
The Relationship Between Nutrition Content Exposure On Social Media And Eating Patterns And Body Image Of Female College Students In Bandar Lampung City

Elisa Febriyanti¹⁾, Atikah Adyas^{2)*}, Adhi Nurhartanto³⁾

^{1,2,3)} Program Studi Gizi, Fakultas Kesehatan, Universitas Mitra Indonesia, Bandar Lampung, Indonesia

*Corresponding Author

Email: adyas_atikah@yahoo.com

Abstract

Social media is an internet-based platform widely used by female college students to obtain information on nutrition, food, diet, and the ideal body shape. High exposure to unvalidated information may affect eating behaviour and body image perception. To analyse the relationship between exposure to nutrition content on social media and the eating patterns and body image of female college students in Bandar Lampung City in 2026. A quantitative analytic study with a cross-sectional design. The sample consisted of 96 female students from Universitas Mitra Indonesia and Universitas Bandar Lampung selected through purposive sampling. Data were collected using the SESMEB questionnaire (nutrition content exposure), a Food Frequency Questionnaire (eating patterns), and the BSQ-34 (body image), and analysed univariately and bivariately using the Pearson Chi-Square test at a significance level of 0.05. A total of 60,4% respondents had high exposure to social media nutrition content, 57,3% respondents had poor eating patterns, and 63,5% respondents had a positive body image. There was a significant relationship between social media nutrition content exposure and eating patterns ($p=0.044$; $OR=2.347$; 95% CI: 1.015–5.435) and between exposure and body image ($p=0.035$; $OR=2.618$; 95% CI: 1.054–6.500). High exposure to nutrition content on social media is associated with a greater likelihood of poor eating patterns and a negative body image. Higher education institutions and health professionals need to strengthen digital nutrition literacy and provide evidence-based social media education for female students.

Keywords: *Body Image, Female College Students, Nutrition Content Exposure, Eating Patterns, Social Media*

INTRODUCTION

The development of digital technology has brought fundamental changes in the way people obtain health information, including information related to nutrition and dietary patterns. According to the Indonesian Internet Penetration and Internet User Behavior Survey, the national internet penetration rate reached 81.72%, with 235.26 million users out of a total population of 287.88 million (APJII, 2024). The increasing access to the internet has been accompanied by the growing intensity of social media use. Approximately 44.9% of Indonesian internet users spend 1–2 hours per day on social media, while 37.9% spend 2–3 hours per day, indicating that 82.8% of users access social media regularly each day. This condition highlights that platforms such as TikTok, Instagram, YouTube, Facebook, and WhatsApp have become an integral part of modern life, including as major sources of health information.

Social media serves not only as a medium for entertainment but also as a platform for self-expression, social interaction, education, and identity formation in the digital era. Various content formats, ranging from short videos and photo posts to brief written content, make it easier for users to obtain and share information about nutrition, diet menus, and healthy lifestyles. This accessibility has made social media a practical reference for the public, particularly younger generations, in determining their daily dietary patterns (Yendra et al., 2024).

Young adults and university students are among the most active social media users and are particularly exposed to content related to dieting, ideal body shapes, and healthy lifestyles (Dinata & Pratama, 2022). Much of this content is presented in an attractive

manner, making it easily capable of influencing users' perceptions of ideal healthy eating standards (Fauzan & Kurniadi, 2025). This situation may contribute to the development of new dietary habits in daily food choices without adequate scientific consideration. Changes in eating behavior resulting from exposure to digital information are an important concern because dietary habits play a major role in health status, particularly among female university students who generally pay considerable attention to body shape (Yunita et al., 2025).

Female university students are generally categorized as young adults aged 18–25 years who are in a phase of identity development and are highly susceptible to the influence of social media on body image. Megawati and Nurhayati (2023) found that female university students tend to engage in higher levels of social comparison, which may negatively affect body image. Ni'mah (2025) also demonstrated that adolescent girls and female university students who actively use social media are at greater risk of experiencing distorted body perceptions. From a social perspective, women are more vulnerable to pressure regarding ideal body standards due to constructions of beauty that continue to develop in digital media (Apriani & Trihandayani, 2025).

