

ABSTRAK

Peningkatan kesadaran akan kesehatan, terutama setelah pandemi COVID-19, telah mendorong minat konsumen terhadap produk gluten-free secara signifikan. Studi ini mengeksplorasi persepsi dan perilaku konsumen generasi muda di Surabaya terhadap produk gluten-free melalui survei online menggunakan Google Form pada bulan Juni 2024. Hasil penelitian menunjukkan bahwa meskipun mayoritas responden memiliki pemahaman tentang diet gluten-free, hanya sebagian kecil yang secara aktif mengonsumsi produk ini secara rutin. Walaupun ada minat untuk mencoba, ketertarikan langsung terhadap produk berlabel gluten-free relatif rendah, dengan mayoritas responden bersikap netral atau kurang tertarik terhadap label tersebut. Persepsi positif mendominasi, meskipun sebagian besar responden menganggap produk gluten-free tidak memberikan dampak signifikan terhadap kesehatan mereka. Tantangan utama yang dihadapi pasar gluten-free di Indonesia antara lain harga yang tinggi dan kurangnya edukasi mengenai manfaat produk ini di kalangan umum. Dengan demikian, upaya lebih lanjut dalam edukasi konsumen, inovasi produk gluten-free, dan peningkatan keterjangkauan harga menjadi kunci untuk memperluas pasar gluten-free di Indonesia.

Kata Kunci: *gluten-free*, konsumen generasi muda, persepsi, Indonesia

ABSTRACT

Increased health awareness, particularly post-COVID-19 pandemic, has significantly driven consumer interest in gluten-free products. This study explores the perceptions and behaviors of young consumers in Surabaya towards gluten-free products through an online survey using Google Form in June 2024. The results indicate that while the majority of respondents have an understanding of the gluten-free diet, only a small portion actively consume such products regularly. Despite an interest in trying gluten-free products, direct interest in products labeled gluten-free is relatively low, with most respondents being neutral or less interested in the label. Positive perceptions dominate, although most respondents believe gluten-free products do not have a significant impact on their health. Major challenges facing the gluten-free market in Indonesia include high prices and a lack of education about the benefits of these products among the general population. Therefore, further efforts in consumer education, innovation in gluten-free products, and improving affordability are key to expanding the gluten-free market in Indonesia.

Keywords: *gluten-free, young consumers, perception, Indonesia*