

# Women Roles for Healthy Lifestyles through Good Foods

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**Abstract.** As a patriarchal society, in Indonesia women play important roles for domestic work, especially cooking. Many females tend to ignore the sorting and processing of foods for their daily consumption. Food is the basic need for human being, but it is not used to its full potential. People only eat to feel full and happy and forget about the benefits that food can provide. Taste, predilection for local foods, and availability control the food's selection. Lack of awareness of good food for health and happiness results in the government campaign of "Healthy Lifestyle (Gerakan Masyarakat Hidup Sehat) or let food be thy medicine. This research will describe female knowledge of local and healthy food staples, fruits, vegetables, and the menus they have, and analyze women preferences in choosing menu and preparation, their perception of good food, as well knowledge of healthy lifestyle, such as organic issue. This qualitative research collected data from online survey with questionnaires, in-depth interviews, and communication through WhatsApp and emails. To acquire data of participant's knowledge and experiences, lists of food staples, vegetables, fruits, and menus was sent to be filled out whether they recognize, consume, like, cook, or grow them. Question about healthy and organic foods tried to find their knowledge and perception since they were decisive in preparing healthy and happy future generation. Forty-five participants representative of 15 career women, 15 housewife, and 15 female students/graduates in Pekanbaru, Riau were collected with purposive sampling. Finding reveals in some circumstances females do not recognize tropical natural foodstuffs so they do not consume healthy vegetables and fruits that are good to improve immunity. Knowledge and awareness of organic foods and healthy foods are low and therefore diet is only for feeling full, like, happy, or even prestigious.

**Keywords:** healthy lifestyles, good foods, women roles, menus

## 1 Introduction

Human security and food security are international issues. Food is a basic need for the entire human race but now is a social instrument too. Several studies showed that around 1.8 million people died because of wrong food choices (Kurniawan, 2017). Indonesian vegetables' consumption was 91 gram/day in 2015 and slightly increased to 173 gram/day in 2018 while Thai people and Philippines have two times as much as Indonesians and compare to Singaporean for 518 gram/day (Utami and Rahmawati, 2015). Refers to the World Health Organization (WHO) guidelines for fruit and vegetable intake, Indonesia's Balanced Nutrition Guidelines (Pedoman Gizi Seimbang) mandates adequate fruit and vegetable consumption for 400 gram/day (250-gram vegetables and 150 gram fruits) (Hermina & Prihatini, 2015).

Inadequate diet combined with food insecurity will lead to malnutrition and obesity (double burden). Almost half of Indonesian population (45,7%) suffered from lack of nutrition (Watson, et.al, 2019). World Health organization (WHO) recommended a government intervention that was claimed to very effective by replacing fat people consuming to reduce malign fat (WHO, 2009). Hunger, malnutrition, overweight, obesity, and even diabetes for children and young adult are significant public health problem and may result from deceptive foods' knowledge and function.

Stunting growth in Indonesia is staggering. Survey of the National Health showed that in 2013, almost nine million children or 37% children under the age of five were stunted (The World Bank, 2018). Indonesian Ministry of Health launches Regulation No. 41/2014 to respond stunting of many children, increasing non-contagious diseases due to the lack of good foods, and any other issue of nutrition. Food is strategic in terms of economy, social and political lives but also defense and security (Hasan, 1998).

Several national programs of Food Consumption Diversification (FCD), Healthy Lifestyle Movement (Gerakan Masyarakat Hidup Sehat/Germas), and Growing up smart and tall or National Strategy to Accelerate Stunting Prevention (StraNas Stunting), Nutrition Guidelines (Gizi Seimbang) are directed to achieve healthy future generation (Tanoto, 2020). A study by the Indonesian Health Sector in 2014 identified that Double Burden (Beban Ganda Masalah Gizi) is critical and challenging in Indonesia (Bappenas, 2014; Shrimpton & Rokx, 2013). Messages and information have been better implemented but not yet included in the 13-guidelines for smoking, increased intakes of fruit and vegetables, limited intakes of salt and sugar, increased intakes of foods rich in zinc and calcium (besides iron), handwashing before food preparation and eating, and weight-monitoring (Usfar and Fahmida, 2011).

