

# The Culture of Life's Consumptive Behavior Against Potential Hypertension at Pangkep Community in South Sulawesi Indonesia

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## Abstract

**Background.** Every person has life needs that are met in different ways. There are those who meet their needs naturally and there are those who are excessive in fulfilling their needs. This causes people to behave consumptively. Consumptive behavior occurs in almost all walks of life. The habit of going to food courts and fast food restaurants has led to consumptive behavior in modern society, they prefer something that is instant, fast and delicious to consume and this has already happened in rural communities, especially in Pangkep Regency. Patients with hypertension are the main causes of death (13.13%) and increasing cases (11,620) in Pangkep Regency in 2018 and 2019. Hypertension is a disease caused by various causes which are interrelated to one another. One of the causes of hypertension is nutrition (fruit and vegetable consumption habits). Researchers want to analyze the relationship between consumer behavior in consumptive life with hypertension. **Material and Methods.** The study uses qualitative research with a phenomenological approach. The sampling method uses snowball sampling. The study was conducted in 25 June 2018 - 31 Jan 2019. The number of informants was 13 people. Data collection techniques namely interview techniques, observation, documentation. Data analysis techniques include the results of interviews, data reduction, analysis, data interpretation, and triangulation. **Results.** first, in looking at the consumptive behavior and culture of the Pangkep community, it is found that many hypertension sufferers begin with frequent visits to the mall and consume fast food. Second, consumptive behavior and culture are risk factors for increased hypertension sufferers. This is evidenced by the large number of patients visiting at the Health Service with a diagnosis of hypertension. **Conclusion.** The people of Pangkep Regency have a consumptive behavior so that they are at high risk of developing obesity, hypertension.

**Keywords:** Consumption, Society, Hypertension, Disease, Behavior, Culture

## Introduction

Every person has life needs that are met in different ways. There are those who meet their needs naturally and there are those who are excessive in fulfilling their needs. This causes people to behave consumptively. Consumptive behavior occurs in almost all walks of life. The habit of going to food courts and fast food restaurants has led to consumptive behavior in modern society, they prefer something that is instant, fast and

delicious to consume and this has already happened in rural communities, especially in Pangkep Regency. Patients with hypertension are the main causes of death (13.13%) and increasing cases (11,620) in Pangkep Regency in 2018 and 2019. <sup>[1]</sup> Hypertension is a disease caused by various causes which are interrelated to one another. One of the causes of hypertension is nutrition (fruit and vegetable consumption habits). <sup>[2]</sup> Researchers want to analyze the relationship between consumer behavior in consumptive life with hypertension.

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Everyone has the necessities of life fulfilled in different ways. There is a reasonable need to fulfill his needs and there is also excessive in fulfilling his

needs. It causes people to behave consumptive. Such consumptive behaviour occurs in almost all walks of life. Not only in adults, consumptive behaviour has struck many teenagers, industrial products eyeing teenagers as their target marketing, among other things because of their labil, specific and easily influenced characteristics, ultimately encouraging the emergence of symptoms in unnatural buying behaviors. [3] Buying is no longer done because the product is needed, but buying is done for other reasons such as just following the mode, just want to try a new product, want to get social recognition and so on. Teenagers are an interesting object for marketing experts to demand. Consumerist behaviour is a phenomenon that has a lot of people’s lives, especially those living in urban areas even in suburbs such as Pangkep. This phenomenon is interesting to be researched considering the consumptive behaviour also much struck by the lives of teenagers and communities of large cities and towns such as Pangkep.

It is also a consumptive in food. Food court and fast food restaurants are the prima people of South Sulawesi, especially urban and local communities such as Pangkep. The presence of food court and fast food restaurants become one of the dining places that are recommended for all people from teenagers, parents, children, who provide different atmosphere where equipped with supporting facilities such as Internet access that is WiFi. Food court and fast food restaurants are also a place to gather with friends, family, co-workers and so on who is no longer foreign in the community. [4] The creation of a different atmosphere in the place to eat food court and fast food restaurant makes people especially who visit the mall usually stop by this place to just eat. Different packaging that is presented by food court and fast food restaurant is making the community start switching to buy a meal or drink at this place in comparison in the stall, this is not detached from the development of the era namely the post-modernization period that gave birth to capitalism as well as consumerism in today’s society that raises someone to style the consumptive life in society. [5]

*Food Court and fast food restaurant* in South Sulawesi is no longer a foreigner because the place to eat like this much we meet everywhere especially in large malls. People in the community use food court and fast food restaurant as a place to eat with family, friends, companions, co-workers and so on. In the presentation

of food court and fast food restaurants usually use fast food or also called fast food, food and drink like this is no longer foreign in today’s Indonesian society, where many Indonesian people love food and drinks fast food as its main menu such as burgers, potatoes, Coca-Cola and so on that served by fast food restaurant.

