

Analysis of street food vendors behavior in SD Negeri 1 and SD Negeri 2 Pamijen Sokaraja District of Banyumas

Rakhmat Susilo^{1,*}

¹*Faculty of Health Sciences, University of Muhammadiyah Purwokerto, Indonesia*

*Rakhmat Susilo/E-mail : rakhmatsusilo@ump.ac.id

Abstract

This research was encouraged by the researcher's experience with several health educations at schools but students' habits to snack (junk food) is remain difficult to control. In other hand, school also had tried to take precautionary action. The snack food sellers hardly touched or out of control from any party supervision.

This study uses a qualitative research design with a qualitative descriptive approach. The purpose of this study was to analyze the behavior of snacks seller in the school. This research method was carried out by semi-structured interview and observation. The research informants are six food and street food vendors in the school. The data analyzed by using content analysis techniques.

The result shows sellers' understanding of healthy food, i.e. snack that is made by them, the food was not at risk, not using formaldehyde or preservatives, and there is a halal label. The attitude of seller, motivation of seller, and the action of seller in preparing, processing and serving snack, i.e. cleanliness need to be improved, the water has poor quality, the unhealthy food additives (dose), low quality protective equipment and the leftover foods are still stored, processed, for resale.

Conclusion shows that sellers do not consider the risk in selling food and sellers still store leftover snack or food, process and resell it for the next day. Suggestions for the Department of Health and POM to be more proactive in reviewing and checking the business propriety and healthy snack product, parents should raise the values of health and hygiene behavior toward children, and the health care community should be more active in studying the sellers' problems and creatively guide both counseling and training to process healthy snacks in scope of school students caring.

Keywords: school students, snacks and foods, sellers, behavior

1. Introduction

This research was encouraged by the researcher's experience with several health education at schools but students' habits to snack (junk food) is barely easy to control. In this case, teachers and staffs in school also has attempted to take preventive action by applying posters, suggest for bringing lunch from home, build gates to limit students' access toward junk food seller, and also to make them not entering the school area, the school also tried to establish cafeteria although it doesn't meet criteria of healthy school canteen. However, the subject of snack and food trading in school so called food seller, is barely touched or out of control from school, health center as the representative of District Health Office and also medical students in term of researching or conducting health education to students.

Researcher was more challenged in doing this research, after some electronic media reported many cases of food poisoning in school. This motivates researcher to search the literatures related to snack trading in the school till finally the researcher interested in analyzing snacks sellers behavior in school.

Researchers conducted a preliminary survey, which coincides with the residency practice program of nursing community in the third semester. Based on the data collected by using questionnaires 436 students in residency activities in three primary schools in Sokaraja (SDN 1 Pamijen, SDN 2 Pamijen and SDN 1 Sokaraja Tengah) show the data of food and snacks consumption; 296 students (68.1%) eat healthy foods from the school canteen and 140 students (31.9%) do not eat healthy foods from the school canteen. The students' reasoned for the absence of school' cafeteria but, from the researcher' direct observation, it confirmed a canteen in the school, but functioned as kitchen.

The data above supports the habit of students in eating junk food by tabulation; 405 students (93.1%) often dirty snacking in the school and only 31 students (6.9%), sometimes snack in school. In this case, students' snacking habits is something difficult to prevent by any party.

2. Objective of the research

General objective

The general objective of this research is to analyze the street food vendors' behavior in SDN-1 and SDN-2 Pamijen, Sokaraja District of Banyumas using descriptive qualitative design.

Specific objective

- 1) Describing the street food vendors' understanding of healthy snacks and foods.
- 2) Investigating the street food vendors' attitude of desire or intention in selling snacks and foods.
- 3) Exploring the street food vendors' experience in preparing, processing and serving the snacks and foods

Benefits

Theoretical benefits

The finding from this qualitative research is expected to be used as a source of reading and references in the application of nursing science community, especially for nursing community for school students.

Practical benefits

- 1) For holders of UKS program in Puskesmas and District Health Office, it can be input for optimizing the implementation and supervision of Health Minister decree No. 942 / Menkes / SK / VII / 2003 on guidelines for requirements of hygiene sanitation of snacks and foods.
- 2) For street food vendors or snack buyers, it can be reminder to pay more attention on food safety and healthy snacks for students.
- 3) For parents, it can reinforce and push children for consuming a healthy snack.
- 4) For school, it encourages the acceleration of canteen establishment or provides healthy cafeteria in the school.

3. Methods

Research design

In this study the author uses qualitative research. It utilizes an open interview to examine and understand the attitudes, views, feeling, and behaviors of individual or a group of people (Moleong, 2007). The approach used in this qualitative research is descriptive qualitative. Descriptive qualitative research aims to uncover the facts, circumstances, phenomena, variables and circumstances that occurred while the research running and presenting the fact. Descriptive qualitative interprets and remarks the data concerned with the current situation, attitude and perspective occurred in society, opposition 2 states / more, the relationship between variables, differences between the facts, influence on a condition, and others.

Daily behavior from one seller will be certainly different from the other sellers, even though, generally there is similarity as a form of habit or tradition prevailing in their environment, therefore this study used a descriptive qualitative approach as study design.

Informant Research

The informant is a conduit of information (Suparlan in Patilima 2010). Informant in this study is snack and food vendors who sell in SDN-1 and SDN-2 Pamijen as many as six people. In this study, the researcher used a purposive sampling technique as a method in determining the study based on certain considerations by researchers based on the characteristics of population which has been known previously (Notoatmojo, 2002). Initially, the researcher interviewed only one informant, later developed into 6 informants until no longer variety of information. The inclusion criteria of informants in this study is street food vendors who sell in SDN-1 and SDN-2 Pamijen, adults aged more than 18 years, physically and mentally healthy, and willing to be informants. Exclusion criteria in this study is the snack

seller who cancel his willingness and unable to attend or is not available at the time and place for no apparent reason. All Informants are male, aged more than 35 years as many as five people aged 20-35 years and as many as 1 person, 4 people graduated from high school, one person graduated from primary school education and one person did not graduate from primary school education. Five informants are Javanese and one Sundanese and they are all Moslem. Informants sell their products such as *bakso*, *batagor*, *Cimol*, *cilokLumajang*, *cilokpasundan*, and *gulali*, one snacks for each seller.

Research Instruments

In this study, the instrument is the researcher himself as the main instrument and recording media to record all information from informants, and a camera to document the observations in the informant place. In a qualitative descriptive study, questions guide in the interview were prepared, because the interview techniques was semi-structure interview, in which arrangement and sequence were determined before interview, the questions were asked in accordance with the questions list prepared (words and sequence), all informants were given the same questions and same sequences and they didn't get open ended answer, but they can still respond with their own way.

Data analysis technique

Data analysis is effort made by working with data, organizing data, sorting data into units that can be managed, synthesize it, search and find patterns, find what is important and what is learned and decide what can be told to others (Moleong 2007).

In this study, data analysis used was content analysis technique according to Philip Mayring in Satori & Komariah, 2009. The most important of content study is internal criticism (credibility) and external criticism (authenticity) of data sources.