

Hubungan Literasi Kesehatan Digital dengan Kerentanan Terhadap Misinformasi Diet di Media Sosial Pada Siswi SMA/Sederajat di Kota Bandung Tahun 2026

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Deskripsi Lengkap: <https://lib.fkm.ui.ac.id/detail.jsp?id=139555&lokasi=lokal>

Abstrak

Misinformasi diet di media sosial berpotensi memengaruhi perilaku kesehatan remaja, terutama pada kelompok yang aktif mencari informasi terkait diet. Penelitian ini bertujuan menganalisis hubungan literasi kesehatan digital, minat terhadap topik diet, penggunaan media sosial, dan sumber informasi diet dengan kerentanan terhadap misinformasi diet pada siswi SMA/ sederajat di Kota Bandung. Penelitian menggunakan desain potong lintang (cross-sectional) dengan melibatkan 265 siswi SMA/ sederajat di Kota Bandung. Kerentanan terhadap misinformasi diet diukur menggunakan instrumen yang diadaptasi dari Online Misinformation Susceptibility Scale (OMISS), sedangkan literasi kesehatan digital diukur menggunakan Digital Health Literacy Competencies (DHLC). Analisis data dilakukan menggunakan uji korelasi dan regresi linier berganda. Rerata skor indeks literasi kesehatan digital responden sebesar 72,71 (0-100), sedangkan rerata skor kerentanan terhadap misinformasi diet sebesar 25,15 (9-45). Hasil analisis multivariat menunjukkan bahwa literasi kesehatan digital berhubungan negatif secara signifikan dengan kerentanan terhadap misinformasi diet ($B = -0,126$; $p < 0,001$), sedangkan minat terhadap topik diet juga berhubungan signifikan dengan kerentanan terhadap misinformasi diet ($B = -3,893$; $p < 0,001$), setelah dikendalikan oleh waktu penggunaan media sosial dan sumber informasi diet.

Penguatan literasi kesehatan digital perlu menjadi salah satu strategi untuk mengurangi kerentanan remaja terhadap misinformasi diet di media sosial.

Diet-related misinformation on social media has the potential to influence adolescents' health behaviors, particularly among those who actively seek diet related information. This study aimed to analyze the association between digital health literacy, interest in diet-related topics, social media use, and diet information sources with susceptibility to diet-related misinformation among female senior high school students in Bandung City. This study employed a cross-sectional design involving 265 female senior high school students in Bandung City. Susceptibility to diet-related misinformation was measured using an instrument adapted from the Online Misinformation Susceptibility Scale (OMISS), while digital health literacy was assessed using the Digital Health Literacy Competencies (DHLC) instrument. Data were analyzed using correlation tests and multiple linear regression. The mean digital health literacy index score was 72.71 (0-100), while the mean susceptibility score to diet-related misinformation was 25.15 (9-45). Multivariable analysis showed that digital health literacy was significantly and negatively associated with susceptibility to diet-related misinformation ($B = -0.126$; $p < 0.001$). Interest in diet related topics was also significantly associated with susceptibility to diet-related misinformation ($B = -3.893$; $p < 0.001$), after adjusting for social media use and diet information sources. Strengthening digital health literacy may serve as an important strategy to reduce adolescents' susceptibility to diet-related misinformation on social media.