

ANALYSIS OF HIGH PROTEIN AND IRON NUTRITION LABELS AND  
CLAIMS ON MP-ASI PRODUCT PACKAGING FOR TODDLERS OVER 6  
MONTHS OF AGE

Nuraini\*, Dian, Dwi

Program Studi D3 Gizi Politeknik Kesehatan Malang

Jl. Besar Ijen No. 77C

Email: [p17110224082\\_dian@poltekkes-malang.ac.id](mailto:p17110224082_dian@poltekkes-malang.ac.id)

**ABSTRACT**

**Background:** In Indonesia, the nutritional problem that still occurs a lot is undernutrition. One of the factors that causes malnutrition is lack of intake, including breast milk (breast milk) and complementary foods (MP-ASI). MP-ASI is an additional food given in addition to breast milk to babies aged 6-24 months or outside the age range based on medical indications, to achieve nutritional adequacy. **Purpose:** Analyze the suitability of label content and claims of high nutrition of protein and iron on the packaging of commercial MP-ASI products for toddlers over 6 months of age. **Method:** This research is an exploratory research with an observational research design that is presented descriptively in the form of tables and figures. The number of samples is 8 commercial MP-ASI products selected using the purposive sampling method through e-commerce and supermarket pages. Data analysis was carried out by comparing data on nutrition labels and claims on product packaging with PerBPOM No.31/2018, PerBPOM No.24/2020, and PerBPOM No.1/2022. **Result:** The results of this study show that all product samples have met the requirements regarding General Label Information, Minimum Label Information, and High Protein and Iron Claims. However, there is still 1 MP-ASI product that does not meet PerBPOM No. 31 of 2018 regarding other elements of information on processed food labels, namely not including 2D barcodes on product packaging labels and 3 MP-ASI products that do not meet PerBPOM No. 24 of 2020 regarding the requirements for the amount of carbohydrate content and vitamins and minerals in MP-ASI products. **Conclusion:** The results of the analysis showed that of the 8 samples of MP-ASI products, there were 5 products that had met the requirements for labeling and nutritional claims.

**Keywords:** Undernutrition, MP-ASI, Food Label, Nutrition Claims