

Analysis of the Impact of Lifestyle Changes on Fast Food Consumption Trends Among Millennial: Implication for Educational Awareness

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ABSTRACT

The culinary business is currently experiencing rapid growth, marked by the emergence of food businesses, both local, national, and internationally recognized brands. One of the food trends that is popular among the millennial generation is fast food. The method used in this study is meta-analysis, which involves analyzing and combining data from 16 journals obtained through Google Scholar that relate to culinary trends among millennials. Consumption of fast food has become a trend among young people, especially millennials, due to its practicality, speed, and modern appeal. The results of this study show that excessive consumption of fast food can lead to various health risks such as obesity, diabetes, hypertension, and other degenerative diseases.

Keywords: *Lifestyle changes; fast food; millennials; education awareness*

INTRODUCTION

The culinary business is currently experiencing rapid growth, marked by the emergence of food businesses, both local, national, and internationally recognized brand (Rustawati dkk., 2022). One of the food trends that is highly favored by the millennial generation is fast food. The millennial generation, also known as "Generation Y," was born during a time when technology had advanced and developed rapidly (Ontotyaswari dkk., t.t.) . Millennials were born between 1980 and 2000 (Fahrudin, 2021). Therefore, this generation is the second youngest group of consumers at different stages of life (Dilistan Shipman, 2020). According to research conducted by the Health Education Authority, individuals aged 15-34 are the largest group of consumers choosing fast food menus (Munasiroh dkk., 2019).

Fast food is food that can be easily and quickly prepared as a substitute for home-cooked meals (Fatmi dkk., t.t.). By consuming fast food, teenagers add excessive amounts of energy, fat, and sugar to their diet. Fast food is also low in fiber and high in sodium. As the consumption of fast food increases among teenagers, the risk of obesity also rises (Alfora dkk., 2023).

The trend of consuming fast food is a result of globalization. The era of modernization, marked by the presence of various technologies and information, has made the national economy grow rapidly (Dekas, 2022). The impact of globalization has also significantly influenced lifestyle and consumption behavior, especially among

young people such as millennials (Kamase & Arif, t.t.). This has unconsciously altered lifestyles and consumption patterns instantly. Fast food is chosen for its quick preparation, saving time, and being served anywhere, with hygienic serving places. It is also considered a prestigious, modern, and trendy food for young people (Ranggayuni & Nuraini, 2021) . In reality, this shift in consumption patterns does not only occur in urban areas but also in rural communities (Nurjanah dkk., 2023).

Fast food, which originated from Western countries, generally contains high amounts of fat and calories. If consumed in large quantities every day, it can lead to obesity. Obesity or overweight can cause various other nutritional problems. The habit of consuming excessive fast food or junk food can negatively impact health, whether in children, adolescents, or adults (Pamelia, 2018). The tendency to consume fast food can lead to various health issues such as overweight, cancer, and more (Gaol dkk., 2024).

The shift from traditional eating patterns to Western eating patterns, such as fast food that is high in calories, fat, and cholesterol, combined with stress and lack of physical activity, especially in large cities, has begun to show its impact with the rise of nutritional problems such as obesity and degenerative diseases like coronary heart disease, hypertension, and diabetes mellitus (Khasanah, 2012).

In this context, this study aims to promote a healthy lifestyle among adolescents, particularly in the later stages, by providing comprehensive health education. Through the analysis of healthy living behavior and the evaluation of health education effectiveness, it is hoped that this research can contribute meaningfully to efforts to build a generation that is more aware of the importance of health and capable of making decisions that support the well-being of the millennial generation (Yulia & Nurdin, 2024).

In the context of education, the quality of nutrition plays a significant role in supporting cognitive development, concentration, and student behavior. An unbalanced diet, such as excessive consumption of fast food, can have a negative impact on learning ability and academic performance. Research shows that students who consume fast food more frequently tend to experience a decline in academic ability and are more likely to engage in disruptive behaviors that interfere with the learning process, such as violence or antisocial behavior. This underscores the importance of choosing healthy foods to support students' overall educational success.

An unbalanced diet can impact cognitive abilities and concentration, which in turn affects academic performance. A study on adolescents found that higher consumption of fast food is associated with lower academic achievement (Drewnowski et al., 2012).

Additionally, fast food consumption can also influence behavior in school environments. Research indicates that students who frequently consume fast food are at a greater risk of exhibiting problematic behaviors, such as violence or antisocial actions (Nansel et al., 2011).

METHOD

The method used in this study is meta-analysis, which involves analyzing and combining data from 16 journals obtained through Google Scholar that are related to culinary trends among millennials. Meta-analysis is a method that integrates the results of various independent studies to draw more comprehensive and in-depth conclusions about a particular topic. The purpose of using this meta-analysis method is to identify common patterns or trends in culinary trends among millennials.

