



Implementation of Healthy Food Patterns for the Millennial Generation Based on Local Food Diversification in the Agrotourism Area of Sembalun Bumbung Village

Nydia Alisa Putri¹, Nur Ilmiati¹, Dewi Putri Lestari², Achmad Fajar Natotama Sarjan³, Muhammad Sarjan^{4*}

¹Masyarakat Petani dan Pertanian Organik Indonesia (MAPORINA) Wilayah NTB, Indonesia.

²Budidaya Perairan, Fakultas Pertanian Universitas Mataram, Indonesia.

³Jurusan Teknik Sipil, Fakultas Teknik Universitas Mataram, Indonesia.

⁴Program Studi Doktor Pertanian Berkelanjutan, Pascasarjana Universitas Mataram, Indonesia.

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Corresponding Author:

Muhammad Sarjan

msarjan@unram.ac.id

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Abstract: Sembalun Bumbung Agro-Tourism, a renowned destination on Lombok Island, is celebrated for its stunning natural beauty and its agricultural tourism, attracting local, national, and international visitors. Demographically, the population of Sembalun Bumbung, especially among the younger generation (millennials), is increasing. This demographic shift brings various impacts, including changes in dietary habits and agricultural activities, particularly in relation to food diversification. Therefore, it is crucial to educate the millennial community in the Sembalun Bumbung Agro-Tourism area about healthy eating patterns based on food diversification. The objectives of this initiative are: 1) To implement a balanced nutrition plan through a safe and healthy diet, and 2) To promote the daily consumption of foods rich in carbohydrates, proteins, fats, vitamins, and minerals in appropriate portions and schedules. Through these educational activities, it is anticipated that the knowledge of the community, especially among millennials, regarding healthy eating patterns will improve. Consequently, they will become agents of change in their village, fostering a habit of consuming a diverse range of local foods to enhance the overall health of the local community.

Keywords: Agrotourism; Diversification; Healthy Food; Millennial

Introduction

The potential that Sembalun Bumbung Village has in the agricultural sector is rice, vegetables such as lettuce, garlic, carrots, potatoes, celery, leeks, cabbage and many others. Apart from that, there are fruits such as strawberries, apples, and other potential in the tourism sector. The development of agrotourism in Sembalun increased drastically after the 2018 earthquake disaster and after the 2020 Covid-19 pandemic, which was demonstrated by the rise of agrotourism activities and the emergence of many cafes throughout the Sembalun area. This has a positive

impact with the increasing number of visitors, especially at weekends throughout the year. These activities are mostly managed by the younger generation with various innovations such as the existence of a flower garden destination center, rice field shop, attractions in the Paradise Garden area, as well as strawberry picking activities and various types of planting of superior agricultural commodities in the highlands (Pratama et al., 2022).

Public knowledge and understanding about local food diversification is needed, especially for housewives and the younger generation. Apart from that, food diversification has a very important role in efforts to

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increase nutritional improvement and to obtain quality people. Sukesni et al., (2011) shows that to be able to live an active and healthy life, humans need more than 40 types of nutrients found in various types of food, which can be met through diversifying food consumption. Agrotourism areas with the potential for local food diversification really need to be considered and utilized as a source of healthy food for the community, including the millennial generation group. The increasing number of the young millennial generation in the Sembalun Bumbung Agrotourism area is one of the potentials and challenges for improving the health of local communities. The potential in question is because the millennial group is very active in interacting both through social media and directly, so they can get access to information very quickly. This condition can be a potential for the millennial generation to spread positive information related to how technological innovation in the agrotourism sector can develop local food diversification.

However, the millennial group can also pose its own challenges related to the development of information regarding types of ready-to-eat (culinary) food which tends to increase in number and distribution in Indonesia, including in NTB Province. This is a challenge in itself because of the millennial generation's habit of trying to consume fast food. From the aspect of Nutritional Science, many of them are unhealthy foods. Therefore, in this outreach activity the target of outreach is specifically the millennial generation with the hope that they can become agents of change for the Sembalun Bumbung community regarding healthy eating patterns based on local food diversification

Method

The first thing that needs to be done to implement this idea is to contact the village head and RW head to ask for permission to carry out socialization outreach about Implementation of Healthy Food Patterns for the Millennial Generation Based on Local Food Diversification in the Sembalun Bumbung Village Agrotourism Area. The theme was determined according to the theme of the KKN students who were working at that location with the main target being youth organizations representing the millennial generation group, as well as mothers and fathers representing community leaders. After agreeing on the theme, a schedule for implementing the outreach was determined by inviting resource persons from various parties, such as from the Indonesian Farmers and Organic Agriculture Society (MAPORINA) in the NTB region, from Mataram University and the Sembalun Subdistrict Head as well as the Sembalun Bumbung Village Head.

