Many changes are taking place during the last couple decades in global world economy, including change in agriculture in developing countries. These changes, externally or internally, have also affected Indonesian people, especially in their livelihood, health, lifestyle, and demand for food. This result comes from the changes in the diet and lifestyle of the people.

The external changes stirring the international environment including Indonesian are: 1) implementation of the GATT/WTO agreement, 2) Triple-T revolution (revolution on transportation, telecommunication and tourism), 3) globalization in rehabilitation and conservation of natural resources, 4) globalization in human rights advocacy, and 5) move towards safer and healthier food (Simatupang et al. 2002). The multilateral trading system embodied in the World Trade Organization (WTO) has agreed that all members have to maintain the process of reform and liberalization of trade policies, that ensuring the system will negotiate the cut of the tariff and non-tariff barriers. As trade liberalization occurred, open or free access of information, incomes rise, and more urbanized population, people in the developing countries including Indonesia tend to diversify their diets to include more variety of food and imitating the “other” people’ diets and lifestyles. Higher education level and income made it even possible for the middle-upper class population to diversify and improve their diets and perhaps change their lifestyles. The demands for food have shifted from manually-cooked food to processed food (ready-to-eat food), including safe and healthy food products. The increased participation of women in the workplace has also created more demand for processed food, as women’ times for cooking activities are getting smaller whereas the processed food is available in the market for them to buy. This paper reviewed the impact of increasing modern markets, fast food outlets, and advertisement on lifestyle of Indonesian people.
ROLE OF SUPERMARKETS AND HYPERMARKETS

Since the turn of the millennium, the country’s food system has started to undergo technological and institutional changes as vast and rapid as those of three decades ago. Indonesian food system is becoming more global with foreign direct investment bringing state of the art management and logistical techniques as well as access to global markets (Timmer 2004). The growth of supermarkets and hypermarkets in Indonesia is shown in Figure 1.

As the income rise and welfare increase, people are faced with many options, choices, and alternatives to spend their expenditures on food, especially when they are shopping at the modern markets. Supermarkets and hypermarkets have come to be their best place to get what they want since they can function as one-stop-place to buy anything following changes in the people’s lifestyles. The perception of shopping in air condition and comfortable with fixed prices has become the trend of urban lifestyles. Some people go to the supermarkets with their families as place for recreation or leisure and thus can increase their social status, rather than go to the wet or traditional market with uncomfortable environment.

The government role as public nutrition provider and distributor is becoming more and more limited; and replaced by the private sector. Supermarket and modern market can provide food with high standard and competitive prices. On the other hand, the existence of modern markets has negative impact on the producers or farmers, have triggered the shift on the local food consumption basket towards the international/global food consumption basket, and thus diminished the role of traditional/local/wet markets.

However, there is still room for the regulators or government to play. It can design agricultural policies and set the agricultural development take place with balancing the modern and traditional markets that could facilitate farmers and traders to provide food in line with what consumers’ need and meet the standard quality. Meanwhile, effort is needed to educate and influence consumers to make a good choice of healthy food (Suryana 2007). The quality of food consumed has to meet the minimum standard of dietary intake and safety. Minimum requirement of food intake includes not only the volume, but also the quality of food consumed.

GROWING FAST FOOD

Fast food restaurants have grown tremendously in terms of the number of outlets and customers. Fast food can be easily found in the modern markets (supermarkets and hypermarkets), on the street sides or anywhere in strategic places. The menus provided are diverse and varied from imported to the local or traditional foods. Franchised-fast foods from abroad, for example, are burger, French-fries, pizza, and bento, whereas local or traditional fast foods for example are local menus available at the street-side vendors (warteg), fried rice, soto with steamed rice, and meatball with noodles. Presently, we can also find adjusted-imported version of processed food available at the street-side vendors, such as Japanese bento’s (box) and kebab.