From a nutritional science perspective, *body image* refers to an individual's subjective perception of their body size, shape, and composition, which is closely related to nutritional status and eating behavior. Gibson (2005) stated that the assessment of body composition, including body fat, muscle mass, and body weight, is an integral component of *body image* in nutritional assessment. Therefore, *body image* is not solely a psychological aspect but is also directly associated with nutritional status, food consumption behavior, and the risk of eating disorders. Content depicting idealized bodies often generates a desire to adjust one's body shape according to popular social media standards, which may influence how individuals perceive their own bodies positively or negatively (Ni'mah, 2025; Tumimba et al., 2025).

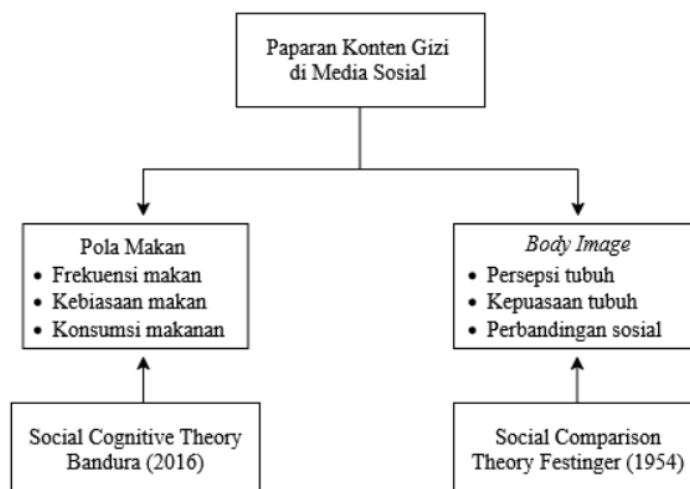
Recent research further emphasizes the importance of examining exposure to nutrition-related content across social media in general rather than focusing on a single platform. Apriani and Trihandayani (2025) found that social media use had a significant effect on *body image* ($R^2 = 0.421$; $p < 0.001$), indicating that the intensity of social media use explained 42.1% of the variation in *body image*. Interestingly, the study found no significant differences among TikTok, Instagram, and Facebook users ($p = 0.273$). Similarly, Amalia et al. (2023) reported an association between general patterns of social media use and eating behavior, physical activity, and nutritional status among adolescents without focusing on a specific platform.

The selection of Bandar Lampung as the research setting is based on its characteristics as a center of education and digital technology development. The city has a considerable number of higher education institutions, resulting in a large and diverse student population. Nevertheless, research specifically examining the relationship between exposure to nutrition-related social media content, dietary patterns, and *body image* among female university students in the area remains limited (Kharisma et al., 2024).

Various previous studies have examined the relationship between social media, *body image*, and eating patterns. However, most studies have focused on social media use in general without specifically examining exposure to nutrition-related content, or have focused on a single platform, which may not adequately represent the exposure patterns of female university students who commonly use multiple platforms simultaneously. In addition, the relationship between social media content exposure and dietary patterns is rarely examined simultaneously with *body image*, while previous studies have generally focused on adolescents rather than university students. The novelty of this study lies in its focus on cross-platform social media use, the simultaneous relationship between exposure to

nutrition-related content, dietary patterns, and *body image*, the inclusion of female university students as the study population, and the local context of Bandar Lampung. Therefore, this study aims to analyze the relationship between exposure to nutrition-related content on social media and dietary patterns and *body image* among female university students in Bandar Lampung in 2026.

Figure 1. Theoretical Framework of the Study



Source: Modified by the researcher based on Bandura (1986), Festinger (1954), and the studies by Ilat et al. (2023), Permatasari et al. (2023), and Yendra et al. (2024).

RESEARCH METHODS

Research Design, Time, and Setting

This study used a quantitative method with an analytical approach and a *cross-sectional* design, in which the independent and dependent variables were measured simultaneously at a specific point in time (Notoatmodjo, 2022). This design was selected because it is efficient and appropriate for research aimed at determining relationships between variables without conducting an intervention. The study was conducted in June–July 2026 at Universitas Mitra Indonesia and Universitas Bandar Lampung, Bandar Lampung City.

Population and Sample

The population of this study consisted of all female university students in Bandar Lampung City. Since the exact number of active female university students who use social media was unknown, the population was categorized as an unknown population (*infinite population*). The sample size was determined using the Lemeshow formula for an unknown population with $Z = 1.96$, $p = 0.5$, $q = 0.5$, and $d = 0.1$, resulting in a minimum sample size of 96 respondents. The sampling technique used was *purposive sampling*.

