

CONSUMER PROTECTION | RESEARCH ARTICLE

Consumer Protection on Access to Information on Sugar, Salt, and Fat

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*Corresponding author:
Muhammad Mufti Mubarok,
National Consumer Protection
Agency (BPKN) and
Postgraduate Lecturers,
University of Hayam Wuruk
Perbanas, Surabaya,
Indonesia

E-mail:
mufti_mubarok@perbanas.ac.id

Additional information is
available at the end of the
article.

Muhammad Mufti Mubarok^{1*)}

Abstract: Around 70 percent of deaths in Indonesia are non-communicable diseases (NCDs) due to excessive consumption of sugar, salt, and fat. This study aims to determine consumer protection over sugar, salt, and fat information access. This research used a descriptive qualitative approach. Data were collected in March 2022 through Focus Group Discussions with informants from regulators, business associations, and consumer protection activists, as well as field observations in South Tangerang City and Semarang. The sampling method used was purposive sampling. Government regulations, business compliance, and supervision influence consumer rights to access sugar, salt, and fat information. Government regulations are still limited, and there needs to be an explanation of the implementation and standards. Many modern and traditional retailers still need to include information about sugar, salt, and fat, as well as health messages, in their product packaging. The government needs to intensify socialization and educate business actors regarding the obligation to include nutritional value information and health messages. Consumers also need to be educated about the dangers of excessive sugar, salt, and fat consumption and the nutritional literacy of their products.

Keywords: consumer protection, fat, sugar, salt

JEL Classification: D18, E21, I10, I12



Muhammad Mufti Mubarok

ABOUT THE AUTHORS

Muhammad Mufti Mubarok was born in Lamongan, Indonesia. He received his undergraduate degree from STIKOSA-AWS Surabaya and UNKAR Surabaya and earned his master's degree and doctorate at Airlangga University. He is currently a Postgraduate Lecturer at Hayam Wuruk Perbanas University Surabaya, Indonesia, and Vice Chairman of the National Consumer Protection Agency (BPKN) in the Republic of Indonesia. He can be reached via mufti_mubarok@perbanas.ac.id.

PUBLIC INTEREST STATEMENT

The consumers are all Indonesians. Protecting consumers means protecting all levels of Indonesian society. Consumer protection in the food sector aims to ensure that food and processed products are safe for consumption and nutritious for consumers. One form of consumer protection in the food sector is the guaranteed access consumers to information on the food and processed products they consume. Such information is usually located on the packaging label.

However, consumers still need more access to information on nutritional content, especially sugar, salt, and fat, in processed food products, especially small-medium enterprise products. This information is important to help consumers limit their consumption of sugar, salt, and fat. Excessive consumption of sugar, salt, and fat impacts the onset of non-communicable diseases. Consumer protection will be optimized if cooperation between the government, business actors, and consumers is maintained.



1. Introduction

The disease patterns are the main causes of death in Indonesia that show an epidemiological transition followed by demographic and technological transitions, namely changes in disease patterns from infectious diseases to non-communicable diseases, which then become the main factors causing morbidity and mortality. Behavioral patterns of food consumption containing excessive sugar, salt, and fat are triggers for the increasing of non-communicable diseases that occur at a young age (Handajani, Roosierhermatie, & Maryani, 2010).

NCDs or chronic diseases have a long duration and develop slowly (WHO, 2013). There are four types of NCDs: cardiovascular disease (heart attack and stroke), cancer, chronic respiratory disease (lung disease and asthma), and diabetes. Worldwide, NCDs account for 63 percent of all deaths and kill more than 36 million people annually.

Data from WHO (2014) in NCD Country Profiles 2014 states that about 71 percent of deaths in Indonesia are caused by non-communicable diseases, which include diabetes about 6 percent, chronic respiratory disease about 5 percent, cancer about 13 percent, other non-communicable diseases about 10 percent and most deaths are caused by cardiovascular disease with a proportion of about 37 percent.

