ABSTRACT

THE AVAILABILITY AND CONSUMPTION BEHAVIOR TOWARD PROCESSED SNACKS OF ELEMENTARY SCHOOL STUDENTS IN BANDAR LAMPUNG

By

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This research aims to determine the availability of processed snacks in elementary schools in Bandar Lampung, students’ decision maker on consuming the processed snacks and their consumption behavior, and analyze the differentiation of the students’ consumption of processed snacks, based on their gender and nutritional status. This research is done in Kartika II-5 Elementary school and Rawa Laut 1 Elementary School. The research data is collected from November 2014-March 2015 by survey method. The research samples are 57 elementary school student of grade 4 and 13 food merchants. The data is analyzed by descriptive analysis and Mann Whitney test. The result showed that there were 30 kinds processed snacks in Kartika II-5 Elementary School and 15 kinds in Rawa Laut 1 Elementary School, that were available as the main meal and snack food. The processed snacks were made of carbohydrate sources as majority of the raw materials, such as rice, wheat flour, tapioca flour, corn and cassava. The decision maker on consuming processed snacks was the student itself. The processed snacks that were consumed by the students were instant noodle, “cireng”, “siomai”, “pempek” and “bakso tusuk”. Instant noodle was the most favorite food consumed by the students. The average consumption frequency of each processed snacks were 3-6 times/month and the eating average per month of instant noodle, “cireng”, “siomai”, “pempek” and “bakso tusuk” were 440.70 grams; 324.21 grams; 1,056.14 grams; 466.67 grams and 137.54 grams respectively. There was significant difference between the consumption of “siomai” by male and female students. Male students tended to consume siomai 1,715 times more, than female students.

Key words: availability of snack, consumption behavior, processed snack