

ANALYSIS OF LABELS AND CLAIMS ON PRODUCT PACKAGING LOW-SUGAR AND SUGAR-FREE SNACKS

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ABSTRACT

Background: Unhealthy diet, especially consumption of foods high in sugar, salt, and saturated fat is a major risk factor for NCDs such as DM and obesity. Consumption of processed and fast food that is high in calories and low in fiber aggravates this condition. **Objective:** This study aims to determine the suitability of label contents and claims on the packaging of low-sugar and sugar-free snack products. **Methods:** This study used a qualitative descriptive method by analyzing 15 samples of snack products obtained from supermarkets and e-commerce platforms in Malang City. The evaluation was carried out by comparing the suitability of product labels to BPOM Regulation No. 31 of 2018 concerning Processed Food Labels and BPOM Regulation No. 1 of 2022 concerning Nutrition Claims. **Results:** Of the 15 packaging products with low sugar and sugar-free claims analyzed, all (100%) met the technical requirements for labeling and writing. However, as many as 9 out of 15 products (60%) do not include information on how to store on the label, and 6 out of 6 products labeled "low sugar" (100%) have a sugar content exceeding the maximum limit of 5 g per 100 g according to BPOM Regulation No. 1 of 2022. Meanwhile, all products with a "sugar-free" (100%) claim have been qualified with a sugar content of 0 g per 100 g. These findings suggest that although the technical aspects of labelling are generally met, there are still inconsistencies in sugar content claims, particularly in products with "low sugar" claims. **Conclusion:** Although most of the products have met the applicable requirements, some products were found to be non-compliant with the labeling requirements and non-conformities in the nutrition claims, especially in the "low sugar" category. These findings show the need for stricter regulatory oversight to ensure consumer protection, especially for those with special dietary needs, namely people with DM and obesity.

Keywords: PTM, label, low sugar claim, sugar-free claim, BPOM.