High sugar, salt, and fat intake are associated with some NCDs (hypertension, heart disease, and stroke). Health Research and Development Agency/Riskesdas (2013) shows that risky food consumption behavior in the population aged ≥ 10 years is mostly the consumption of seasonings (77.3%), followed by sweet foods and drinks (53.1%) and fatty foods (40.7%). This data led to an increase in the prevalence of hypertension from 7.6 percent in 2007 to 9.5 percent in 2013. The same for stroke also increased from 8.3 per 1000 in 2007 to 12.1 per 1000 in 2013. Similarly, diabetes increased from 1.1 percent to 2.1 percent.

In Indonesia, the increase in diseases and death prevalence due to NCDs is in line with economic growth. The growth of fast food outlets in Indonesia, fast food chains, and restaurants characterizes the growth rate of the food processing and fast food culinary industries. These processed food products are high in sugar, salt, and fat. Therefore, changes in people's diets with increased consumption of processed and ready-to-eat foods that are rich in energy, high in sugar, salt, and fat, and low in fiber, accompanied by a lack of physical activity, increase the risk of NCDs. However, in reality, the source of sugar, salt, and fat intake does not only come from processed and ready-to-eat foods but can also come from food prepared on a household scale and snacks.

One of the government's efforts to protect public health is to educate the public through information on sugar, salt, fat content, and health messages included in processed food packaging. This effort was strengthened by the issuance of Minister of Health Regulation No. 30/2013 on the Inclusion of Information on Sugar, Salt, Fat Content, and Health Messages for Processed and Ready-to-eat Foods. The policy requires the processed food industry to inform the total content of sugar, salt, and fat, as well as a health message on processed food labels that reads, "Consumption of more than 50 grams of sugar, more than 2000 milligrams of sodium, or more than 67 grams of total fat per person per day risks hypertension, stroke, diabetes, and heart attack".

Previous studies have mostly examined the consumption of sugar, salt, and fat. Such as research on the description of sugar, salt, and fat consumption in the region (Triandhini, Rahardjo, & Putranti, 2018) and research on the description of sugar, salt, and fat consumption in children (Rembet, Nugroho, & Mangalik, 2021). The study mentioned that excessive consumption of sugar, salt, and fat is the cause of non-communicable diseases. Other studies also mostly discuss the impact of excessive consumption of sugar, salt, and fat and its relation to non-communicable diseases, as well as the factors that cause excessive consumption of sugar, salt, and fat (He, Long, Li, Yang, & Zhu, 2018; Gui et al., 2017; Xu, Park, & Siegel 2017; Yunas, Setyawati, & Rachmawati, 2021).

Research on labels is also still limited to studies related to the impact of labels and health warnings on the consumption of sugar, salt, and fat consumers (Ares et al., 2020; Song et al., 2021), as well as an overview of consumer awareness in reading product packaging labels (Sari, 2018). Research related to consumer protection, for example, is research on consumer rights to product safety with labels on packaging (Pratiwi, 2019). However, the research focuses more on fulfilling the obligations of business actors. This research develops previous research by analyzing consumer protection by focusing on consumer rights in obtaining access to information on the nutritional content of the products they consume. The focus of this research is not only on one party, such as business actors or consumers but tries to examine from the regulator's side as well.

This study aims to identify the existence of technical regulations that require business actors (downstream) related to the inclusion of information on the content of sugar, salt, and fat in their products; identify forms of protection that can be given to consumers against the actions of business actors who do not provide information on excessive consumption of sugar, salt, and fat in food and beverage products; identify forms of supervision at the modern and traditional retail level carried out by the government related to the inclusion of information on excessive consumption of sugar, salt, and fat in food and beverage products; and analyze the legal consequences arising from the actions of business actors who sell food and beverages without information on excessive consumption of sugar, salt, and fat in their products.

2. Literature Review

2.1 Sugar, Salt, and Fat

The World Health Organization (WHO) (2013) provides guidelines for the proper consumption of sugar, salt, and fat. Sugar is one of the body's main energy sources, but despite its important role, sugar should not be consumed in excess. The allowable sugar intake is only 5 percent of the daily calorie needs to achieve maximum body health. This applies to both adults and children. For convenience, the following age-based sugar consumption guidelines can be used: Adults no more than 30 grams (7 teaspoons) per day; children 7-10 years old no more than 24 grams (6 teaspoons) per day; children 2-6 years old no more than 19 grams (4 teaspoons) per day.

