

***THE EFFECTIVENESS OF SOCIAL MEDIA ON NUTRITIONAL  
KNOWLEDGE AND BODY IMAGE IN JEMBER STATE POLYTECHNIC  
STUNDENTS***

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**ABSTRACT**

Teenagers are synonymous with millennial generation sentences that cannot be separated from the use of electronic media. In the current era of 4.0, social media has become a necessity that must be owned by every individual or society, especially students. Social media has become a part of life. This can be the basis for making learning media. One of the social media that can be used is Instagram. Instagram can disseminate information to the public, this information can be in the form of material or knowledge in general that is useful for the wider community. The purpose of this study was to determine the effect of social media on knowledge and *body image* in Jember State Polytechnic students. The research method uses quantitative analytic research with a quasy experimental approach. The research design used in this study was the nonequivalent control group pre-post design. This research was conducted from March to April 2021 with 160 respondents. The results of the study show that there are differences in the effects of using social media on the level of knowledge with the result of p value = 0.000, there are differences in the effects of social media on *body image* with the result of p value = 0.000. The conclusion of the study is that there is an effect of using social media on nutritional knowledge and *body image* in Jember State Polytechnic students.

*Keywords: Body Image, Instagram, Nutrition Knowledge, Tennagers, Social Media.*