

ABSTRACT

Consumption of junk food among late adolescents with central obesity is a health problem that is influenced not only by nutritional knowledge but also by individuals' subjective experiences within their everyday social context. Various health promotion interventions that focus on increasing information have often failed to encourage sustained behavioral change. Therefore, this study aimed to explore the experiences of late adolescents with central obesity related to self-efficacy, permissiveness, and social support in junk food consumption behavior. This study employed a qualitative approach with a phenomenological design. Informants were selected purposively based on criteria of late adolescents with central obesity. Data credibility was strengthened through techniques, namely interviews, observation and documentation. Data analysis was conducted using the Miles and Huberman model, which includes data reduction, data display, and conclusion drawing.

The findings indicate that intentions to reduce junk food consumption were weak and unstable. Permissiveness emerged as the primary factor shaping and maintaining junk food consumption behavior through behavioral normalization, social tolerance, and the social and emotional functions of consumption. Social support from family and peers tended to normalize and facilitate junk food consumption. Meanwhile, informants' self-efficacy was low and easily weakened by previous failures in controlling consumption and by environmental influences. These findings suggest that junk food consumption behavior is more strongly determined by permissive social experiences than by individual confidence alone.

Keywords : *Junk food consumption, Central obesity, Self-efficacy, Permissiveness, Social support*