Salt is one of the mandatory seasonings in cooking to give a savory and delicious taste. However, many must realize they have consumed salt beyond the recommended limit. This fact can certainly endanger health. The following is a recommended maximum salt intake limit based on age. Less than one year old is 1 gram per day, 1-3 years old is 2 grams per day, 4-6 years old is 3 grams (1/2 teaspoon) per day, 7-10 years old is 5 grams per day, and 11 years old and above is 6 grams (1 teaspoon) per day.

Fat serves to provide energy in the long run. It also helps absorb vitamin A, vitamin D, and vitamin E. However, fat is only good if more is stored in the body. There are three fat types: unsaturated, saturated, and trans fat. Unsaturated fat is one type of fatty acid that is good for the body. Examples are fats from fish and plants.

Meanwhile, saturated and trans fats tend to settle in the blood vessels and cause disease. Therefore, for a healthy diet, it is recommended to replace saturated and trans fats with healthier fats, namely unsaturated fats. The maximum limit of saturated fat intake for men is 30 grams per day, and for women is 20 grams per day. As for trans fats, the maximum limit is 5 grams per day. In children, it is recommended not to consume them in excess.

The above reference is not only for consuming sugar, salt, and fat in dishes or drinks made at home but also in packaged foods or drinks commonly consumed. Therefore, the additional sugar, salt, and fat content in these packaged foods or beverages must be closely monitored.

2.2 Information Access

One of the consumer rights based on Consumer Protection Law Number 8 of 1999 Article 4 letter c is the right to obtain correct, clear, and honest information regarding the conditions and guarantees of goods and/or services. To ensure that the products consumed are safe, consumers have the right to gain access to product-related information. The label is a part of the product containing verbal information about the product and the product maker (Angipora, 2002).

Labels are important for consumers because, with these labels, consumers can recognize and remember products. One of the functions of the label, according to Kotler (2000), is to describe several things about the product, from who made it, where the product was made, when the product was made, the composition of the product, to how to use the product safely. Labels also communicate between producers and consumers about things that consumers do not know, especially things that are invisible or physically unknown (Irrubai, 2015).

2.3 National Policies Governing the Inclusion of Sugar, salt, and fat Information on Products

As a formed effort to protect consumers against excessive consumption of sugar, salt, and fat, Indonesia already has several regulations related to the consumption of sugar, salt, and fat, including the Minister of Health Regulation No. 30 of 2013 concerning the Inclusion of Information on Sugar, salt, and fat Content and Health Messages for Processed Food and Prepared Food. In Article 4 of Regulation of the Minister of Health No. 30/2013, food and beverage industry players in Indonesia are required to include health messages in the form of "Consumption of more than 50 grams of sugar, more than 2000 milligrams of sodium or more than 67 grams of total fat per person per day risks hypertension, stroke, diabetes, and heart attack."

Next is the Food and Drug Administration Regulation No. 26 of 2021 on Nutritional Value Information on Processed Food Labels. Nutritional Value Information, abbreviated as ING, is a list of the nutritional and non-nutritional content of Processed Food as sold following a standardized format. Business actors who produce and/or distribute processed food must include ING on the label. ING is included in the form of a table and contains information on serving size, number of servings per package, type and amount of nutrient content, type and amount of non-nutrient content, percentage of RDA (Nutritional Adequacy Rate), and footnotes. The substances that must be listed consist of total energy, fat, saturated fat, protein, carbohydrates, sugar, and salt (sodium).

3. Conceptual Framework

This research uses a qualitative approach. Based on the conceptual research framework presented in Figure 1, consumer rights are influenced by three aspects. First, the regulatory aspect, namely the rules that contain the obligation for business actors to include information about sugar, salt, and fat content on their product packaging. Second, the compliance of business actors with regulations related to the inclusion of sugar, salt, and fat content in their product packaging. Third, supervision is carried out by the government to business actors. Finally, it also includes the imposition of sanctions for business actors who violate their obligations. Fulfilling these three aspects will impact the fulfillment of consumer rights in obtaining access to the sugar, salt, and fat content of the products they consume.

