

CHALLENGES IN COMMUNITY PROMOTION HEALTH : INTERGENERATIONAL INSTANT NOODLE EATING HABIT”

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Abstract :

Living in a hurry time, nowadays became a life style. In eating, people turn to instant food as a practice choice in preparing meals. In Indonesia, instant noodle is the most popular item in instant food. On the other side, eating too much instant food is not a good choice for health. Health locus of control and health realistic optimism were assume to be the factors that related to instant noodle eating habit.

Research have done in 180 subjects in different generations; teenagers (18-20 years old), young adult (21-39 years old) and middle adult (40-60 years old). It found that there was no influence from health locus of control to the instant noodle's eating habit (path coefficient 0.056, $p=0.513$) and there was no influence from health realistic optimism to the instant noodle's eating habit (-0.016 , $p=0.848$). Using analysis varian, it also found that there was a significant difference in intergenerational instant noodle's eating habit; the young groups tend to eat instant noodle more than the older groups.

From this research found that personal factors contributes less than external factors. Instant noodle had the powerful attractiveness to people, especially for young people because of some characteristics such as fast and easy to cook, the full sensation, variety of flavors, economist price. For promoting health, this research suggest that internal health locus of control should be the focus of health education, because it could lead to the selective eating behavior. Information of healthy food, smart and easy cooking skills using fresh food should be given to young people.

Key words : Instant Noodle, Eating Habits, Community Health Promotion

Introduction

In recent years, human's health and illness became more related to their lifestyles. Some of people got sick, such as diabetes, hypertension, high cholesterol, stroke, because of their eating habit. Mortality from most of today's leading causes of death could be substantially reduced if people would adopt their life-styles that promote wellness, such as eating healthful diets and not smoking.

Living in days like today, when people always be in a rush time, made instant food became popular. One of the instant foods which very popular was instant noodle. From the survey made by local newspaper, found that instant noodle was choose because of : practice to served (64.5%), delicious (19,7%) and had various taste (6,5%). Respondents on that survey were young people, and only 7.7% did not like instant noodle. But the interesting data was, 79% from 92.3% who liked instants noodle had believe that instant noodle could made them sick. (Jawa Pos, Deteksi, Thursday, March 9th 2006). From another survey that held before also by this local newspaper, found that price and easy ways to buy also factors that attracted people from instant noodle. (Jawa Pos, Deteksi, Thursday, February 27th 2003).

Data above showed us that people love eating something that they also believe that could be not a healthy choice for them. From Yanggah (2003), showed that there were 25.5% universities' students that eat instant noodle everyday, and 98% from them were known that it was not health. It also found that there was strong correlation between health locus of control, optimism and eating instant noodle. The more internal locus of control, the more realistic optimism they had, the lower intensity (from frequencies and preferences) of eating instant noodle ($R=0.719$, $F_{reg}=67.791$ with $p<0.01$). From these data, we understood that there were important roles of beliefs in personal control related to instant noodle eating habit. But was these findings also happened in our society