Although there is abundance of foodstuffs, fruits, vegetables, and herbals, large prevalence of malnutrition, overweight and obesity, and diet-related non-communicable disease in Indonesia as a whole seem to have experienced slightly higher increases (WFP & SMERU Research Institute, 2020; Arbie & Labatjo, 2019). Lands in Riau are good for vegetables and fruits' cultivations, even for the organic and sustainable ones (Satiri, 2019). Increase in national wealth and food availability lead to double consumed of fat particularly in urban areas. Lack of consuming legumes, fruits, vegetables can result in illness and death. Poor diet is one of the five causes of death in the world (Gallagher, 2019).

In Indonesian culture, women must be good at cooking and taking care of the household. Even though cooking is a way of "survival" for all humans, not just women. In reality, the role of women in choosing the fresh and good foods as well cooking is significant. Limited study of women knowledge and roles to prepare future generations through foods intrigued the researcher to explore female students/alumni, career women, and housewife's familiarity and practices of food staples, vegetables, fruits, local snacks and dishes, as well as their perception and knowledge of "4 healthy 5 perfect", "fast food vs homemade", "vegetarian and vegan", and "organic foods."

## **2 Methods**

Data was collected in the months of May, June, and July 2021. This study employs mixed quantitative and qualitative approach to research females' knowledge and practice of healthy life through foods. Qualitative research enables spaces to provide details on knowledge and

practices of people through survey, in-depth interviews, and observation (Gobo, 2008; Roller and Lavrakas, 2015).

To explore females' knowledge about healthy lifestyle through good foods by researching their familiarity and preferences for knowing, liking, consuming, cooking and planting, online and offline surveys were done to 45 participants represented 15 students, 15 career women, and 15 housewives. Having read their responses, researcher doing in-depth interviews via phones, WhatsApp, and face to face. The sample of this research was purposive sampling (Patton, 1990) in the sense that the researcher desired to explore how their knowledge about the importance of good foods for healthy lifestyles. Good rapport is decisive for genuine response of interviews and observations, by doing so, interactive dialogue took place. The discussion and observation by inviting and treating participants at a lunch tried to know their meal preference. Several visiting to friend and family' houses, especially during mealtimes was done to observe their menus and eating habits.

Before interviews began, a questionnaire as well as a letter detailing the purpose of the research was sent via emails or WhatsApp to the participants prior to the interview time. Before the interviews took place, informants were reminded of the purpose of the research and the data being gathered. When intended participants have not responded or sent the questionnaires back, researcher did contact reminding about it. Semi-structured questionnaires asked students, housewives, and career women to fill out tables with lists of Indonesian foodstuffs, fruits, vegetables, and snacks whether they know, like, consume, cook, and grow. Open questions tried to test their knowledge of 4 Healthy 5 Perfect, fast foods and homemade foods, organic foods, and vegetarian and vegan.

All interviews were conducted in Bahasa Indonesia; interviews were audio taped, transcribed, and then translated into English. Data validity was gained by the researcher through sending the transcriptions to the participants for checking. The respondents were informed that their identity would be confidential, although their statements during the interview, if cited, would be presented in publications using pseudonyms.

### **3 Results and Findings**

#### **3.1 Food Stuffs**

Female familiarity of food staples showed that the majority did not recognized good and local sources. Indonesian local foodstuffs that are prospective for food security are not well known. Riau Department of Food Crops and Horticulture socializes its campaign for alternative local foodstuffs beside white rice. The majority of societies tend to know, consume, enjoy, and cook white rice for their main carbohydrate. Campaign of local foods' diversification to reduce white rice's consume that sometimes should be imported.

Paradoxically of taro (talas ungu) for young generations i.e., students and alumni, it is certain that they do not enjoy and cook manually. However, they know, consume, and like McFlury Taro Delight, Cone Top Talas (Taro) sold by McDonald. The price is about fifteen times as much as the homemade one. Creative and opportunist entrepreneurs can read the internationalization products to benefit them. Raw local yields can be popular, desirable, and marketable with new menus in international names or brands.



### 3.2 Vegetables and Fruits

Indonesia bestows with plenty of vegetables and fruits that grow every season. The variety of fruits is enormous and fortunately, it can be processed for snacks too. Banana among the most important food crops on the planet are healthy source of fiber, potassium, vitamin B6, vitamin C, and various antioxidant and phytonutrients. My country has the ones that can be fried (kepok kuning, raja, nangka, and tanduk), steamed, and consumed for dessert. It is almost certain that Indonesian knows banana since it can grow anywhere.