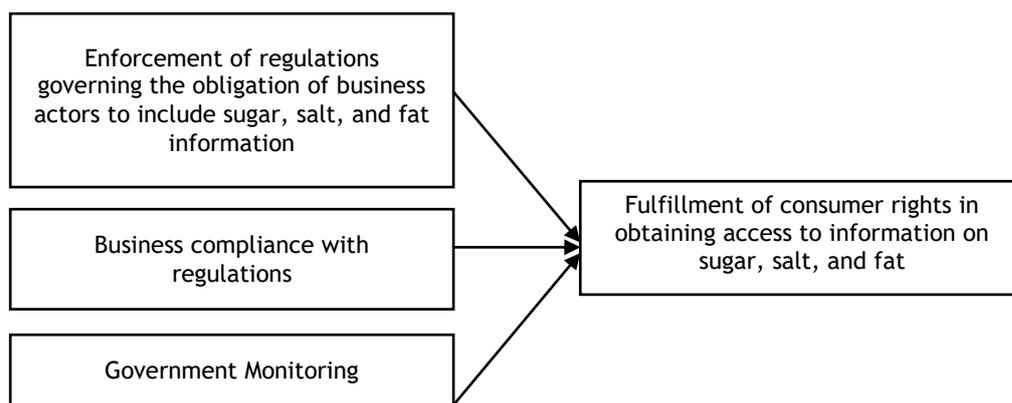


Figure 1. Conceptual framework of the study

4. Methods

4.1 Participant

The informant was selected using a purposive sampling technique with the criteria that they understand and are involved in the policy of inclusion of information on sugar, salt, and fat content on product packaging. The resource persons involved in this research were regulators, business associations, and consumer protection activists. In addition, to enrich the research data, field data validation was conducted in two cities in Indonesia, namely South Tangerang City and Semarang. Focus Group Discussion (FGD) and field data validation were conducted in March 2022. Secondary data were obtained through a document review of laws and regulations related to consumer protection studies on sugar, salt, and fat information. The data were then analyzed descriptively. The Focus Group Discussion (FGD) results and field data validation are presented in the form of transcripts and then concluded.

4.2 Measurements

Questions posed to the government included those related to the government's efforts to monitor food and beverage products that contain sugar, salt, and fat that exceed standards, socialization, and education to the public regarding the consumption of excess sugar, salt, and fat, and government supervision of traditional and modern retailers concerning the inclusion of the composition of sugar, salt, and fat in their products. The questions asked to business actors include the compliance of business actors with regulations requiring the inclusion of sugar, salt, and fat information on their products and the socialization of business actors to consumers about the dangers of consuming excessive sugar, salt, and fat. Next, the questions asked to consumer protection activists were consumer complaints related to food and beverage products that contain excessive sugar, salt, and fat, opinions on regulations that require the inclusion of information on sugar, salt, and fat content, and forms of consumer protection for products that contain sugar, salt, and fat that do not meet the standards.

4.3 Analysis

The data that the authors obtained in this study were processed and analyzed with a qualitative descriptive approach. Data consisted of primary data and secondary data. Primary data were obtained through focus group discussions with the informant. Conclusions are drawn in this study using the deductive reasoning method, which is a reasoning process that starts from a general statement about legal protection for persons with disabilities to arrive at a specific conclusion about the comparison of regulations and supervision between Indonesia and Australia.

5. Findings

5.1 Regulations Related to The Inclusion of Sugar, Salt, and Fat

Based on the results of the Focus Group Discussion (FGD), it was found that the prevalence of consumption of sugar, salt, and fat in Indonesia has exceeded the reasonable limit of 29.7 percent. In addition to excessive sugar, salt, and fat consumption, unhealthy patterns and lifestyles are also factors driving the rise of non-communicable diseases (NCDs). However, the Indonesian Food and Beverage Association (GAPMMI) states that Indonesian consumers still have a low level of literacy and understanding of the nutritional value of sugar, salt, and fat. The low level of literacy and understanding of the nutritional value of sugar, salt, and fat may be due to a lack of education to consumers or the absence of labels on packaging that include the content of sugar, salt, and fat so that consumers do not have sufficient access to know this information in the food products they will consume.

