



**UNIVERSITI
TEKNOLOGI
MARA**

TERENGGANU

**PARENTS' STRATEGIES IN PROMOTING HEALTHY EATING
HABITS AMONG SCHOOL-AGE CHILDREN IN DUNGUN**

By,

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ABSTRACT

Children nowadays are getting exposed to unhealthy food and an increase in chronic diseases like overweight and obesity. In the outside country, the number of children that are getting obese is increasing, especially among school-age children. This disclosure is getting worried among parents and health institutions. In Malaysia, there is a lack of research regarding children eating habits. Therefore, this study is focusing on parents' strategies in promoting healthy eating habits among school-age children in Dungun.

The significance of this study is to reduce children's population from getting a chronic disease like obesity and diabetes among their age because some children are getting these diseases due to overlooking in consuming food and drink in their daily routine. Moreover, parents play an essential role in promoting healthy lifestyles to school-age children since they easily influence by the things that parents do. Meanwhile, the objective is to identify parents' strategies to promote healthy eating habits and determine the most frequently used strategy in current days to promote healthy eating habits among school-age children.

In this study, descriptive research has been used as the research design. The meaning is to describe something that could be a current situation of a group of organizations or people. Also, the population selected for this study are 17, 445 people in Dungun, Terengganu. Meanwhile, the sample size chosen for this research are 266 out of 17,445 parents who have school-age children to find out their strategies in promoting healthy food to school-age children. For the research instruments, a questionnaire survey is being used using Google Form to spread the question. This study has developed questions from previous research that have been the independent variable of this study: role model, reward, convenience and variety, and repeated exposure. It is to investigate which strategy is the most preferable for the parent in Dungun to promote healthy eating to their children. The analysis has been stated in Chapter 4 of this research, and the discussion is in Chapter 5.

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