Advertisement and popularization of banana commodities for banana donut, banana nugget, banana fried cheese, banana caramel, and any other menu with international names by public figures such as, the son of Indonesia president, Kaesang (Kaesang Sang Pisang), will attract young generation to love bananas and its menus. Fresh and unprocessed bananas those are healthy, cheap, and findable is not likeable by many Indonesian until they are processed and popularized.

Pepaya (carica papaya) is one of the most widely cultivated plants and accessible. It is economical of its fruits, leaves and stems. The fruit is a good source of foliate, vitamin A, fiber, copper, magnesium, potassium, and pantothenic acid. It contains high level of antioxidant that may reduce the risk of heart disease, prevents the oxidation of cholesterol to reduce the risk of heart disease. Additionally, papaya's high fiber content prevents constipation and lowers malignant cholesterol levels. Papaya leaves may promote balanced blood sugar, support digestive function, have anti-inflammatory effects, support hair growth, promote healthy skin, and have anti-cancer properties.

In the depth-interviews after reading their responses, the majority of participants knew papaya very well, but they underestimated their invaluable benefits. The female students are familiar with papaya leave but they do not like it because of its bitter taste. They do not want to sacrifice the appetite for the health. In the same vein, the majority of students know bitter melon very well, but they do not want to consume it, even for health reasons.

Moringa olifera/drumstick tree or kelor, in the past was only known as a magic tree to protect against black magic. Recently people learn that this magic tree can be used as medicine as well as a nutritional supplement. The leaves are rich of phenolic compounds as antioxidants. Inugard and Moringa Olifera capsules are examples famous product advertising in the market. Surveys and in-depth interviews showed that participants had less knowledge

and awareness of the benefits for consuming this vegetable freshly. As an organic vegetable since it is easy to be grown without fertilizer and pesticide, consumers can find in the traditional markets or as their neighbors freely.

Winged bean (*Psophocarpus tetragonolobus*, kecipir) has higher nutritional values and delightful taste. In the view of some consumers, winged bean is cheap and delicious vegetable and fruit protein (protein nabati), especially during revolutionary wars in Indonesia. Apart from their pleasant nutty flavor and delightful taste, winged bean is a good source of nutrients, vitamins and minerals. Consuming 182 gram of winged beans offers 5.242 mg of Copper, 24.46 mg of Iron, 6.772 mg of Manganese, 1.875 mg of Vitamin B1, 47.1 g of Total dietary Fiber, 821 mg of Phosphorus and 53.96 g of Protein. Moreover, many Amino acids 1.387 g of Tryptophan, 2.146 g of Threonine, 2.672 g of Isoleucine, 4.545 g of Leucine and 3.888 g of Lysine are also found in 182 grams of winged beans. Unfortunately, based on limited surveys, in-depth interviews, and observations, the majority of participants do not know, and the rest do not like and consume it.

Studies have shown that *cosmos caudates* exhibits high antioxidant capacity and various medicinal properties, including anti-diabetic activity, anti-hypertensive properties, anti-inflammatory responses, bone-protective effect, and anti-microbial activity. Several vegetables such as winged bean, long bean, can be easily planted organically without pesticides when paired and planted with plants that have special odor such as sweet lemon basil. It can be consumed freshly with chili sauce.

*Sesbania grandiflora* leaves and flower are good sources for medicine and nutrients. Its leaves are a good source of folate, thiamin, niacin, and vitamin C. The flower also renders ample amounts of magnesium, phosphorus, potassium, and selenium. Its plant is good for conservation since it does not need a lot of water. It would seem that the participants have less awareness of its nutritional values.

Food commodification by international corporations' results in consuming preferences that can undermine Indonesian local food resources and wisdom. Women's low knowledge of local cheap, healthy, and accessible food stuffs, vegetable, and fruits can be shown in table 1, 2, and 3. Not knowing will lead to not consuming, cooking, or planting. Sometimes women were consuming unintentionally because of the situation and condition, such as the availability while doing camping, or having field service. No consumption means lower demand that will lead to extinction.