The increasing trend of fast food and other processed food industries are reflected in the increasing number of medium and large scale food and beverages industries (Table 1). The total number of large-scale food and beverage industries in 2004 is 4,639, growing 5.1% compared to those in 2003. The increase of domestic investment in the industries is more apparent than that of foreign direct investment. The similar situation is also occurred in the medium-scale food and beverage industries.

The growth of food and processed food is higher than beverages industries (Table 2 and 3). Most of urban households deal with or have daily foods come from the industries. Almost all members of households be at the workplace or at the school either have bread as their breakfast or take away processed food to their places of works or school (such as cakes, cookies, and biscuits). During lunch time, they usually find fast food in the restaurant or cafeteria nearby. Only for dinner or late supper, they use to provide their foods by cooking themselves. This routine daily habit has emerged as lifestyles, therefore eating-out or consuming fast food or processed food has taken a bigger proportion of their food expenditures.

The change in lifestyle has increased the incidence of degenerative diseases. In some communities, dietary habits have changed plus unhealthy smoking habits have also occurred. With less physical activities and high stress condition in the workplace or school, the new diseases have emerged. Fast food is usually became the scape-goat or blame as the main factor affecting the heart disease (heart coroner problem), hypertension (high blood pressures), high cholesterol, etc. Even though fast food can become the source of high nutritious food, it is always imbalanced in nutrition content. Generally, fast food contains less vegetables (fiber), high salt and fat content, and high cholesterol.

Khomsan (1999) stated that fast food consumption or intake is all right if it is consumed in limited amount and causes no health problem because fast food is not equal to junk food. Junk food is the food that is only rich in calories but con-
contains less or minimum amount of nutrients. So the two are not the same and have to be differentiated.

**FOOD ADVERTISEMENT**

Food and beverages industries have to build their strong images and therefore could market their products successfully through advertisements. The consumers have to get positive perception and thus are willing to consume or buy the products. In general, the advertisement is posted in the mass media with the hope it can be reached and influenced millions of people. According to Sumarwan (2006), advertisement is frequently the most used and most popular tool to promote and communicate products to consumers. The goals of advertisement are to inform, to persuade, to remind, and to reinforce.

Kotler (2000) in Sumarwan (2006) stated that informative advertisement aims to build comprehension and understanding of the product offered. Persuasive advertisement is aimed to influence consumers to buy and use the products. The difference exists with advertisement to influence consumers taste and choice and those to assure consumers that the products they buy or use are safe and good choices.

Food advertisements are effectively channeled through mass media, electronic media, and printed matters (newspapers, brochures, etc.). Food and beverages industries are always using these media to advertise their products and turn out to be the best and very effective to influence taste and preference of consumers. This is because advertisement is effective to provide and transfer knowledge from the producers to the people. Consumers are faced with variety of processed food and beverages. To be able to choose the right and affordable product, consumers need information.

The consumers’ knowledge and information on the isotonic beverages are drawn from the mass media and most of them come from TV advertisement (Table 4). However, consumers at the other end need to be more cautious of the TV advertisements, since there exists advertisement which do not follow the laws and ethics, which is known as deceptive advertisement.

There are four categories of deceptive advertisement: 1) objective claims: can be proved with the truth (the reality), 2) subjective claims: full with subjectivity and hard to be measured objectively, 3) the claim with dubious meaning: part of the advertisement is true and part is false, and 4) unsubstantiated claims: is not making any senses and is not logic. Saidi

