

## **ABSTRACT**

### **THE RELATIONSHIP BETWEEN FAST FOOD AND SOFT DRINKS WITH NUTRITIONAL STATUS OF ECONOMICS AND BUSINESS STUDENTS IN UNIVERSITY OF LAMPUNG**

**By**

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The era of industrialization makes everything becomes more instant, including about fast food and soft drinks. Reasonable price and quick presentation lead to fast food and soft drinks are increasingly favored by the public. Consuming fast food and soft drinks could be expected to cause obesity.

This study was aimed to determine the relationship between fast food and soft drinks with nutritional status of Economics and Business students in University of Lampung. The study was analytic observational study with cross sectional approach. Samples were an obtained amounted to 107 respondents with the relative precision level 0,05. The sampling technique using proportionate stratified random sampling technique. The results obtained in the form of as much as 78,5% of respondents often consume fast food and types of fast food are often consumed was fried rice (55,14%). While as many as 60,7% of respondents often consume soft drinks and types of soft drinks were often consumed is teh botol (38,32%). There was no significant relationship between the consumption of fast food and soft drinks with the nutritional status of students of the Faculty of Economics and Business, University of Lampung with  $p=0.835$  and  $p= 0.188$ .

From the results of this study concluded that consumption of fast food and soft drinks from students of Economics and Business Faculty, University of Lampung has no relation with the nutritional status of students.

**Keywords:** Fast food, nutritional status, soft drinks, unila