**Table 1.** Students/Graduates' Knowledge and Preferences

No	Type of foods	Knowing	Consuming	Enjoyment	Cooking
1	Brown rice	0.0%	6.7%	6.7.0%	0.0%
2	Sorghum (cantel)	0.0%	0.0%	0.0%	0.0%
3	Canna discolor (ganyong)	0.0%	0.0%	0.0%	0.0%
4	Arrowroot (garut)	0.0%	0.0%	0.0%	0.0%
5	<i>Amorphophalus muelleri</i> (iles-iles/porang)	6.7%	0.0%	0.0%	0.0%
6	Yam (kimpul)	6.7%	0.0%	0.0%	0.0%
7	Cassava (singkong/ubi kayu)	100.0%	100.0%	40.0%	13.3%
8	Taro (talas ungu)	33.3%	13.3%	6.7%	0.0%
9	Banana	100.0%	93.3%	66.7%	66.7%
10	Banana's commodities	100.0%	93.3%	100.0%	20.0%

11	Papaya	100.0%	93.3%	53.3%	33.3%
12	Papaya's leaves	100.0%	40.0%	13.3%	13.3%
13	Moringa olifera's leaves	26.7%	6.7%	13.3%	0.0%
14	Winged bean (kecipir)	33.3%	13.3%	6.7%	0.0%
15	Cosmos caudatus leaves	13.3%	6.7%	6.7%	0.0%
16	Sesbania graniflora leaves and flower	6.7%	0.0%	0.0%	0.0%

#### Career Women

No	Type of foods	Knowing	Consuming	Enjoyment	Cooking
1	Brown rice	26.7%	20.0%	20.0%	13.3%
2	Sorghum (candel)	6.7%	0.0%	0.0%	0.0%
3	Canna discolor (ganyong)	6.7%	0.0%	0.0%	0.0%
4	Arrowroot (garut)	6.7%	0.0%	0.0%	0.0%
5	amorphophalus muelleri (iles-iles/porang)	6.7%	0.0%	0.0%	0.0%
6	Yam (kimpul)	13.3%	6.7%	0.0%	6.7%
7	Cassava (singkong/ubi kayu)	100.0%	100.0%	46.7%	26.7%
8	Taro (talas ungu)	20.0%	13.3%	6.7%	6.7%
9	Banana	100.0%	100.0%	86.7%	46.7%
10	Banana's commodities	86.7%	86.7%	86.7%	26.7%
11	Papaya	100.0%	86.7%	86.7%	53.3%
12	Papaya's leaves	100.0%	60.0%	46.7%	46.7%
13	Moringa olifera's leaves	60.0%	33.3%	33.3%	20.0%
14	Winged bean (kecipir)	40.0%	33.3%	33.3%	20.0%
15	Cosmos caudatus leaves	33.3%	26.7%	20.0%	13.3%
16	Sesbania graniflora leaves and flower	13.3%	6.7%	6.7%	6.7%

#### Housewives

No	Type of foods	Knowing	Consuming	Enjoyment	Cooking
1	Brown rice	33.3%	13.3%	93.3%	6.7%
2	Sorghum (candel)	0.0%	0.0%	0.0%	0.0%
3	Canna discolor (ganyong)	0.0%	0.0%	0.0%	0.0%
4	Arrowroot (garut)	0.0%	0.0%	0.0%	0.0%
5	Amorphophalus muelleri (iles-iles/porang)	0.0%	0.0%	0.0%	0.0%
6	Yam (kimpul)	13.3%	6.7%	0.0%	0.0%
7	Cassava (singkong/ubi kayu)	100.0%	100.0%	33.3%	33.3%
8	Taro (talas ungu)	26.7%	13.3%	6.7%	0.0%

9	Banana	100.0%	100.0%	80.0%	40.0%
10	Banana's commodities	80.0%	73.3%	93.3%	20.0%
11	Papaya	100.0%	100.0%	80.0%	60.0%
12	Papaya's leaves	100.0%	73.3%	60.0%	60.0%
13	Moringa olifera's leaves	53.3%	26.7%	46.7%	33.3%
14	Winged bean (kecipir)	46.7%	40.0%	33.3%	26.7%
15	Cosmos caudatus leaves	40.0%	26.7%	33.3%	20.0%
16	Sesbania graniflora leaves and flower	20.0%	13.3%	6.7%	6.7%

### 3.3 Local foodstuffs, food security, creativity, and health awareness

Riau, Indonesia has potential local foodstuffs that can be managed well for its economic development and wealth. Cassava (singkong), *amorphophalus muelleri* (iles-iles/porang), taro, sago to name a few can grow everywhere any time. Unfortunately, the majority of participants are not aware of its benefits until they are processed and advertised by public figures or food MNCs such as McDonald with international name.