The inclusion criteria were: (1) active female university students enrolled at higher education institutions in Bandar Lampung City; (2) actively using social media (TikTok, Instagram, YouTube, or Facebook); and (3) willing to participate as respondents. The exclusion criteria were: (1) female university students who were undergoing a special diet under the recommendation of a health professional; (2) female university students with certain health conditions that affected their daily eating patterns, such as metabolic disorders or chronic diseases; and (3) female university students with a history of eating disorders.

Variables and Operational Definitions

The independent variable in this study was exposure to nutrition-related content on social media, while the dependent variables consisted of dietary patterns (Y1) and *body image* (Y2). A summary of the operational definitions is presented in Table 1.

Table 1. Operational Definitions of Research Variables

Variable	Operational Definition	Measurement Instrument / Method	Measurement Results & Scale
Exposure to nutrition-related content on social media	The level of respondents' intensity in accessing and viewing content related to nutrition, food, or diet on social media in daily life	<i>Scale of Effects of Social Media on Eating Behavior</i> (SESMEB) questionnaire (18 items, Likert scale 1–5); self-administered; median used as the cut-off point	High ($\geq$ median); Low ($<$ median). Ordinal scale
Dietary patterns	Respondents' habits in consuming food on a daily basis that reflect nutritional balance (frequency of main meals, consumption of fast food, fruits, and vegetables)	<i>Semi-Quantitative Food Frequency Questionnaire</i> (SQ-FFQ); scoring: ≥ 3 times/day = 5; once/day = 4; 3–6 times/week = 3; 1–2 times/week = 2; ≤ 2 times/month = 1; never = 0	Good ($>$ median); Poor ($\leq$ median). Ordinal scale
Body image	Respondents' perceptions and evaluations of their body shape, size, and condition, including body satisfaction and comparison with others on social media	<i>Body Shape Questionnaire-34</i> (BSQ-34), 34 items, Likert scale 1–6; self-administered	Positive (score ≤ 110); Negative (score > 110). Ordinal scale

Instruments and Data Collection

The data used in this study were primary data obtained directly from respondents through self-administered questionnaire completion conducted offline. Before completing the questionnaires, respondents were provided with an explanation of the research objectives and signed an *informed consent* form.

Exposure to nutrition-related content was measured using the *Scale of Effects of Social Media on Eating Behavior* (SESMEB), developed by Keser et al. (2020), consisting of 18 items with a Likert scale of 1–5. This instrument had a *Cronbach's alpha* coefficient of 0.928. *Body image* was measured using the *Body Shape Questionnaire-34* (BSQ-34), consisting of 34 items with a Likert scale of 1–6; the Indonesian version of the instrument was tested by Sitepu et al. (2020), with a *Cronbach's alpha* of 0.966. Dietary patterns were measured using the *Food Frequency Questionnaire* (FFQ), which was validated by Rendo-Urteaga et al. (2020), with a Spearman reliability correlation coefficient of 0.47–0.73 and an intraclass correlation coefficient of 0.66–0.99.

Data Processing and Analysis

Data processing was conducted through the stages of editing, coding, processing, cleaning, and tabulating. Univariate analysis was used to describe the frequency distribution and percentage of each variable. Bivariate analysis was performed using the Pearson Chi-Square test because all variables had been categorized and presented in 2×2 tables, with all cells having an expected count ≥ 5 . The strength of the association was expressed using the Odds Ratio (OR) along with a 95% confidence interval. The null hypothesis was rejected when the p-value was ≤ 0.05 . All analyses were conducted using SPSS software.

Research Ethics

This study was declared ethically eligible based on the Ethical Clearance Certificate No. S.25/143/FKES10/2026 issued by the Research Ethics Committee of Universitas Mitra

Indonesia on July 2, 2026. The ethical principles applied included informed consent, confidentiality, beneficence, and justice.

RESULTS AND DISCUSSION

Research Results

Data were obtained from 96 female university students in Bandar Lampung City who met the study criteria. All respondent data were complete and therefore eligible for analysis.

Respondent Characteristics

Respondent characteristics included age, study program, and university of origin, as presented in Table 2.

