

ABSTRACT

Cindy Septiana Putri. 2023. Analysis of Labeling, Nutrition Facts (ING), and Nutrition Claims on Biscuit MPASI for Under Two Years to Preventing Stunting. Scientific writing, DIII Nutrition Malang study program, Department of Nutrition, Health Polytechnic Ministry of Health Malang. Supervised by: Maryam Razak, S.TP., M.Si.

Stunting is a condition of failed growth caused by chronic malnutrition and infectious diseases. One of the preventive measures for stunting is the provision of Complementary Feeding (MPASI). The purpose of MPASI is to support the nutritional needs of the body because breast milk alone may not sufficiently meet the nutritional requirements as the child grows older. The aim of this research is to analyze the labels, nutritional information, and nutritional claims on the packaging of complementary feeding biscuits for toddlers as a preventive measure for stunting. This exploratory research employs an observational research design and is described descriptively, involving the collection of data from labels, nutritional information, and nutritional claims on the packaging. The labels analyzed are those found on the packaging of complementary feeding biscuit products available in supermarkets and e-commerce platforms. The analysis of label inclusion is conducted according to the regulations outlined in BPOM Regulation Number 20 of 2021 regarding processed food labels. The analysis of nutritional information is based on BPOM Regulation Number 26 of 2021 regarding nutritional information on processed food labels, CAC/GL 8-1991, and SNI 01-7111.1-2005. Nutritional claims are analyzed in accordance with BPOM Regulation Number 1 of 2022 regarding the supervision of claims on labels and advertisements for processed food. The research results indicate that out of the 13 complementary feeding biscuit products analyzed, some products still do not meet the criteria of the existing elements in terms of label inclusion. Overall, the products analyzed for nutritional information meet the requirements set by BPOM. In the analysis of nutritional claims, one product was found to not comply with BPOM requirements.

KEYWORDS: *Biscuit MPASI; Labeling; Nutrition Fact (ING); Nutrition Claims; Stunting*