FINDINGS AND DISCUSSION

No	Title	Researchers (year)	Findings
1	Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumenn Pada Makanan Cepat Saji Mc.Donald's Kota Bengkulu	Yang Rustawati et al. (2022)	Based on the research and discussion of factors affecting consumer purchase decisions at McDonald's in Bengkulu City, it was found that cultural, social, personal, and psychological factors both partially and simultaneously influence consumer purchase decisions.
2	Pengaruh Citra Merek, Kualitas Pelayanan, Dan Gaya Hidup Terhadap Minat Beli Konsumen	Reskiani et al. (2023)	The research results show that (1) Brand Image has a positive and significant impact on consumer purchase intentions at KFC in Makassar City. (2) Service Quality has a positive and significant impact on consumer purchase intentions at KFC in Makassar City. (3) Lifestyle has a positive and significant impact on consumer purchase intentions at KFC in Makassar City.
3	Perilaku Konsumsi Fast Food Mahasiswa Fakultas Pertanian Universitas Syiah Kuala Kota Banda Aceh	Sitti G.B.A. et al.	The research findings show that students' knowledge, attitudes, and actions are not in the same category, and there is a relationship between students' fast food consumption and their parents' social class in terms of income, occupation, and education.
4	Analisis Motif Dan Pergeseran Budaya Dalam Mengonsumsi Fast	Kartika S.O. (2022)	The research findings show that several factors influence the millennial generation's decision to buy fast food, including

	Food Pada Generasi Milenial		environmental influences and the convenience of fast food that doesn't take much time. As a result, consuming fast food has become a habit among millennials.
5	Faktor Penggunaan Sosial Media Tiktok Terhadap Kebiasaan Konsumsi Fast Food Di Era Gen Z Beserta Pengaruh Konsumsinya Terhadap Kesehatan Gizi Di Lingkungan Mahasiswa Poltekkes Kemenkes Banjarmasin	Maulisa F.	This research discusses the impact of unhealthy eating habits on nutritional intake in Generation Z. Fast food can increase the risk of several diseases, such as obesity, diabetes, hypertension, and lipid disorders.
6	Mendorong Gaya Hidup Sehat Di Kalangan Remaja	Annisa Y. et al. (2023)	The research findings indicate that efforts to promote a healthy lifestyle among adolescents through health education and participation in health activities can have a positive impact. Therefore, a holistic and sustainable approach involving various stakeholders, including the government, educational institutions, and the community, is needed to create an environment that supports and facilitates a healthy lifestyle for adolescents.
7	Budaya Konsumsi Makanan Cepat Saji Dalam Kehidupan Remaja Di Kelurahan Dangerakko Kecamatan Wara Kota Palopo (Studi Kasus Franchise Kfc).	Suriyadi et al. (2024)	The research findings show that adolescents understand fast food in terms of its types and concepts. The reasons they choose fast food include media promotion, atmosphere and facilities, price and taste, as well as the need for socializing. The study suggests further exploration of the phenomenon of fast food consumption with other theoretical approaches to find solutions to either maintain or change this culture into a healthier lifestyle, particularly in

8	Perilaku Membeli Dan Pilihan Makanan Dalam Kalangan Generasi Milenial: Suatu Sorotan Awal	Fahmi (2021)	I.F.	Palopo City. The research findings show that millennials pay close attention to their nutritional intake and preferences. This generation indicates a more conscious approach to purchasing and consuming food products. An important observation is the increased willingness of millennials to pay for food products that symbolize sincerity and authenticity. Essentially, food trends among millennials are more driven by emotional needs rather than material needs.
9	Pengaruh Literasi Ekonomi, Kontrol Diri Dan “FOMO”, Terhadap Pembelian Impulsif Pada Generasi Milenial	Siti N. et al. (2023)		The research findings show that, partially, economic literacy does not influence impulsive buying behavior, while self-control and FOMO (Fear of Missing Out) do influence impulsive buying. Simultaneously, economic literacy, self-control, and FOMO have a significant influence on impulsive buying behavior, as per Kotler's (2016) theory. The practical implication of this research is to help develop an understanding of the phenomena being studied, providing guidance to practitioners in developing strategies or best practices related to consumer behavior.
10	Gambaran Pengetahuan Remaja Dan Kebiasaan Konsumsi Makanan Cepat Saji Pada Remaja	Gizi L.G. et al. (2024)	Lastriama	Based on the research, adolescents' knowledge about nutrition showed that 4 respondents (6.6%) had good knowledge, 33 respondents (54.1%) had fair knowledge, and 6 respondents (6.6%) had poor knowledge. Regarding fast food consumption habits, 31 respondents (50.8%) consumed fast food 5-7 times a week, 12 respondents (19.7%) consumed it 3-4 times a