<table>
<thead>
<tr>
<th>Table 1. Trends on number of food and beverages establishment in Indonesia, 2002–2004.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment facility</td>
</tr>
<tr>
<td>Domestic</td>
</tr>
<tr>
<td>Foreign</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Table 2. Trends of number of food and beverages establishment by industrial code and scale in Indonesia, 2002–2004.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial code</td>
</tr>
<tr>
<td>Processing and preserving of meat, fish, fruits, vegetables, cooking oil, and fat</td>
</tr>
<tr>
<td>Milk and food made from milk</td>
</tr>
<tr>
<td>Grain mill products, flour, and animal feed</td>
</tr>
<tr>
<td>Other food</td>
</tr>
<tr>
<td>Beverages</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Table 3. The growth of processed food and beverages industry in Indonesia, 2004.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial code</td>
</tr>
<tr>
<td>Canned fruits and vegetables</td>
</tr>
<tr>
<td>Food primarily made of milk</td>
</tr>
<tr>
<td>Bakery product</td>
</tr>
<tr>
<td>Food made of chocolate and sugar confectionery</td>
</tr>
<tr>
<td>Soft drink</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Table 4. Source of information of isotonic beverages.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information source</td>
</tr>
<tr>
<td>Television advertisements</td>
</tr>
<tr>
<td>Store/minimarket/supermarket</td>
</tr>
<tr>
<td>Family member</td>
</tr>
<tr>
<td>Advertisements in newspaper/magazine/tabloid</td>
</tr>
<tr>
<td>Friends/neighbors</td>
</tr>
<tr>
<td>Physician/paramedics</td>
</tr>
<tr>
<td>Sport center/club/fitness</td>
</tr>
<tr>
<td>Billboards</td>
</tr>
<tr>
<td>Advertisements in roads</td>
</tr>
<tr>
<td>Advertisements in radio</td>
</tr>
<tr>
<td>Sales person</td>
</tr>
<tr>
<td>Shop owner/shop keepers</td>
</tr>
<tr>
<td>School</td>
</tr>
<tr>
<td>Free sampling</td>
</tr>
<tr>
<td>Spa</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Source: Julianingsih (2005).
CONSUMPTION ISSUES

There are several factors determined food consumption pattern, amongst are socio-cultural values, economical factors, and knowledge on nutrition content of the food and beverages. As the education level rise, the income rise, awareness of health concern rise, lifestyles and food pattern have also changed. If previously people are trying to be self-sufficient themselves, nowadays people are more concern with social needs. In food consumption pattern, previously people were more concern with the quantity or volume of the foods, nowadays people are shifting their concern to the quality of food consumed and follow the healthy dietary pattern, thus increase their social status in the society.

In traditional society, people who live in rural areas have limited resources in their food acquisition. Most of the food consumed originated from their own farming activities. They did not have many choices or alternatives and the food consumed are mainly to be able to survive. In modern society with most people living in urban areas, consumers are confronted with many choices of processed food and beverages either produced locally/domestically or imported from abroad. Food consumed here is functioning as part of lifestyles and can have social status (Table 5).

Table 5. Changing of pattern and lifestyle in eating habits of Indonesia people.

<table>
<thead>
<tr>
<th>Structure</th>
<th>Aspect</th>
<th>Traditional pattern</th>
<th>Modern pattern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Source</td>
<td>Simple (staples, vegetable, salty fish or egg)</td>
<td>Complete (staples, vegetables, meat/egg/fish, milk)</td>
</tr>
<tr>
<td>Source</td>
<td>Type</td>
<td>Homogen (no choices)</td>
<td>lots of choices (free to choose)</td>
</tr>
<tr>
<td>Eating function</td>
<td>Source</td>
<td>To survive</td>
<td>Lifestyle and social life</td>
</tr>
</tbody>
</table>

Table 6. Structure of household expenditure by region and expenditure class in Indonesia, 2005.

<table>
<thead>
<tr>
<th>Region/ expenditure class</th>
<th>Food expenditure (Rp/cap/month)</th>
<th>Nonfood expenditure (Rp/cap/month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>120,199</td>
<td>88,341</td>
</tr>
<tr>
<td>Medium</td>
<td>205,974</td>
<td>199,023</td>
</tr>
<tr>
<td>High</td>
<td>369,911</td>
<td>697,108</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>86,817</td>
<td>39,505</td>
</tr>
<tr>
<td>Medium</td>
<td>139,217</td>
<td>74,734</td>
</tr>
<tr>
<td>High</td>
<td>236,840</td>
<td>199,383</td>
</tr>
<tr>
<td>Urban+rural</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>94,575</td>
<td>47,911</td>
</tr>
<tr>
<td>Medium</td>
<td>159,253</td>
<td>106,679</td>
</tr>
<tr>
<td>High</td>
<td>289,698</td>
<td>339,023</td>
</tr>
</tbody>
</table>