Table 2. Frequency Distribution of Respondent Characteristics among Female University Students in Bandar Lampung City, 2026 (n = 96)

Characteristics	Frequency (n)	Percentage (%)
Age		
18 years	8	8.3
19 years	15	15.6
20 years	23	24.0
21 years	22	22.9
22 years	14	14.6
23 years	7	7.3
24 years	4	4.2
25 years	3	3.1
Total	96	100.0
Study Program		
Accounting	5	5.2
Architecture	4	4.2
Nutrition	25	26.0
Law	6	6.3
Informatics	5	5.2
Nursing	22	22.9
Public Health	18	18.8
Management	6	6.3
Civil Engineering	5	5.2
Total	96	100.0
University		
Universitas Bandar Lampung	26	27.1
Universitas Mitra Indonesia	70	72.9
Total	96	100.0

Based on Table 2, the largest age group was 20 years, comprising 23 respondents (24.0%), followed by 21 years with 22 respondents (22.9%), while the smallest group consisted of respondents aged 25 years (3 respondents; 3.1%). Regarding study programs, the largest proportion of respondents came from the Nutrition Study Program, with 25 respondents (26.0%), followed by Nursing with 22 respondents (22.9%) and Public Health with 18 respondents (18.8%). All respondents were female (100.0%), consistent with the predetermined study population. Most respondents were from Universitas Mitra Indonesia, totaling 70 respondents (72.9%).

Univariate Analysis

Univariate analysis describes the frequency distribution of exposure to nutrition-related content on social media, dietary patterns, and *body image* among respondents. The results are presented in Table 3.

Table 3. Frequency Distribution of Exposure to Nutrition-Related Content on Social Media, Dietary Patterns, and Body Image among Female University Students in Bandar Lampung City, 2026 (n = 96)

Variable	Frequency (n)	Percentage (%)
Exposure to nutrition-related content on social media		
Low	38	39.6
High	58	60.4
Dietary patterns		
Good	41	42.7
Poor	55	57.3
Body image		
Positive	61	63.5
Negative	35	36.5

Table 3 shows that 58 respondents (60.4%) had high exposure to nutrition-related content on social media, while 38 respondents (39.6%) had low exposure. Regarding dietary patterns, 55 respondents (57.3%) had poor dietary patterns, while 41 respondents (42.7%) had good dietary patterns. Meanwhile, the majority of respondents had a positive *body image*, totaling 61 respondents (63.5%), while 35 respondents (36.5%) had a negative *body image*.

Bivariate Analysis

Bivariate analysis was conducted using the *Pearson Chi-Square* test to determine the relationship between exposure to nutrition-related content on social media and dietary patterns, as well as *body image*. The results are presented in Tables 4 and 5.

Table 4. Relationship between Exposure to Nutrition-Related Content on Social Media and Dietary Patterns among Female University Students in Bandar Lampung City, 2026

Exposure to nutrition-related content on social media	Poor Dietary Pattern		Good Dietary Pattern		Total		p-value	OR (95% CI)
	n	%	n	%	n	%		
Low	17	44.7	21	55.3	38	100.0	0.044	2.347 (1.015–5.435)
High	38	65.5	20	34.5	58	100.0		
Total	55	57.3	41	42.7	96	100.0		

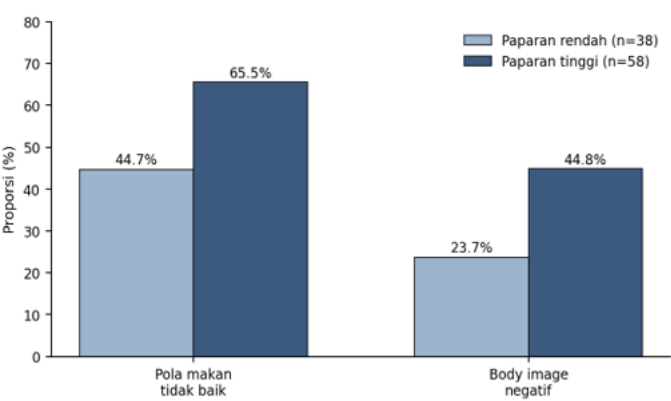
Based on Table 4, among the 38 respondents with low exposure to nutrition-related content on social media, 17 respondents (44.7%) had poor dietary patterns. In contrast, among the 58 respondents with high exposure, 38 respondents (65.5%) had poor dietary patterns. The *Pearson Chi-Square* test resulted in $p = 0.044$ ($p < 0.05$), indicating that H_0 was rejected. The OR was 2.347 (95% CI 1.015–5.435), indicating that respondents with high exposure to nutrition-related content on social media had 2.347 times higher odds of having poor dietary patterns than those with low exposure.