<p>11 Persepsi Konsumen Rikie Terhadap Rumah Makan (2022) Cepat Saji</p>	<p>D. The research findings show that the development of Ayam Geprek Sambal Petir in Prabumulih City is growing rapidly. The management of Ayam Geprek Sambal Petir continues to maintain its uniqueness, making it a favorite food among young people.</p>
<p>12 Factors Affecting Food Choices Of Millennials: How They Decide What To Eat?. Zehra (2020)</p>	<p>D.S. The research provides important conclusions in understanding millennials' food choices. First, the analysis of exploratory factors shows that factors affecting food choices can be grouped into six different dimensions: health, mood, ethical concern, weight control, and price. Among these dimensions, the most important factor for millennials is mood. When choosing food, they tend to prefer food that reduces stress, makes them happy, tastes good, has a pleasant texture, and provides value for money. Therefore, it can be concluded that food companies targeting millennials should focus on factors that positively influence their mood.</p>
<p>13 Perilaku Konsumsi Makanan Cepat Saji Pada Remaja Dan Dampaknya Bagi Kesehatan Icha P.</p>	<p>The research findings show that fast food can increase the risk of several diseases, such as obesity, diabetes, hypertension, and lipid disorders.</p>
<p>14 Pengaruh Konsumsi Makanan Cepat Saji Terhadap Gizi Remaja Denissa A. et al. (2023)</p>	<p>The research findings show that consuming fast food can lead to dangerous diseases, such as high cholesterol, diabetes, heart disease, kidney disorders, and liver damage. Additionally, excessive fast food consumption can increase the risk of</p>

			obesity in adolescents.
15	Faktor Berhubungan Dengan Konsumsi Makanan Cepat Saji Pada Mahasiswa Di Institusi Kesehatan Helvetia Medan.	Yang Evi R. et al. (2021)	The research findings show factors related to fast food consumption at the Helvetia Health Institution in Medan, including attitude, knowledge, and peer influence.
16	Faktor-Faktor Berhubungan Dengan Perilaku Konsumsi Makanan Cepat Saji (Fast Food) Pada Mahasiswa	Yang Dede M. et al. (2019)	The research findings show factors influencing fast food consumption behavior include nutritional status and social support. Factors not related to behavior include age, gender, knowledge, migration, pocket money, source of information, and access to facilities.

Based on the meta-analysis of the 16 journals, the findings indicate that fast food consumption has a significant impact on health, especially among adolescents and the younger generation. Excessive consumption of fast food can increase the risk of obesity, diabetes, hypertension, high cholesterol, heart disease, kidney disorders, and liver damage. Additionally, this unhealthy eating pattern affects poor nutritional intake and may potentially disrupt the health status of millennials.

The research also highlights that fast food consumption is influenced by social factors, such as the environment and peer influence, as well as practical habits that make fast food the preferred choice. Therefore, it is essential to promote a healthy lifestyle through education and health campaigns, as well as involving various parties to create an environment that supports healthy eating habits.

CONCLUSION

Fast food consumption has become a trend among the younger generation, especially millennials, due to its practicality, speed, and perception as modern. However, excessive consumption can lead to various health risks, such as obesity, diabetes, hypertension, and other degenerative diseases. Factors such as culture, social influences, lifestyle, media promotion, and the environment significantly impact these consumption preferences. The shift from traditional eating habits to instant food patterns, driven by globalization and modernization, worsens consumption patterns, particularly in urban areas. Therefore, comprehensive health education is essential to promote a healthy lifestyle, especially among adolescents and millennials.

Research findings indicate that factors such as culture, social influences, psychology, and lifestyle significantly affect fast food purchasing decisions among

consumers. Millennials tend to prioritize convenience, mood, and emotional value when choosing fast food. However, this habit poses a risk of increasing health problems, including obesity, diabetes, and other degenerative diseases. The fast food consumption trend is driven by globalization, modernization, and media promotion, which also transform traditional consumption patterns into more instant forms. Therefore, a holistic approach, such as health education and the promotion of healthy lifestyles, is necessary to mitigate the negative impacts of fast food consumption (hasanah).

In summary, nutrition quality is crucial in shaping students' cognitive abilities, academic performance, and behavior. Excessive consumption of fast food is linked to lower academic achievement and an increased likelihood of disruptive or antisocial behaviors. These findings highlight the need to promote healthier dietary choices to support students' educational success and overall well-being.

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