



ABSTRACT

Title of Abstract : Impact of Nutrition Education for Nutrition Competence of Market Traders in Pasar Bandarjo, Ungaran, Kabupaten Semarang
Authors of Abstract : Laksmi Widajanti
Affiliation : Others
Correspondence E-mail : laksmiwidajanti@gmail.com

Background : Pasar Bandarjo, Ungaran, Kabupaten Semarang classified as Class I Market in Kabupaten Semarang. Market traders usually got nutrition education from social media including WhatsApp in daily market practices especially for food safety. Safe and nutritious food selling by the market traders is important to prevent unhealthy food from being consumed by customers.

Objective : The aim of this research was to analyze nutrition knowledge, attitude, practices (Competence) of market traders.

Research Methods/ Implementation Methods : A cross-sectional study was implemented in this research. This research spanned 10 months in February-November 2020. The population comprised market traders sold meat, chicken, fishes, vegetables, fruits, tofu and tempe in Pasar Bandarjo, Ungaran, Kabupaten Semarang. The total market traders were 50 people which selected for subjects of this research. Data were analyzed using Linear Regression Enter Method.

Results : The results showed that 60,0 % market traders had good nutrition knowledge, 88,0 % had good nutrition attitude, 88,0 % had good nutrition practices.

Conclusion/Lesson Learned : There was impact of nutrition education to nutrition competence of market traders in Pasar Bandarjo, Kabupaten Semarang.

Keyword : Kabupaten Semarang, market traders, nutrition competence

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