The structure of food expenditures is significantly different between the urban and rural consumers. In urban consumers, the share of staple food expenditure is only 10%, while in the rural consumers, the share of staple food is doubled of those in the urban (20%) (Table 7). The opposite situation was found on the share of processed food or ready-to-eat food to total expenditures. The share of this processed food is much higher in the urban than those in rural consumers. However, both for urban and rural consumers, the higher the income, the smaller the expenditure of grains; also the higher the income, the higher the share of processed food expenditures.

The growth of processed food and beverages industries has changed the lifestyles and food eating habits of the people. With the increasing fast food outlets and restaurant, the expenditures for processed food and beverages has increased too. In 2002, the share of processed-food expenditure in urban areas was 21.2% and in rural areas the share was 11.4%. In 2006, the share had increased to 24.8% in urban areas and to 13.5% in rural (Table 8). The analysis conducted by Martianto and Ariani (2004) showed that the increasing consumptions of processed food and beverages are taken place in all provinces in Indonesia. The largest shares of food and beverages expenditure are found in Jakarta, Yogyakarta, and Bali.

The increasing food and beverages expenditure are also related to the increasing in labor participation including women labor. With limited time they have, they are tend to consume fast food. Moreover, the change in cooking pattern from cooking at home to buying pattern is an opportunity for the growth of industry in food sector including informal sector.

There are many varieties and kinds of processed food and beverages recorded by the National Survey of Social Economy (Table 9). Changes in diet and eating...
increasing demand for processed food, ready-to-eat food, and beverages. Therefore, product development and packaging and advertisement of the industries have to be tailored and launched so that the end consumers will be satisfied with affordable prices and guaranteed quality. All these changes can be seen as opportunity to be seized by the food and beverages industries. On the other hand, consumer must keep an eye in choosing processed food and beverages offered in the market. In choosing consumed food and beverages, it is essential to reckon health, necessity and access to food aspects.

**REFERENCES**


**CONCLUSION**

Globalization in trade and information system, the fast growth of supermarkets/hypermarkets, the fast growth of fast food outlets/providers/restaurants, and fast invasion of food advertisement have impacts on the changing the lifestyles, dietary, and food consumption patterns. The direct impact was found in the lifestyle of the society can be seen as opportunity for the food and beverages industries to expand their products and markets.

