

LABEL ANALYSIS AND HIGH NUTRITIONAL CLAIMS FOR FOLIC ACID AND CALCIUM IN MILK FOR PREGNANT WOMEN

Nala Agustina Dila Sulisty/P17110224087

Program Studi Diploma 3 Gizi Politeknik Kesehatan Malang

Jl. Besar Ijen No. 77c, Oro-oro Dowo, Kec. Klojen, Kota Malang

Email: p17110224087_nala@poltekkes-malang.ac.id

ABSTRACT

Background: Pregnant women are nutritionally vulnerable, so the nutritional needs of pregnant women must be considered to avoid nutritional deficiencies that can also have an impact on the fetus. Milk consumption is one of the efforts to meet the needs of pregnant women and the fetus. Analysis of the labeling and nutritional claims on the packaging of pregnant women's milk is important so that there is no adulteration of milk in circulation such as the case of adulterated baby milk in Malaysia which resulted in babies experiencing vomiting. **Research Objective:** To analyze the label content and nutritional claims on the packaging of powdered milk products for pregnant women that have high claims of folic acid and calcium. **Research Methods:** The study was conducted by collecting sample label data in supermarkets and e-commerce in November 2024. The type of research is exploratory using descriptive and qualitative methods, namely analyzing labels and nutritional claims on the packaging of powdered milk products for pregnant women. **Research Results:** It was found that the inclusion of product labels was in accordance with the provisions in all categories of label inclusion requirements and found a mismatch between the need for dietary fiber and the nutritional content per serving in a day in two pregnant women's milk products. **Conclusion:** There are still discrepancies found, namely not listing the nutrient content in the Nutritional Value Information which is the product claim and on the high vitamin D claim there are three products that do not match the claim.

Keywords: Pregnant Women, Maternity Milk, Food Labeling, Nutrition Claims