Counseling is carried out using the lecture method, namely a presentation by each presenter related to the counseling theme, followed by a two-way discussion between the resource person and the counseling participants. Then the results of the discussion are summarized and described in the results and discussion section of this article.

Result and Discussion

From the presentation given by the team in this counseling and the discussions that developed, shows that the theme presented in this activity is very interesting to the counseling participants. So in the results and discussion section several pointers will be explained, including:

Agrotourism and Local Food Diversification

Tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments (Republic of Indonesia Law Number 10 of 2009). Tourism development can be said to be successful if the development carried out can be carried out together with the community. In this way, tourism development can provide economic, social and cultural benefits to local communities and can create a multiplier effect (Priantoro et al., 2015).

According to Sumaryanto, (2009), agrotourism is a form of a series of tourism activities that utilize the potential of agriculture as a tourist attraction, both in the form of the potential natural scenery of agricultural areas and the uniqueness and diversity of production activities and agricultural technology as well as the culture of farming communities. In general, Sembalun has very rapid agro-tourism development potential with various positive impacts felt by the people of Sembalun Bumbung. Agrotourism activities open up opportunities for the community to develop various types of agricultural crops with high economic value, so that many farmers are already familiar with the techniques for cultivating superior highland crops, including vegetables, fruit and ornamental plants.

However, for communities in agro-tourism areas where food diversification has been going on for quite a long time, food and nutrition issues still do not receive adequate attention, especially among the millennial generation group. In fact, knowledge about healthy food patterns is very necessary so that the agrotourism community becomes healthy by producing healthy food for families and tourist visitors in the area. As explained by Sukesni et al., (2011), to achieve a good nutritional condition, the elements of quality and quantity must be met. If the body lacks nutrients, especially energy and protein, in the early stages it will cause hunger and over

a certain period of time body weight will decrease, accompanied by a decrease in work productivity. Continuous nutritional deficiencies will lead to malnutrition and malnutrition. If there is no improvement in adequate energy and protein consumption, in the end the body will be susceptible to infectious diseases which can then cause death.



Figure 1. Prof. Ir. M. Sarjan, M.Agr.CP., Ph.D, Professor of the Sustainable Agriculture Doctoral Program, Postgraduate Program, Mataram University, delivered material about the Potential of Agrotourism in Sembalun Bumbung village

Food Diversification and the Millennial Generation

Referring to the opinion of several experts, the millennial generation is those born between 1980-2000. The results of research by the Boston Consulting Group (BCG) together with the University of Berkley (2011) revealed and illustrated that the millennial generation has the character of preferring smartphones over conventional ones, choosing smartphones over televisions, and using social media accounts as communication tools and information centers. The millennial generation who grew up alongside technological advances has creative, informative and productive characteristics. Therefore, it is hoped that community groups in the Sembalum Bumbung village from the millennial generation will play a very important role in changing the behavior of the local community in terms of developing food diversification in the Sembalun agrotourism area. This is proven by the large number of young people who become farmers with sufficient innovation and creativity to increase productivity quantitatively and qualitatively. This situation has become valuable capital for the region to develop in the agricultural sector, especially agrotourism with various alternative and attractive destinations as well as culinary tourism based on local food diversification. "The availability of local food as a basis for national food security is important, so that socio-economic development and agrotourism in

Sembalun can become an important icon for every region in Indonesia, especially NTB," explained Ir. Hj. Nur Ilmiati, M. Si, speaker from MAPORINA NTB region. This socialization does not only discuss food diversification but is also more seriously conveyed regarding the nutrition contained in various vegetables and fruit.

Meanwhile, Serkapudin, Head of Sembalun District, in his speech said that there must be health standards for cultivating plants from the planting process, preparation and processing until they become finished goods. Furthermore, Serkapudin said that the benefit when people are aware of food security diversification is that it can become an opportunity for tourism actors. This means that when tourists come they will no longer be dependent on one basic food ingredient. This is an opportunity for farmers in Sembalun to grow and provide various types of food. It was also said, "Considering the type of soil in Sembalun, it is very fertile. Anything we plant can grow, and there are many types of horticultural plants that we can cultivate." So, if this is related to agro-tourism, there will be two benefits.