**Table 2.** Local foodstuffs and its popular product

No	Local foodstuffs	Popular commodities
1.	Cassava (Singkong)	Qtela, fermented cassava, canned tiwul
2.	<i>Amorphophalus muelleri</i> (iles-iles/porang)	Shirataki rice (rich of fiber, low calorie, zero fat and carbohydrate)
3.	Taro	Taro bubble tea, taro ice cream, simmered taro,
4.	Sago	Sweet milk pudding, lemon sago pudding, pepeda

Cassava can be processed for yummy and healthy foods such as tiwul (snack from dried cassava) that is already canned, lapik/lemet, (cassava in banana leaves), cake, fritter (bakwan), and any other good menus. It is very unlikely that participants knew and interested to those local foods.

### 3.4 Knowledge of popular programs and terms of healthy foods

Foods is basic need for everybody regardless his/her status, sex, education level, and age. It is certain that the participants knew Indonesian government campaign "4 Healthy 5 Perfect Food" that the diet should have: 1. food stuffs/carbohydrate, 2. dishes, 3. vegetables, 4. fruits, and 5. milk. Responses for 4 Healthy 5 Perfect: The foods with carbohydrate, such as rice, polyunsaturated fat from soybean, tofu, chicken, fishes (catfish, pangasius or patin, tuna, tilapia, bandeng, and any other kind of fishes) as well as meat for dishes are indispensable. Vitamin comes from fruits, vegetables. Milk will complete menus to be perfect.

When the interviewer asked them after reading their responses in the surveys whether they had healthy lifestyles. They said "yes" that they often consumed fruits and vegetables in their meal. An observation when researcher's sister had a fish's farming project involving 10 students and order lunch showed that they just ordered steamed rice and dishes, i.e. chicken (rendang and the fried ones).

No one asked for vegetables. For them diet activities are only steamed rice (carbohydrate) and dishes (number 1 and number 2). Vitamins, fiber, and minerals are only in theory and slogans “shortage of vitamin will reduce resistance power of our body.” Forty-five of the participants stated clearly that “delicious” and “liking” were the basic of food selection. Artificial seasoning, flavoring, and salt are ingredient those women like to improve appetite regardless the bad effects. That is why they did not want to try to consume papaya leaves, bitter melon, sesbania glandiflora, and moringa olifera. Preferences in choosing menus how essential of fiber, vitamins, level of organic is shown at table 4.

**Table 4.** Preferences of fiber, vitamin, and organic

No	Females	Fiber			Vitamins/minerals				Organic	
		I	NSI	NI	I	NSI	NI	I	NSI	NI
1.	Students/graduates	0	12	3	0	10	5	0	14	1
2.	Careers	1	11	3	0	11	4	2	10	3
3.	Housewives	0	10	5	0	12	3	0	9	6

*I = Important NSO = Not So Important NI = Not Important*

Questions about organic foods showed there is a remote probability that they understand the issue. Twenty-two of participants did not answer questions “what organic foods means” and the responses showed their unfamiliarity. The unfamiliarity was shown with no answer at all and incorrect answer. “Organic food is vegetables grown traditionally and naturally. If it is processed, it is no preservative, no artificial color and flavor. Fertilizer uses to grow plants is only goats, oxen, and chickens’ manures.”

Fast food or junk food is very popular in Indonesia and there is strong possibility that they know well and consume quite often. Participants seemed aware of homemade to contrast with fast food. Fast foods are foods that can be cook instantly and taste very well. Sellers put processed spices nor fresh ones, artificial seasoning, and even artificial flavor. Easy to be full, happiness, and even prestige are the main reasons for consuming them. Fast foods have little vitamin and fiber, high calorie, and saturated fat that are not good for health. While, homemade are foods cooked by the consumer themselves or somebody else. They contain good nutrients since the cook processing used to be perfect.

When researcher observed several families whose diets and cook are good, but their teenagers prefer to consume and order fast food, they said: “I will follow their food preferences such as, fried chicken, noodle that lack of vitamin, fiber, and nutrients. I know it is not good for their health. I don’t want them to be starving for not eating what homemade I have in the kitchen. I don’t want to force them to have good diets. I just want my children happy and eat regularly.”