**Table 7. Structure of food expenditure (%) by region and expenditure class in Indonesia, 2005.**

<table>
<thead>
<tr>
<th>Kinds of food</th>
<th>Urban Low</th>
<th>Urban Medium</th>
<th>Urban High</th>
<th>Rural Low</th>
<th>Rural Medium</th>
<th>Rural High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rice</td>
<td>17.3</td>
<td>10.8</td>
<td>6.2</td>
<td>26.3</td>
<td>19.4</td>
<td>13.3</td>
</tr>
<tr>
<td>Tubers</td>
<td>0.9</td>
<td>0.8</td>
<td>0.6</td>
<td>2.4</td>
<td>1.8</td>
<td>1.6</td>
</tr>
<tr>
<td>Fishes</td>
<td>9.4</td>
<td>8.9</td>
<td>7.4</td>
<td>10</td>
<td>10.7</td>
<td>10.3</td>
</tr>
<tr>
<td>Meats</td>
<td>3.5</td>
<td>5.1</td>
<td>6.5</td>
<td>2</td>
<td>3.4</td>
<td>6.1</td>
</tr>
<tr>
<td>Eggs</td>
<td>3.3</td>
<td>3</td>
<td>2.2</td>
<td>2.7</td>
<td>3</td>
<td>3.1</td>
</tr>
<tr>
<td>Milks</td>
<td>2.4</td>
<td>3.9</td>
<td>4.9</td>
<td>0.9</td>
<td>1.5</td>
<td>2.6</td>
</tr>
<tr>
<td>Vegetables</td>
<td>8.9</td>
<td>7.3</td>
<td>5.4</td>
<td>9.8</td>
<td>9.4</td>
<td>8.4</td>
</tr>
<tr>
<td>Legumes</td>
<td>3.8</td>
<td>3</td>
<td>2</td>
<td>3.3</td>
<td>3.4</td>
<td>3.3</td>
</tr>
<tr>
<td>Fruits</td>
<td>3.4</td>
<td>4.4</td>
<td>5.6</td>
<td>2.9</td>
<td>3.6</td>
<td>4.5</td>
</tr>
<tr>
<td>Fats (Oils)</td>
<td>4.1</td>
<td>3.3</td>
<td>2.4</td>
<td>5</td>
<td>4.6</td>
<td>3.9</td>
</tr>
<tr>
<td>Prepared food and beverages</td>
<td>21</td>
<td>28.3</td>
<td>38.9</td>
<td>11.1</td>
<td>14.1</td>
<td>18.3</td>
</tr>
<tr>
<td>Tobaccos (cigarettes)</td>
<td>11.1</td>
<td>11.4</td>
<td>9.6</td>
<td>10.5</td>
<td>12.6</td>
<td>12.9</td>
</tr>
<tr>
<td>Seasonings</td>
<td>2.6</td>
<td>2.4</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2.8</td>
</tr>
<tr>
<td>Others</td>
<td>8.3</td>
<td>7.4</td>
<td>6.3</td>
<td>10.1</td>
<td>9.5</td>
<td>8.9</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>


**Table 8. Trends of prepared food and beverages expenditure by region in Indonesia, 2002–2006.**

<table>
<thead>
<tr>
<th>Year</th>
<th>Urban Expenditure (%)</th>
<th>Rural Expenditure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>21.2</td>
<td>11.4</td>
</tr>
<tr>
<td>2003</td>
<td>22.4</td>
<td>11.8</td>
</tr>
<tr>
<td>2004</td>
<td>23.9</td>
<td>13.4</td>
</tr>
<tr>
<td>2005</td>
<td>24.5</td>
<td>13.2</td>
</tr>
<tr>
<td>2006</td>
<td>24.8</td>
<td>13.5</td>
</tr>
</tbody>
</table>


**Table 9. Kinds of prepared food and beverages consumption by region in Indonesia, 2006.**

<table>
<thead>
<tr>
<th>Kinds of prepared food and beverages</th>
<th>Unit of quantity</th>
<th>Urban</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ordinary bread</td>
<td>Small packs</td>
<td>0.28</td>
<td>0.11</td>
</tr>
<tr>
<td>Other bread</td>
<td>Piece</td>
<td>1.80</td>
<td>1.30</td>
</tr>
<tr>
<td>Boil or steam cake</td>
<td>Unit</td>
<td>4.52</td>
<td>2.92</td>
</tr>
<tr>
<td>Fried food</td>
<td>Piece</td>
<td>7.52</td>
<td>6.21</td>
</tr>
<tr>
<td>Salad with peanut sauce</td>
<td>Portion</td>
<td>0.83</td>
<td>0.40</td>
</tr>
<tr>
<td>Instant noodle</td>
<td>Portion</td>
<td>0.12</td>
<td>0.04</td>
</tr>
<tr>
<td>Mineral water</td>
<td>600 ml</td>
<td>0.20</td>
<td>0.04</td>
</tr>
<tr>
<td>Packed tea</td>
<td>250 ml</td>
<td>0.22</td>
<td>0.03</td>
</tr>
<tr>
<td>Packed juice</td>
<td>200 ml</td>
<td>0.09</td>
<td>0.02</td>
</tr>
<tr>
<td>Health drink</td>
<td>100 ml</td>
<td>0.09</td>
<td>0.02</td>
</tr>
<tr>
<td>Ice cream</td>
<td>Small scopes</td>
<td>1.62</td>
<td>0.12</td>
</tr>
</tbody>
</table>


