The Effectiveness of Using Social Media Tiktok in Increasing the Knowledge, Attitude, and Behavior Student of SMA Negeri 2 Jember Related to Vegetable and Fruit Consumption

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ABSTRACT

Common nutritional issues faced by Indonesian adolescents include anemia, chronic energy deficiency, and obesity. These issues can stem from insufficient vegetable and fruit consumption. In 2018, 96% of the population in Jember Regency did not consume enough vegetables and fruits. Insufficient intake can be addressed through nutrition education. With technological advancements, TikTok can serve as a medium for such education. This study aimed to determine the impact of nutrition education via TikTok on the knowledge, attitudes, and vegetable and fruit consumption of students at SMA Negeri 2 Jember. A quantitative research approach was employed using a pre-test/post-test control group design to compare two independent groups. The study population consisted of Grade X and XI students at SMA Negeri 2 Jember, with a sample of 100 respondents divided into two groups and selected using cluster random sampling. The study was conducted over a one-month period. Statistical analysis was performed using SPSS software, specifically the Mann-Whitney and Wilcoxon tests. The results showed no significant differences in knowledge, attitudes, or vegetable and fruit consumption behavior between the intervention and control groups prior to nutrition education ($p = 0.061$, $p = 0.464$, and $p = 0.222$). Following the education, there were no significant differences in knowledge or attitudes between the groups, but a significant difference was observed in vegetable and fruit consumption behavior ($p = 0.217$, $p = 0.865$, and $p = 0.001$). Within the intervention group, a significant difference in knowledge was found before and after the education ($p = 0.004$), though no significant differences were observed regarding attitudes or consumption behavior ($p = 0.206$ and $p = 0.414$). A significant difference in knowledge was also found in the control group before and after the education ($p = 0.002$). However, there were no differences in attitudes and behaviors regarding vegetable and fruit consumption ($p = 0.782$ and $p = 0.071$).

Keywords: *Education, Tiktok, Knowledge, Attitude, Consumption of vegetable and fruit, Adolescent*