Table 5. Relationship between Exposure to Nutrition-Related Content on Social Media and Body Image among Female University Students in Bandar Lampung City, 2026

Exposure to nutrition-related content on social media	Body Image		Total		p-value	OR (95% CI)
	Positive n (%)	Negative n (%)	n	%		
Low	29 (76.3)	9 (23.7)	38	100.0	0.035	2.618 (1.054–6.500)
High	32 (55.2)	26 (44.8)	58	100.0		
Total	61 (63.5)	35 (36.5)	96	100.0		

Table 5 shows that among the 38 respondents with low exposure, 9 respondents (23.7%) had a negative *body image*, whereas among the 58 respondents with high exposure, 26 respondents (44.8%) had a negative *body image*. The *Pearson Chi-Square* test resulted in $p = 0.035$ ($p < 0.05$), indicating that H_0 was rejected. The OR was 2.618 (95% CI 1.054–6.500), indicating that respondents with high exposure to social media content had 2.618 times higher odds of having a negative *body image* than respondents with low exposure to social media content. The comparison of proportions between the two exposure groups is presented in Figure 2.

Figure 2. Proportion of Poor Dietary Patterns and Negative Body Image by Level of Exposure to Nutrition-Related Content on Social Media



Discussion

Exposure to Nutritional Content on Social Media

A total of 58 respondents (60.4%) fell into the category of high exposure to nutrition-related content on social media. This distribution indicates that more than half of the respondents frequently receive, view, or interact with content regarding nutrition, food, diets, calories, and eating habits via social media. These findings illustrate that social media has become a prominent channel for nutrition information in the daily lives of female university students.

The high level of exposure to nutrition content is understandable, given that social media platforms frequently feature short videos that are easily accessible, visually engaging, and repeatable. When users watch, like, save, or share specific content, recommendation algorithms tend to display similar material, resulting in continuous exposure. Among female students, content concerning healthy meal plans, weight loss, viral food trends, calorie counting, and ideal body shapes attracts particular attention due to its relevance to health, appearance, and practical needs during their university studies.

Theoretically, these findings can be explained through Social Cognitive Theory, as repeated exposure allows individuals to observe behavioral models, retain messages, and

consider their application in daily life (Bandura, 1986). Social media serves as a digital environment providing stimuli in the form of nutrition content, while female students act as observers who actively process this information before adopting it into actual behavior.

These results align with the findings of Amalia et al. (2023), who reported that 64.2% of respondents accessed social media more than four times daily and 54.0% were exposed to culinary content. Their research suggests that the frequency and duration of usage are more significant determinants of social media's influence than the mere type of content viewed. Rousseau and Rodgers (2025) further explain that exposure to appearance-related visual content across various platforms can heighten body dissatisfaction and trigger restrictive eating behaviors, as much of the health-related content on social media emphasizes bodily aesthetics over evidence-based nutritional education.

Dietary Habits of Female University Students

A total of 55 out of 96 respondents (57.3%) exhibited poor dietary patterns. These results indicate that more than half of the female students have not yet consistently adopted appropriate consumption habits. The dietary pattern categories in this study reflect the frequency of consuming main meals, fast food, fruits, and vegetables, as well as foods aligned with balanced nutrition principles, based on measurements using a Food Frequency Questionnaire.

The prevalence of poor dietary patterns is linked to lifestyle changes associated with entering university life. Factors such as class schedules, academic assignments, commuting, organizational activities, limited time for meal preparation, and the easy availability of convenient foods can affect eating regularity. These results do not imply that all respondents consistently choose unhealthy foods; rather, they indicate that the frequency and balance of consumption are suboptimal. The 42.7% of students with good dietary patterns demonstrates that a segment of the student population is capable of managing their food choices in a more structured manner.

