

ABSTRACT

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**RELATIONSHIP OF MUKBANG VIDEO EXPOSURE WITH FAT CONSUMPTION IN ADOLESCENT WOMEN
(Observational Study on Female Students of SMA Negeri 2 Tasikmalaya in 2023)**

Overweight in teenagers is a nutritional problem that often occurs. One of the causes of overweight is the consumption of foods high in fat. Fat consumption can be influenced by visual stimuli from mukbang videos. This study aims to analyze the relationship between exposure to mukbang videos and fat consumption in adolescent women. This research method is observational with a cross sectional approach. The subjects of this research were 224 people out of 509 populations of female students at SMA Negeri 2 Tasikmalaya. Determining the number of subjects in this study used proportional random sampling techniques. Fat consumption data was collected using a 2x24 hour food recall form and a mukbang video exposure questionnaire. Data analysis used the Spearman Rank test and Multiple Linear Regression. The results of the research show that there is a significant relationship between mukbang videos exposure with fat consumption among adolescent women at SMA Negeri 2 Tasikmalaya ($p=0.010$) with the strength of the relationship being very weak ($\rho=0.171$) and a positive correlation coefficient. Multivariate test results with Multiple Linear Regression showed there was a relationship between exposure to mukbang videos and fat consumption ($p=0.003$), and the confounding variable that was related to fat consumption was the amount of pocket money ($p=0.005$), and food preferences ($p=0.001$) with an R^2 value= 0.140. The data showed these variables have a 14% influence on fat consumption. The conclusion of this research is that there is a relationship between exposure to mukbang videos and fat consumption in adolescent women. Female students are expected to not easily influenced by mukbang videos and be aware of the food they consume so that it is in accordance with balanced nutrition and can meet nutritional needs.

Keyword: Adolescent Women, Mukbang Video Exposure, Fat Consumption