The government, through the Ministry of Health, has attempted to control the excessive consumption of sugar, salt, and fat by issuing a regulation, namely Regulation of the Minister of Health No. 30/2013 on the Inclusion of Information on Sugar, Salt and Fat Content and Health Messages for Processed Food and Ready-to-eat Food, especially Article 9, which stipulates sanctions for products that do not include information on sugar, salt, and fat on product packaging. This regulation is supported by the Food and Drug Monitoring Agency (BPOM) Regulation No. 26 of 2021, which requires the inclusion of nutritional value information on sugar, salt, and fat. Table 1 below presents several regulations related to including sugar, salt, and fat content information and health messages on food products.

Table 1. Regulations related to the inclusion of sugar, salt, and fat content information and health messages on food products

No	Regulations	Content of regulation
1.	Law No. 18/2012 on Food	<ul style="list-style-type: none"> Article 97 states that food labels must include the name of the product, list of ingredients used, net weight or net contents, name address of the producing/importing party, halal for those required, production date and code, expiration date, month year, processed food distribution license number, and origin of certain food ingredients. Article 102 states that there are sanctions for food labeling violations, including fines; temporary suspension of activities, production, or circulation; withdrawal of food from circulation by producers; compensation; and revocation of licenses.
2.	Government Regulation Number 46 of 2014 concerning Health Information Systems	In Article 75, the Central Government and Regional Offices must conduct socialization, guidance, and monitoring of information on nutritional values and sugar, salt, and fat to increase public knowledge and awareness of the risk of non-communicable diseases caused by not knowing the recommended consumption of sugar, salt, and fat per day.
3.	Minister of Health Regulation No. 30/2013 on the Inclusion of Information on Sugar, salt, and fat Content and Health Messages for Processed and Prepared Food	<ul style="list-style-type: none"> Article 3, paragraph 1 states that every person who produces processed food is obliged to contain sugar, salt, and fat information and health messages on the food label. Article 4 states that sugar, salt, and fat content information consists of total sugar, sodium, and fat content.

No	Regulations	Content of regulation
4.	Minister of Health Regulation No. 63/2015 on the Inclusion of Information on Sugar, salt, and fat Content and Health Messages for Processed and Prepared Foods	<ul style="list-style-type: none"> • In Article 9, sanctions have been mentioned if business actors violate the regulations in the form of written warnings, temporary bans on circulation or orders to withdraw from circulation, revocation of registration approval letters and distribution permits, or recommendations for revocation of household production certificates. • Article 4, paragraph 2 states that consumption of more than 50 grams of sugar, more than 2000 milligrams of sodium, or more than 67 grams of total fat per person per day is at risk of hypertension, stroke, diabetes, and heart attack.
5.	NA-DFC Regulation No. 26 of 2021 on Nutritional Value Information on Processed Food Packaging Labels	<ul style="list-style-type: none"> • Article 2 states that business actors who produce and/or distribute processed food must include ING (a list of nutritional and non-nutritional content) on the label. • Article 5 contains procedures for the inclusion of ING, which contains information on serving sizes, the number of servings per package, the type and amount of nutrient content, the type and amount of non-nutrient content, the percentage of the Nutritional Adequacy Rate (RDA), and footnotes. The nutrients are total energy, fat, saturated fat, protein, carbohydrates, sugar, and salt (sodium).

5.2 Implementation of Regulations Related to The Inclusion of Sugar, Salt, and Fat (Including Business Compliance and Government Oversight)

In accordance with the Consumer Protection Law Number 8 the Year 1999 Article 4 letter a, consumers have the right to obtain information and obtain comfort, security, and safety in consuming goods and or services. As a form of effort to protect the rights of consumers, health messages (such as the appeal for the dangers of smoking cigarette products) are needed regarding the dangers of excessive sugar, salt, and fat consumption in a product. Therefore, the Food and Drug Monitoring Agency (BPOM) has encouraged the Ministry of Health to determine which types of food are required to include health messages.

Although there has been a Minister of Health Regulation No. 30/2013, the implementation of the sanctions listed in Article 9 has not been carried out by local agencies such as in South Tangerang and Semarang. As a result, many MSEs still do not include the amount of sugar, salt, fat, and Nutritional Value Information (ING) on their product packaging. In general, MSEs are unaware of the mandatory inclusion of sugar, salt, and fat and the list of nutritional and non-nutritional content (ING).