It is packed in something good service from the food and drinks and waiters that serve the food and beverages. When eating food and drinks in the food court and fast food restaurants do not need to queue again because simply by ordering only, food or drinks will quickly come to our liking. This is something that is normal in the present era, where the community wants something fast and delicious so that it becomes something natural when the food court and fast food restaurants are available in various large malls in Indonesia for the life of today’s society. [6] This makes people today compete to show their identity in terms of places to eat or drink the best and food court and fast food restaurant as a place that can be used as a person to show his identity in the community, especially the community Pangkep.

**Material and Methods**

The study uses qualitative research with a phenomenological approach. The sampling method uses snowball sampling. The study was conducted in 25 June 2018 -31 Jan 2019. The number of informants was 13 people. Data collection techniques namely interview techniques, observation, documentation. Data analysis techniques include the results of interviews, data reduction, analysis, data interpretation, and triangulation.

**Results**

**Table 1. Recapitulation Grade Hypertension of th Informant**

No.	Category	Frequency	Informant
1	Grade 1	3	1, 2, 8, 13
2	Grade 2	5	4, 5, 7, 10, 11
3	Grade 3	4	3, 6, 9, 12

## Discussion

Hypertension or famously known as the silent killer is a condition where the increase of blood pressure above normal. Increased age is one factor causing the occurrence of hypertension, this is due to the increasing age of organ function decreased marked by decreased elasticity of the arteries and stiffness occurs blood vessels so vulnerable to an increase in blood pressure. Hypertension is defined as persistent blood pressure where the systolic pressure is above 140 mmHg and diastolic over 90 mmHg. [7], [8], [9] One of the major risk factors of hypertension is stroke, heart failure, chronic kidney disease, visual impairment, and hypertension is often called the silent killer. Hypertension is a condition when a person experiences a rise in blood pressure either slowly. [10], [11], [12]

The development of capitalism was also not separated from the rapidly expanding era of globalization's support that impacted the controlled system of consumption, but also mass-consumptive behaviour that could be exploited as Marx's thesis on labour victims of the capitalistic system exploited according to the views of Jean P. Baudrillard. [13] This mass consumptive pattern makes the community consume something continuously continuously and this is usually influenced by advertising, brochures and so on. Places such as food court and fast food restaurants can be an example of how these places to eat can affect people to come here from among teenagers, young and old. Construci thought that is easily changed by a form of advertising and also the product or use these famous people because people affected and want to come to the place, which eventually raises the consumptive pattern of the community especially the community in the area Pangkep.

Convenient facilities that are provided by the restaurant itself where the service of internet access such as WiFi and so on which becomes a means of supporting to provide a sense of comfort to everyone who visits. Food court and fast food restaurant itself serves a variety of fast food because food and drinks fast food is seen more delicious and fast in terms of service so visitors are interested in visiting places to eat like this. In the food court and fast food restaurant also presents something different where many variations of food and beverages

can be easily and many also offer food and drinks with a cheap price plus a bonus of free drinks to attract the visitors to come to the place.

Another factor is why one chooses a food court and a fast food restaurant because it is not merely eating, drinking or gathering but also as the designation of a person's identity in the community, because eating or drinking today is not merely to feast on the stomach but also as an event or social symbol of society, especially the community in South Sulawesi. People also often associate visits to fast-food restaurants such as Pizza Hut, KFC, MC Donal, and others, as a lifestyle today more to the prestige, image and motive of a person to visit the place, and this raises the consumptive behaviour of today society that only sees from its product form without looking at the amount of money that should be spent only for a different lifestyle with other people who are always associated with the position and also role in the community environment. Due to the attitudes of today's consumptive society, people who love a variety of fast food can increase the risk of getting some diseases, such as obesity, diabetes, hypertension, and blood lipid disorder or dyslipidemia. [14]