Theoretically, dietary patterns are shaped by the interaction of personal, environmental, and behavioral factors, as outlined in Social Cognitive Theory (Bandura, 1986). Nutritional knowledge alone does not necessarily lead to healthy eating habits if the environment offers convenient food options, peer groups foster specific habits, or media constantly promotes trending foods. These findings align with Amalia et al. (2023), who showed that 51.7% of adolescents with high social media usage exhibited poor eating behaviors. Similarly, Zogara et al. (2022) found that 58.2% of adolescent girls in Kupang City consumed fast food more than three times a week, while Rahmasari et al. (2024) found that 32.2% of respondents frequently consumed fast food, with social media exposure linked to this behavior.

Female College Students' Body Image

A total of 61 respondents (63.5%) possessed a positive body image, while 35 respondents (36.5%) held a negative body image. These results indicate that the majority of female university students are able to form a relatively positive assessment of their body shape, size, and appearance. Nevertheless, the proportion of those with a negative body image still exceeds one-third of the total respondents; thus, issues regarding body dissatisfaction, concerns about body shape, and appearance-based comparisons warrant continued attention.

The prevalence of positive body image suggests that exposure to social media does not invariably lead to negative body assessments among all users. Responses to content can be influenced by factors such as self-acceptance, support from family and friends, nutritional knowledge, personal experiences, and the ability to distinguish between realistic body images and digitally edited ones. Theoretically, these findings can be explained by Social Comparison Theory, which posits that individuals evaluate themselves by comparing their

own abilities or appearance with those of others (Festinger, 1954). Social media expands the scope of comparison, as users are exposed to figures that have been curated, edited, and presented in their best possible light.

These findings align with the work of Seekis and Lawrence (2023), who discovered that female students viewing "body neutrality" content on social media exhibited higher levels of body function appreciation and body satisfaction compared to those viewing content promoting the "thin ideal." Meanwhile, the group with a negative body image aligns with findings by Fitriani and Purnomo (2023), who observed that young women using social media experienced negative body image due to usage intensity, the internalization of an ideal body standard, and upward social comparison. Sembiring and Rosito (2023) identified a negative correlation between social comparison and body image among 349 late-adolescent females (aged 18–22), with an r -value of -0.462 ; this indicates that a higher tendency to engage in social comparison corresponds to a lower body assessment.

The Relationship Between Exposure to Nutrition-Related Social Media Content and Dietary Patterns

The Pearson Chi-Square test yielded a p -value of 0.044 with an OR of 2.347 (95% CI: 1.015–5.435), indicating a significant association between exposure to social media nutrition content and the dietary patterns of female university students. In the low-exposure group, good dietary patterns predominated (55.3%), whereas in the high-exposure group, poor dietary patterns were more prevalent (65.5%). However, the cross-sectional design only establishes an association at the time of measurement and cannot confirm that social media exposure is the sole cause of the respondents' dietary patterns.

Theoretically, this association aligns with Social Cognitive Theory, which posits that behavior is learned through the observation of models, perceived consequences, and environmental reinforcement (Bandura, 1986). Content regarding food, dieting, or the ideal body can serve as a behavioral model that is observed and subsequently imitated. When a video garners numerous likes, comments, and expressions of support, users may perceive the displayed behavior as normal and effective. This process influences food choices, intake restriction, meal frequency, and the desire to try viral foods.

This pattern of association is supported by findings from Amalia et al. (2023), who identified a link between the frequency of social media use and eating behavior ($p = 0.022$), as well as between usage duration and eating behavior ($p = 0.003$). Zogara et al. (2022) found an association between social media and fast-food consumption ($p = 0.011$; OR = 1.857), while Rahmasari et al. (2024) discovered a link between social media exposure and fast-food consumption behavior ($p = 0.024$; OR = 3.625). These findings demonstrate that visual messages, promotions, peer recommendations, and food trends can transform desires into actual consumption decisions.

The Relationship Between Exposure to Social Media Nutrition Content and Body Image

The Pearson Chi-Square test yielded a p -value of 0.035 with an OR of 2.618 (95% CI 1.054–6.500), indicating a significant association between exposure to social media nutrition content and body image. The proportion of negative body image in the high-exposure group was nearly double that of the low-exposure group (44.8% vs. 23.7%). However, 55.2% of respondents with high exposure still held a positive body image, suggesting that the impact of such content is also influenced by factors such as self-acceptance, media literacy, social support, and the specific nature of the content encountered.