Figure 2. Speakers from the Indonesian Farmers and Organic Agriculture Society (MAPORINA) NTB Region, Nydia Alisa Putri, S.Gz and Ir. Hj. Nur Ilmiati, M.Si delivered material on Community Nutrition and Food Safety

Healthy Food Patterns of the Millennial Generation Based on Local Food Diversification

In the last few decades, the majority of the world's population has dramatically changed their food patterns and eating habits. In Indonesia, consumption of ready-to-eat food and drinks increases every year, and currently accounts for 28% of all calories consumed by urban residents. Seeing these problems, it requires thought and hard work from all parties, including the commitment of the millennial generation, to provide affordable solutions for implementing healthy food patterns in society. The food problem is not just a government problem, but a problem for all of us. So, all

people, especially the millennial generation, are advised to join in looking for solutions, for the sake of a better Indonesia regarding healthy food consumption based on local food diversification. "Knowledge about the importance of the nutrients found in plants and fruit is important so that when we consume them we will know more about the benefits of these fruits and plants. Food diversification aims to ensure that we do not depend on just one type of food, for example only rice. "Because actually every food ingredient has different nutritional content that is needed for the body," explained another speaker from MAPORINA NTB Region, Nydia Alisa Putri, S.Gz.

A study conducted by Diab et al., (2023), stated that food diversification can increase consumption of various food antioxidants, fiber consumption, reduce the risk of hypercholesterolemia, hypertension and coronary heart disease. In this regard, food diversification is one way to achieve food security. In the macro aspect, the role of food diversification can be used as a policy instrument in reducing dependence on rice so that it is hoped that it will be able to increase national food security and can be used as an instrument to increase work productivity through improving community nutrition. Food that enters the body then through the digestive process is broken down into nutrients, then these nutrients are absorbed into the bloodstream which transports them to various parts of the body. Assessment of nutritional adequacy is important because it can be used as a basis for developing food security programs and help overcome nutritional deficiencies experienced by a community, providing the amount and type of food needed to support improved population health. The government is of course very interested in monitoring the nutritional status of its population to determine whether the efforts that have been made to improve the nutritional status of its population have been effective.

So, what is a safe and healthy diet like?

1. A safe and healthy diet is a diet that implements balanced nutrition. Balanced nutrition means consuming foods that contain carbohydrates, protein, fat, vitamins and minerals every day in appropriate portions and on a schedule.
2. An optimal diet is also not achieved in an instant or quick way. The body needs to adapt to changes in new eating patterns so that the results last and the weight does not increase quickly again.
3. Apart from that, in a balanced diet it is not only the type of food that needs to be considered. Cooking methods also require special attention, such as reducing cooking by frying and cooking more by boiling or steaming.

Advances in information technology have made the millennial generation familiar with all things fast and practical, including food. This generation's diet has finally been formed in such a way that it follows developments. In this increasingly modern era and the development of the culinary industry, it is certain that most of it originates from the eating habits of the millennial generation. The reason is, the current millennial generation not only makes eating a basic need, but also an activity to seek new experiences with the following pattern:

1. Often eats fast food restaurant food.
2. Likes drinking instant drinks, bottles and soft drinks.
3. Replace heavy meals with snacks.
4. Hobby looking for unique, delicious food, even if it can be organic.
5. Often doing the wrong diet/not according to the body's abilities.

Teenagers are the group most easily affected by external influences. Fast food tends to prioritize good taste over good and balanced nutritional content, because it contains many preservatives and artificial sweeteners. This delicious taste is known as "Hyper Palatable Food". Based on theory and scientific evidence, Hyper Palatable Food (HPF) contains substances that are high in fat, high in sugar, high in carbohydrates and high in sodium (Fazzino et al., 2019). Therefore, fast food is more popular among teenagers, especially students. The reason is simply the delicious taste on the tongue.

Fast food consumed excessively can cause various diseases such as obesity, weight gain, high blood sugar levels, increased blood pressure and increased cholesterol. As consumers, we should be selective and prioritize the nutritional value that the human body really needs. Information about nutrition and health related to ready-to-eat food that consumers know is very limited. It would be better if the public also needs to be educated about how to read the nutritional composition labels printed on food packages so that people do not lack literacy and of course can choose wisely what foods and how are healthy to consume.

A balanced lifestyle is not only related to food consumption patterns based on food diversification but also regular physical activity for at least 30 minutes a day, maintaining a normal body weight, and maintaining personal and environmental cleanliness will prevent the risk of infection. A healthy millennial generation is a valuable asset for Indonesia's human resources towards a golden Indonesia in 2045 becoming a developed country.



Figure 3. Head of Sembalun Subdistrict, Head of Sembalun Bumbung Village, Speakers and Participants from the Sembalun Bumbung Community and KKN students from Mataram University

Conclusion

From the results and discussion and discussion during the counseling, several things can be concluded that: (1) Most of the Millennial Generation in the Sembalun Bumbung Agrotourism area do not know the importance of consuming healthy food based on local food diversification; (2) In general, the millennial generation group has high motivation and desire to find out information related to the issue of healthy food consumption to improve the quality of the younger generation in the Sembalun Bumbung agrotourism area; (3) The millennial generation has an important and strategic role as agents of change for local communities regarding new information about the importance of local food diversification as a source of healthy food.

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