The consumptive behaviour of fast-food restaurants, which is currently embraced by the people of South Sulawesi, the local community of Pangkep tends to make people like instant things. Consequently, they tend to lazy physical activity and love to consume instant food, which has a high sodium content (Sari & Wulan R, 2008). [15] Implementing a healthy diet is not able to guarantee that we will be free of disease, but at least pay attention to the intake of food consumption patterns are able to minimize the risk of a person can be attacked by various diseases. Without realizing it, the food contains a high salt that can increase saliva and enzyme secretion, thereby increasing the desire to continue to eat the food. The high content of bad fats and sodium impairs the sodium and potassium balance in the body, causing hypertension. High sodium content has been known to cause high blood pressure factors. Sodium is known to affect the renin-angiotensin system in the kidneys which can later cause high blood pressure.

Research in America shows that someone who consumes fast food in large portions and with frequencies

2 to 3 times per week, can result in hypertension. Research in Yogyakarta also shows a significant link between the eating habits of fast food with hypertensive events. The more often the habit of eating fast food, it will have a chance of 0.451 experiencing the incidence of hypertension. Like wise in the area Pangkep, based on data from the health profile of the province of South Sulawesi, 2018 973 people with a percentage increased to 16.2%, in 2019 as much as 592 with a percentage of 9.7% according to the data Puskesmas Mandalle, Pangkep. [1]

Factors that affect the occurrence of hypertension are divided into two large groups that are factors that can not be modified such as gender, age, genetic and can be modified factors such as diet, exercise habits, and smoking habits. Based on the results of the study, diet with frequencies often consume foods that contain high energy, sodium, saturated fat and low fiber can increase the risk of hypertension. High energy consumption can affect obesity, where people who suffer from obesity can potentially occur hypertension. High sodium consumption can cause the body to render fluid that can increase blood volume. High sodium consumption can also shrink the diameter of the arteries, consequently the heart must pump hard to push the volume of blood through the increasingly narrow chamber, so that blood pressure becomes increased and leads to hypertension. [16]

Saturated fats can cause hypertension through the mechanisms of dyslipidemia. In theory, low fibre intake results in fewer bile acids excreted in the feces, resulting in much cholesterol absorption from the residual bile. This results in a lot of cholesterol circulating in the blood and causing a buildup of fat in the blood vessels that can inhibit blood flow, thereby affecting the increase in blood pressure. Based on the explanation that has been explained earlier, it will be discussed more in depth about the health impact of the habit of consuming fast food continuously, which leads to the consumptive behavior in make as a habit and a necessity in daily life. [16]

One example of a food menu that can be made simply a toast with avocado and boiled eggs are half-baked. If the wheat bread usually, avocado and eggs are eaten separately, this time the three foods are combined into healthy food that you should not miss. In fact, there

are still many people who do not realize the importance of eating healthy foods. It becomes a kind of problem in the community especially Pangkep community, which is used as a reason to not consume healthy food when processed properly, can give a delicious taste. Therefore, consumption of healthy foods in order to support a healthy lifestyle to avoid the various diseases, especially hypertension.

## Conclusion

Most Pangkep Regency Communities do not think about the nutritional value of food consumed, but rather prioritize its deliciousness and satiety. This resulted in many people suffering from hypertension. In addition to this lifestyle, there is a lifestyle that is often carried out by the people of Pangkep, namely staying up late (sleeping late), smoking, drinking soft drinks, drinking coffee, and a number of drinks that stimulate hypertension. The impact of these conditions results in low health numbers experienced by the community. The people of Pangkep Regency have a consumptive behavior so that they are at high risk of developing obesity, hypertension.

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**Ethical Considerations:** Ethical clearance was obtained from Institute of Health Science “Nani Hasanuddin”, Makassar, Indonesia; with number” RK. 2109/ KEPK/STIKES-NH/VI/2018. Just before the interview, written (or thumb impression) consent was obtained from each participant in Institute of Health Science Nani Hasanuddin Makassar guidelines.

**Conflicts of Interest:** The authors alone are responsible for the views expressed in this article and they do not necessarily represent the views, decisions, or policies of the institutions with which they are affiliated.

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