The implementation of regulations issued by BPOM, namely BPOM (2021) Regulation No. 26 of 2021 concerning Nutritional Value Information on Processed Food Labels Article 2, which states that business actors who produce and/or distribute processed food are required to include ING on the label has not been carried out by MSE actors, both in the regions and the center in the packaging of their food and beverage products.

Field findings show that the Health Office in several regions, especially South Tangerang, does not know about the obligation to include information on sugar, salt, and fat and health messages and has not made a schedule to check sugar, salt, and fat in food/beverage packaging, especially in micro, small and medium enterprises.

The Industry and Trade Office of South Tangerang City also stated that information related to the mandatory inclusion of sugar, salt, and fat labels had not reached the

regions optimally. In addition, there has been no socialization and education to read the ING of sugar, salt, and fat labels and health messages, so sanctions cannot be determined if there are violations from small-medium enterprises that do not include ING of sugar, salt, and fat content, and health messages.

Based on the findings, it can be concluded that in terms of regulations, there is an obligation to include information on sugar, salt, and fat content as well as health messages for processed and ready-to-eat foods. Sanctions against those who violate these obligations have also been determined. However, the implementation of the regulation has not been maximized at both the central and regional levels. The lack of optimization of the policy is due to the lack of government supervision and education on the regulation to relevant stakeholders. This fact impacts the non-fulfillment of consumer rights to access information on sugar, salt, and fat content in food products.

6. Discussion

Indonesia is already at very high risk for sugar, salt, and fat consumption. The combined consumption of these sugar, salt, and fat indicates a dangerous situation, as 30 percent of the population (equivalent to 77 million people) consume more than the daily recommendation. The results show that the unfulfillment of consumers' rights to access information on the content of sugar, salt, and fat is due to the implementation of regulations that have not been maximized, weak supervision by the government, and non-compliance of business actors with the obligation to include nutritional content on labels.

Based on these findings, policy improvements are still needed, followed by equitable policy implementation at both the central and regional levels. Government supervision needs to be improved through intensive education to business actors, including micro, small and medium enterprises. The imposition of sanctions must also be clear and well-socialized; this is in line with the results of previous research, which states that national policies to reduce the consumption of sugar, salt, and fat need to be implemented immediately to anticipate the increasing population with the risk of non-communicable diseases (Atmarita, Jahari, Sudikno, & Soekatri, 2017).

In this study, regulations, business compliance, and government supervision influence consumer rights to access sugar, salt, and fat information. First, regarding regulations, the Minister of Health Regulation No. 30/2013 on the Inclusion of Information on Sugar, Salt, and Fat Content and Health Messages for Processed and Prepared Food issued by the government aims to protect the public from the risk of non-communicable diseases, especially hypertension, stroke, diabetes, and heart attack, one of which is caused by excessive intake of sugar, salt, and fat. The next objective is to reduce the risk of non-communicable diseases by educating the public by including information on sugar, salt, and fat content, as well as health messages for processed and ready-to-eat foods through information and promotional media.

Minister of Health Regulation No. 30/2013 is supported by the fifth point of the General Guidelines for Balanced Nutrition (PUGS): "limit consumption of sweet, salty and fatty foods." Thus, the government's role in protecting consumers from excessive sugar, salt, and fat consumption has been reflected in these regulations and guidelines. However, adequate licensing, supervision and law enforcement policies have not followed the existing regulations. In addition, the government has limited its regulations so far, but there needs to be an explanation of the implementation and standards (Kusnali, Puspasari, & Rustika, 2019). These results are also in line with the results of this study, where the implementation of regulations related to sugar, salt, and fat content information has yet to be carried out optimally at both the central and regional levels.

In this regard, in the research results, it has been mentioned that there has been an initiation from the Food and Drug Supervisory Agency (BPOM) and the Ministry of Health to determine what types of food are required to include health messages. This result is also in line with research from Kusnali, Puspasari, and Rustika (2019), which states that the implementation of Permenkes Number 30 of 2013 still requires a study

of which types of food can be implemented first. However, although there has been an initiation, it can be said that the results and impact of the initiation have not been seen until now.

