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“MAKASSAR COTO CONSUMPTION HABIT RELATIONSHIP TO THE EVENT OF HYPERTENSION IN VISITORS OF COTO STORES IN THE STUDENT MALL OF THE MUHAMMADIYAH MAKASSAR UNIVERSITY”

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ABSTRACT

Background: Hypertension or high blood pressure is a disorder in the blood vessels that causes the supply of oxygen and nutrients carried by the blood to be blocked to the body's tissues that need it. Based on WHO data, it is estimated that hypertension sufferers worldwide total 600 million people, with 3 million deaths every year. Food intake with high fat and sodium content can affect the high and low blood pressure in the body, causing hypertension. Subcutaneous fat tissue in area of the front abdominal wall (central obesity) is more dangerous than fat tissue in the buttocks. Because it is a risk of cardiovascular disease.

Objective: to obtain information about the relationship between coto Makassar consumption and the incidence of hypertension in coto visitors at Makassar Unismuh Convention Center.

Methods: this research uses observasional analytic research with cross sectional design.

Result : in the univariate analysis of the characteristics of respondents by sex, men have a percentage of 51.25% and women 48.75% . characteristics based on blood pressure category that is non hypertension are 67.25% and hypertension are 35.74%. characteristics based on the intensity of coto consumption that is not often as much as 56.25% and intensity is often as much as 43.75%. In the bivariate analysis, the results of statistical tests using the Chi-Square test obtained p value – 0.043 ($p < 0.05$) which means blood pressure is related to the intensity of coto consumption. So it can be concluded that H_0 is rejected and H_a accepted, showing that there is a relationship between coto consumption habits with the incidence of hypertension.

Conclusion : there is a relationship between coto consumption habits with the incidence of hypertension.

Keywords : *hypertension, coto, sodium, obesity, cardiovascular disease.*