

**HUBUNGAN KEBIASAAN MENONTON VIDEO *MUKBANG* DENGAN
TINGKAT *HEDONIC HUNGER* PADA MAHASISWA KEPERAWATAN**



SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar sarjana

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**PROGRAM STUDI KEPERAWATAN
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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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**LEMBAR PENGESAHAN
SKRIPSI**

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ABSTRAK

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ABSTRAK

Perkembangan media digital mendorong perubahan cara individu berinteraksi dengan makanan, termasuk melalui konten *mukbang* yang semakin populer di kalangan mahasiswa. Aktivitas menonton *mukbang* banyak diminati oleh kelompok usia 18–25 tahun, termasuk mahasiswa keperawatan yang juga menghadapi tekanan akademik tinggi. Mahasiswa dalam kelompok ini cenderung mengalami perubahan perilaku makan yang dipengaruhi oleh lingkungan digital dan stres akademik. Mahasiswa perlu memahami fenomena kebiasaan menonton *mukbang* dan kaitannya dengan *hedonic hunger*, mengingat tingginya paparan media digital serta potensi perubahan perilaku makan yang menyertainya. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis hubungan kebiasaan menonton video *mukbang* dengan tingkat *hedonic hunger* pada mahasiswa keperawatan. Metode yang digunakan dalam penelitian ini akan menggunakan desain penelitian kuantitatif korelasional dengan melibatkan 344 mahasiswa keperawatan dengan menggunakan teknik *total sampling*. Data dikumpulkan menggunakan kuesioner yang valid dan reliabel, serta dianalisis dengan statistik deskriptif dan korelasional. Hasil penelitian menunjukkan bahwa dari 344 responden, dalam kebiasaan menonton video *mukbang* berada pada kategori sedang sebanyak 208 responden (60,47%). Tingkat *hedonic hunger* menunjukkan bahwa responden berada pada kategori sedang sebanyak 186 responden (54,07%). Berdasarkan uji korelasi *Pearson* diperoleh *p-value* sebesar $p < 0,001$ ($<0,005$) menunjukkan ada hubungan kebiasaan menonton video *mukbang* dengan tingkat *hedonic hunger* pada mahasiswa keperawatan. Oleh karena itu, diperlukan program edukasi terkait perilaku makan di kalangan mahasiswa.

Kata Kunci: *Hedonic Hunger*, Mahasiswa, Video *Mukbang*

The Relationship Between Watching Mukbang Videos and the Level of Hedonic Hunger Among Nursing Students

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ABSTRACT

The development of digital media has driven changes in how individuals interact with food, including through mukbang content, which has become increasingly popular among university students. Watching mukbang videos is particularly favored by individuals aged 18–25, including nursing students who often experience high academic pressure. This group tends to exhibit changes in eating behavior influenced by digital environments and academic stress. Therefore, it is important for students to understand the phenomenon of mukbang-viewing habits and their relationship with hedonic hunger, given the high exposure to digital media and the potential impact on eating behaviors. This study aims to identify and analyze the relationship between mukbang-viewing habits and the level of hedonic hunger among nursing students. This research employed a quantitative correlational design involving 344 nursing students selected using a total sampling technique. Data were collected using valid and reliable questionnaires and analyzed using descriptive and correlational statistics. The results showed that among the 344 respondents, mukbang-viewing habits were predominantly in the moderate category (208 respondents; 60.47%), while the level of hedonic hunger was also mostly in the moderate category (186 respondents; 54.07%). Based on the Pearson correlation test, a p-value of 0.001 (<0.005) indicated a significant relationship between mukbang-viewing habits and the level of hedonic hunger among nursing students. Therefore, educational programs addressing healthy eating behaviors among students are recommended

Keywords: *Hedonic Hunger, Mukbang Videos, Nursing Students*

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