Reasons for health, ethics, environmentalism, and religion leads to vegetarian and vegan diets. On the limited data available participants did not know what being vegetarian and vegan. Participants answered: “Vegetarian is people who like to eat vegetables. They don’t consume all of the kinds of meats. Vegetarian and vegan followers avoid eating animal products. They just eat fruits and vegetables.”

### 3.5 Discussion

Knowledge, learning, and information procession are important for action. There is manifold relationship between knowledge, power, and action. Knowledge influence



aspirations, attention, and evaluation of situations, search for alternatives, implementation of intentions, decision-making, and problem solving. Knowledge influences decisions or behavior means knowledge is power. High levels of knowledge, skill, expertise, and early access to important information help people come to decisions that are apt to achieve the desired goal (Meusberger, 2003).

A World Bank catchphrase about growing (re)recognition the matter of knowledge that development is built not merely through the accumulation of physical capital and human skill, but on a foundation of information, learning and adaptation (Clark and Holliday, 2006). Patriarchal society mandates women to prepare and cook foods for their family. Ample knowledge, learning, and attention combined with power (influence and authority) showed that women have significant roles for healthy lives. Knowledge has an impact on action and behavior.

Role for child rearing as well as preparing foods or cooking enable females to develop healthy habits in early in life that will bring lifelong benefits. People often associate healthy foods with tasteless and boring. Abundant, cheap, and healthy local staple foods such as cassava, sorghum (canel), and taro (talas ungu) were not familiar and preferential. Papaya leaves, moringa olifera (daun kelor), winged bean (kecipir), and cosmos caudatus (daun kenikir) were not known well by the participants and so it will not be their preferences.

Cheap, fresh, healthy, and accessible fruits like papaya and banana were in the same boat. Vegetables and fruits contain vitamins, minerals, and fiber and give body phytonutrients that are powerful antioxidants and to naturally reduce those cravings for unhealthy foods. In the interview, the majority of students said that vegetables and fruits were important for their health. In the observation for lunch together and order meal, all ordered fried and rendang chickens for the dishes but only one who bought cooked vegetables. Fiber, vitamin, and organic issues were not so important or even not important at all.

Eating and drinking are for fun prestige. Several parents taught their children that 'eating' not 'what should we eat.' The majority of mothers will cook foods as their family's preference regardless nutrients and fiber. When food is processed or refined, it's stripped of most of its fiber, vitamins, and minerals, and often flavor, salt, sugar and preservatives are added in their place. Cassava would be likeable when it was processed for Qtela and any other product. Taro chips, taro bubble tea, taro ice cream, simmered taro, and any other processed food with international names are very popular and consumable among young generation. Although, food is processed or refined, its fiber, vitamins, and minerals will be taking out most.

Vegetarian and vegan who consume fruits and vegetables a lot are not being lifestyle by Indonesian people. Knowledge for organic foods is worrying. Very limited participants knew that organic produce is grown on soil that has had no prohibited substances applied for at least three years prior to harvest. Natural toxic substances like strychnine and arsenic, but also most synthetic fertilizers, herbicides, and pesticides are prohibited. No Genetic engineering (GMOs) and organic management practices on pests, weeds, and disease are mandatory (Gallagher, 2021). No participant mentioned Genetic Modified Organism (GMOs), no natural toxic substances, and organic weed management practices. Being cool is processed food consumers with international names.

## 4 Conclusion

Knowledge of good foods for immunity and health is not promising. The majority of students, career women, and housewives did not know, consume, like, cook, and grow foodstuffs, fruits, and vegetables that are cheap, nutritious, and accessible. Indonesian government's campaigns and strategies for healthy lifestyle through foods are only read, not be remembered, internalized, and practiced.

Even, Indonesian government's campaign for foodstuffs' diversity 2020 does not mention the health issue, only to full as the main goal to eat. It is so sad that quite many Indonesian females who can play important role to prepare future generation are not aware of food importance. Knowledge and power are significant for preparing future generation. Mandate to Indonesia females to cook and take care of children are power that should be complemented with knowledge.

International brand minded is a trend for young generation including foods. But like branding and advertisement always win instead of the health benefits. They tend to like and consume processed local foods like cassava and taro. Innovation for better foods can be developed through government programs. Food ambassadors involving public figures or influential person can be a best way to teach the importance of foods for lives. Healthy and famous celebrities and athletes can talk about balanced meal and good nutrition.

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