Data Analysis, 2025

Based on Table 1, the results show that more than half of the respondents were 17 years old, with a total of 22 respondents (52.4%). Furthermore, more than half of the respondents had a body weight of less than 51.43 kg, accounting for 23 respondents (54.8%). In terms of height, more than half of the respondents had a height of less than 160 cm, totaling 28 respondents (66.7%).

2. Specific Characteristics

Table 2. Frequency Distribution of Nutritional Status among Grade XI Students of SMA Negeri 9 Pekanbaru

No	Body Mass Index (BMI)	Frequency	Percentage
1	Underweight	15	35,7%
	Normal	20	47,6%
	Overweight	5	11,9%
	Obesity	2	4,8%
	Total	**42**	**100%**

Source: Primary Data Analysis, 2025

Based on Table 4.2, nearly half of the respondents had a normal nutritional status, totaling 20 respondents (47.6%)

Table 3. Distribution of Food Vlog Consumption among Grade XI Students at SMA Negeri 9 Pekanbaru

No	Food Vlog Interaction	Frequency	Percentage
1	Low	10	23,8%
	Moderate	20	47,6%
	High	12	28,6%
	Total	**42**	**100%**

Source: Primary Data Analysis, 2025

Based on Table 4.3, nearly half of the respondents had a moderate level of interaction with food vlogs, totaling 20 respondents (47.6%).

B. Bivariate Analysis

Table 4. Uji Spearman Correlation

Variable	N	*Spearman Correlation*	P Value
Nutritional Status	42	0,05	0,043
Food Vlog	42		

Source: Primary Data Analysis, 2025

Based on Table 4.4, the results of the analysis indicate that among the 42 respondents, the p-value was 0.043, indicating a significant correlation between nutritional status and food vlog exposure

DISCUSSION

The results of the study involving 42 respondents showed that more than half of the respondents were 17 years old, totaling 22 respondents (52.4%). Based on this distribution, it can be concluded that the respondents were in the middle adolescence stage, in accordance with the age classification defined by the World Health Organization (2022).

Based on the data obtained by age, the respondents in this study were students aged 16–18 years. This finding is consistent with previous studies that reported similar age distributions among adolescent respondents Suryana et al. (2022). Adolescence is a transitional period from childhood to adulthood, typically defined as ages 10–19 years. During adolescence, many changes occur. In addition to physical changes resulting from the maturation of the hormonal system, which affects body composition, rapid changes in both height and body weight also take place. This period is commonly referred to as puberty, and it greatly influences adolescents' nutritional needs derived from their diet.

According to the researcher's assumption, based on the data obtained, age during adolescence can influence nutritional requirements, dietary patterns, and physical development. In early adolescence, rapid growth may increase the risk of undernutrition if dietary intake is insufficient, whereas in late adolescence, unbalanced eating patterns and a less active lifestyle may increase the risk of overweight or obesity.

a. Body Weight

The results of the study involving 42 respondents showed that more than half of the respondents, totaling 26 individuals (76.2%), were within a normal body weight range, indicating that the majority had a good nutritional status. However, 16 respondents (23.8%) had non-ideal body weight, which may reflect the presence of nutritional problems such as underweight or overweight.

This study is consistent with the research conducted by Setyawati (2016) in Semarang City, which reported that the majority of female adolescents (84.6%) had inadequate dietary

fiber intake (Setyawati & Rimawati, 2016). Several studies have also reported similar findings, indicating that the majority of adolescents do not meet their daily nutritional intake requirements (Hartaningrum, Sutiari, Kurniati, & Susanto, 2020; Maharani, Darwis, & Suryani, 2017; Mokoginta, et al., 2016).

According to the researcher's assumption, changes in body weight can reflect an individual's nutritional condition. Adolescents with ideal body weight tend to have good nutritional status, whereas those who are underweight or overweight are at risk of experiencing nutritional problems, such as malnutrition or obesity.

b. Height

The results of the study involving 42 respondents showed that more than half of the respondents, totaling 26 individuals (61.9%), had a moderate height. Ideal height is closely related to nutritional status, particularly during growth periods such as childhood and adolescence. Good nutritional status supports optimal height growth, whereas poor nutritional status can hinder growth.

This study is consistent with the findings of Purba (2015), which stated that height is strongly influenced by nutritional status, particularly during growth periods. Adequate and balanced food intake from the prenatal period through adolescence is essential to achieve optimal height and to prevent growth disorders such as stunting.

According to the researcher's assumption, good nutritional status supports optimal height growth. Adolescents with sufficient and balanced nutrient intake tend to achieve ideal height in accordance with their genetic potential, whereas those with poor nutritional status are at risk of experiencing growth impairments such as stunting.

A. Bivariate Analysis

The Relationship Between Food Vlog Content and Nutritional Status Among Adolescents at SMA Negeri 9 Pekanbaru. Based on the results of the analysis using the Spearman correlation test, it was found that among the 42 respondents, the p-value was 0.043, indicating a significant relationship between food vlog content and nutritional status among adolescents at SMA Negeri 9 Pekanbaru. This finding is consistent with the study by Sirajuddin (2018), which reported that social media activity influences adolescent obesity, demonstrating that both the content and the amount of time spent on social media platforms can affect dietary patterns and overall health. Adolescents are highly influenced by healthy food trends that emerge on social media; for example, trends such as vegetarian, vegan, and gluten-free diets have become popular through social media and influence young people's food choices (Jihad et al., 2024).

This study is consistent with the findings of (Fajriani et al., 2019), which state that nutritional status is the result of a balance between nutrient intake and the body's utilization of those nutrients. Poor eating behaviors can disrupt this balance and lead to nutritional problems among adolescents, such as overweight and underweight. Body Mass Index (BMI) is a primary indicator used to assess whether an adolescent has a normal, undernourished, or overnourished nutritional status. Adolescents with a normal BMI tend to have optimal nutritional status, whereas those with BMI values below or above the normal range are at risk of undernutrition or obesity.

CONCLUSION

The results of the study showed that out of a total of 42 respondents (100%), less than half were 17 years old, accounting for 22 respondents (52.4%). Based on body weight, the highest proportion of respondents had an ideal body weight, totaling 26 respondents (61.9%). In terms of height, the largest proportion of respondents fell into the moderate height category, with 26 respondents (21.9%). Based on Body Mass Index (BMI), the highest proportion of

respondents were classified as having good nutritional status, totaling 24 respondents (57.1%). Regarding food vlog exposure, the majority of respondents were in the moderate category, accounting for 35 respondents (83.3%). The results of the analysis showed a Chi-square p-value of 0.012, which is less than $\alpha = 0.05$. This indicates that H_0 was rejected and H_a was accepted, meaning that there is a significant relationship between food vlog content and nutritional status among adolescents.

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