Theoretically, this relationship aligns with Social Comparison Theory (Festinger, 1954). Social media platforms provide numerous figures for comparison, showcasing ideal body types, weight changes, and successful dieting through short-form videos. When users compare themselves to figures perceived as more attractive, they may perceive a discrepancy

between their actual bodies and digital standards. Repeated comparisons can subsequently drive the internalization of beauty standards and reduce body satisfaction.

These findings are consistent with Apriani and Trihandayani (2025), who found that social media usage significantly impacts body image ($R^2 = 0.421$; $p < 0.001$), regardless of the platform type. Similarly, Bissonette Mink and Szymanski (2022)—studying 778 young adult female college students—found that TikTok usage was indirectly linked to body dissatisfaction through upward appearance comparison and body surveillance. Blackburn and Hogg (2024), involving 273 women aged 18–28, also found that exposure to pro-anorexia content led to decreased body satisfaction and increased internalization of beauty standards; furthermore, users with high social media usage duration tended to exhibit higher scores for disordered eating behaviors.

Limitations of the Study

This study has several limitations. First, the cross-sectional design only reveals associations between variables and cannot establish causal relationships. Second, data were collected via self-administered questionnaires, introducing a potential for bias—particularly regarding the recall of dietary habits and experiences with viewing nutrition-related content on social media.

CONCLUSION

The majority of female university students in Bandar Lampung City reported high levels of exposure to nutrition-related content on social media (60.4%), poor dietary habits (57.3%), and a positive body image (63.5%). A significant association was found between exposure to nutrition content on social media and dietary habits ($p = 0.044$; OR = 2.347; 95% CI 1.015–5.435), indicating that students with high exposure were 2.347 times more likely to have poor dietary habits. A significant association was also observed between exposure to nutrition content on social media and body image ($p = 0.035$; OR = 2.618; 95% CI 1.054–6.500); students with high exposure were 2.618 times more likely to have a negative body image compared to those with low exposure.

Based on these findings, female students are advised to improve their nutrition and digital literacy by verifying content creators' identities, cross-referencing information with official sources, and avoiding diets or dietary restrictions that do not meet their nutritional needs. Higher education institutions are encouraged to implement digital-based nutrition education, balanced diet campaigns, and activities promoting positive body image through student orientation programs, campus social media channels, seminars, and counseling services. Healthcare professionals, particularly nutritionists, are advised to develop concise, engaging, accessible, and evidence-based social media content to counter misleading dietary information. Future researchers are encouraged to utilize larger sample sizes and a broader range of universities, as well as to consider longitudinal or experimental designs to better establish the direction of influence.

REFERENCES

- Amalia, S. N. I., Octaria, Y. C., Maryusman, T., & Imrar, I. F. (2023). The associations between social media use with eating behavior, physical activity, and nutrition status among adolescents in DKI Jakarta. *Amerta Nutrition*, 7(2SP), 193–198.
- Apriani, E. D., & Trihandayani, D. (2025). Bagaimana media sosial memengaruhi body image pada pengguna aktif TikTok, Instagram, dan Facebook. *Jurnal Ilmiah Penelitian Psikologi*, 11(1), 13–17.

- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). *Laporan Survei Internet Indonesia 2024*. Jakarta: APJII.
- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice-Hall.
- Bissonette Mink, D., & Szymanski, D. M. (2022). TikTok use and body dissatisfaction: Examining direct, indirect, and moderated relations. *Body Image*, 43, 205–216.
- Blackburn, M. R., & Hogg, R. C. (2024). #ForYou? The impact of pro-ana TikTok content on body image dissatisfaction and internalisation of societal beauty standards. *PLOS ONE*, 19(8), e0307597.
- Blount, C., et al. (2002). Development and validation of the Body Shape Questionnaire (BSQ-34). *Psychological Assessment*.
- Dinata, R. I., & Pratama, M. (2022). Hubungan antara social comparison dengan body image dewasa awal pengguna media sosial TikTok. *Ranah Research: Journal of Multidisciplinary Research and Development*, 4(3), 217–224.
- Fauzan, S. N., & Kurniadi, O. (2025). Paparan konten makanan di TikTok dan kaitannya dengan status gizi mahasiswa. *Bandung Conference Series: Communication Management*, 5(2), 2451–2458.
- Festinger, L. (1954). A theory of social comparison processes. *Human Relations*, 7(2), 117–140.
- Fitriani, A., & Purnomo, J. T. (2023). Body image pada remaja putri yang menggunakan media sosial TikTok. *Proyeksi*, 18(2), 213–225.
- Gibson, R. S. (2005). *Principles of nutritional assessment* (2nd ed.). Oxford: Oxford University Press.
- Ilat, I. P., Tapada, J., Durandt, C., & Koyongian, F. (2023). Dampak penggunaan media sosial bagi kesehatan mental remaja. *Jurnal Ilmiah Wahana Pendidikan*, 9(10), 830–837.
- Keser, A., et al. (2020). Scale of effects of social media on eating behavior (SESMEB): Development, validity, and reliability study. *Appetite*, 154, 104780.
- Kharisma, A., Mukti, P., & Nugroho, Y. J. D. (2024). Body image dan social comparison di era Instagram: Studi korelasi. *Jurnal Psikologi*.
- Megawati, S. B., & Nurhayati, S. R. (2023). Pengaruh perbandingan sosial terhadap body image pada mahasiswi. *Acta Psychologia*, 4(1), 65–71.
- Nagalingam, S., & Mathialagan, S. (2025). The impact of social media on body image and eating behaviour among Malaysian adults. *International Journal of Education, Psychology and Counseling*, 10(58), 1050–1059.
- Ni'mah, S. A. S. (2025). *Hubungan body image dan paparan media sosial dengan kejadian kekurangan energi kronis (KEK) pada remaja putri* (Skripsi). Poltekkes Kemenkes Yogyakarta.
- Notoatmodjo, S. (2022). *Metodologi penelitian kesehatan*. Jakarta: Rineka Cipta.
- Permatasari, A. A., Lolita, D. C., & Chotimah, C. C. (2023). Peran media digital dalam upaya promosi kesehatan. *Zaitun (Jurnal Ilmu Kesehatan)*, 11(1), 1–4.
- Rahmasari, F. A., Ismah, Z., & Agustina, D. (2024). Hubungan teman sebaya dan paparan media sosial dengan perilaku fast food pada siswa. *MAHESA: Malahayati Health Student Journal*, 4(8), 3105–3119.
- Rendo-Urteaga, T., et al. (2020). Validation and reliability of a food frequency questionnaire (FFQ) for assessing dietary intake. *Nutrients*, 12(4), 1015.
- Rousseau, A., & Rodgers, R. F. (2025). Social media incidental appearance exposure and young people's body image: A conceptual review. *Body Image*, 52, 101838.
- Seekis, V., & Lawrence, R. K. (2023). How exposure to body neutrality content on TikTok affects young women's body image and mood. *Body Image*, 47, 101629.

- Sembiring, L. T. br, & Rosito, A. C. (2023). Hubungan social comparison dengan body image pada remaja akhir putri Kota Medan. *Innovative: Journal of Social Science Research*, 3(4), 880–891.
- Sirajuddin, Surmita, & Astuti, T. (2018). *Survei konsumsi pangan*. Jakarta: Kementerian Kesehatan Republik Indonesia.
- Sitepu, F. H., Effendy, E., & Amin, M. M. (2020). Validity and reliability of the Indonesian version of Body Shape Questionnaire-34 (BSQ-34). *Open Access Macedonian Journal of Medical Sciences*, 8(T1), 120–124.
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Tumimba, R., et al. (2025). Persepsi citra tubuh dan kaitannya dengan perilaku makan pada dewasa muda. *Jurnal Gizi dan Kesehatan Masyarakat*, 7(1), 45–53.
- Yendra, Y. P., Yuhardi, I., Wayudi, S., & Setiawan, A. (2024). Pemanfaatan media sosial TikTok sebagai media edukasi di era generasi Z. *Jurnal Rekayasa Sistem Informasi dan Teknologi*, 1(4), 300–307.
- Yunita, I., et al. (2025). *Transformasi perilaku hidup sehat di era digital: Penguatan Health Belief Model untuk pola makan bergizi*. Greenbook Publisher.
- Zogara, A. U., Loaloka, M. S., & Pantaleon, M. G. (2022). Sosio ekonomi orang tua, uang saku, dan media sosial berhubungan dengan perilaku konsumsi fast food pada remaja putri di Kota Kupang. *Journal of Nutrition College*, 11(4), 303–309.