

ABSTRACT

Title : The Differences of Food Choice, Social Media, Body Image, Nutritional Knowledge, Food Labels, and Peer Group on Adolescent Girls in Urban and Rural High Schools

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Backgrounds: In adolescents changes in consumption behavior, both changes in healthy consumption behavior and changes in unhealthy consumption behavior. Changes in consumption behavior can affect eating choices in adolescents, this can lead to imbalances in nutritional intake in adolescents. **Methods:** This study uses cross-sectional design and quantitative methods. The research instruments used in this study were questionnaires which included food choices, social media, body image, knowledge of nutrition, food labels, peers and anthropometric measurements which included body weight and height. **Results:** Food choices, social media uses, perception of actual body shape, perception of desired body shape, perception of ideal body shape have almost the same average in urban and rural. Actual body shape perceptions with BMI, nutritional knowledge, food labels and peers have different averages in urban and rural. There weren't differences in food choices, social media uses, perceptions of actual body, perception of desired body shape, and perception of ideal body shape in urban and rural ($p>0.05$), there are differences in actual body shape with BMI, nutritional knowledge, understanding food labels, and peer influence in urban and rural ($p<0.05$). **Conclusion:** There were differences in perceptions of actual body shape with BMI, knowledge of nutrition, understanding of food labels, and peers influence in urban and rural.

Key Words: Food Choices, Urban, Rural, Adolescents