Furthermore, the results of the study show that business actors, especially in micro, small and medium enterprises, have not complied with BPOM Regulation No. 26 of 2021 concerning Nutritional Value Information on Processed Food Labels Article 2, regarding the obligation to include ING (list of nutritional and non-nutritional content) on the label. This study's results align with previous studies' results, which state that although regulations on labeling already exist. In reality, many business actors have not complied with these regulations. This is evidenced by the discovery of packaged foods that need to be labeled or have complete labels. One piece of information not included on the label is the ingredients' composition (Pratiwi, 2019).

The non-compliance of business actors leads to low consumer access to information on products' sugar, salt, and fat content. Low consumer access to sugar, salt, and fat information could be one of the causes of low consumer nutritional literacy. Thus, the results of this study correlate with the results of other studies that mention that consumers' literacy and understanding of the nutritional value of sugar, salt, and fat is low.

Protecting consumers from the dangers of non-communicable diseases due to excessive consumption of sugar, salt and fat cannot be done only from the regulatory side. Business actors (the food industry) also play an important role. In addition to complying with the obligation to include ING on their product packaging, businesses must also educate consumers about the importance of reading nutrition information and food labels. Another study mentioned that key stakeholders such as central and local governments, community components, companies, small-medium enterprises, and culinary need to carry out health education and promotion movements that are "public-private partnerships" (Indrayana & Palupi, 2014).

Next, related to government supervision. Government Regulation No. 46/2014 on Health Information System Article 75 has mandated the Central Government and Regional Offices to conduct socialization, guidance, and monitoring of information on sugar, salt, fat, and ING content of products to increase public knowledge and awareness of the risk of non-communicable diseases caused by consumer ignorance of sugar, salt, and fat consumption recommendations per day. However, the research results stated that the Regional Office did not know the obligation to include sugar, salt, and fat labels and did not check the products' sugar, salt, and fat content. In addition, small-medium enterprises still do not include sugar, salt, fat, and ING measurements on their product packaging. Some of these findings make it clear that the supervision carried out by the government is still weak. The results of this study still have limitations, such as not involving consumers specifically in data collection, only through consumer protection activists. Future research is expected to involve consumers directly as research samples to get a more comprehensive picture of the results.

7. Conclusion

Based on the study results, it can be concluded that consumer rights to access information on the content of sugar, salt, and fat are influenced by government regulations, business compliance, and government supervision. The government has attempted to protect consumers from the dangers of excessive sugar, salt, and fat consumption by issuing several regulations. For example, through the Ministry of Health, there is Minister of Health Regulation No. 30/2013 on the Inclusion of Information on Sugar, Salt, and Fat Content and Health Messages for Processed and Prepared Food. Furthermore, the Food and Drug Supervisory Agency (BPOM) also has BPOM Regulation No. 26 of 2021 concerning Nutrition Value Information on Processed Food Labels. However, the regulations are still limited, with no explanation for implementing and standardizing them.

In its implementation, the application of regulations and supervision at the modern

and traditional retail level regarding the inclusion of sugar, salt, and fat and health messages in product packaging has not been optimal. Many small-medium enterprises still do not include sugar, salt, fat, or nutritional value information (ING) on their product packaging. This happens because business actors are unaware of these obligations, so sanctions cannot be determined, which means that socialization, education, and government supervision regarding the regulations that have been issued still need to be improved.

Suboptimal implementation of regulations, non-compliance of business actors, and weak government supervision are interrelated. These three things cause low consumer access to sugar, salt, and fat content information. The low consumer access can be seen in the low nutritional literacy of consumers and the prevalence of sugar, salt, and fat consumption by Indonesian consumers that exceeds reasonable limits.

8. Recommendation

Consumer protection related to excessive sugar, salt, and fat consumption can be realized if cooperation exists between consumers, business actors, and the government. The government, through the Ministry of Health, can prioritize the implementation of the mandatory inclusion of sugar, salt, and fat by updating the study on exposure related to sugar, salt, and fat content in various processed and ready-to-eat food products to the Indonesian people through the Total Diet Study (TDS). Furthermore, the mandatory inclusion of sugar, salt, and fat information and health messages regarding the dangers of excessive sugar, salt, and fat consumption should be followed by establishing and enforcing sanctions for business actors who violate these obligations.

Furthermore, the Ministry of Health and the Health Office can provide guidance and monitoring of ING labeling as well as the inclusion of P-IRT (Home Industry Products or PIRT is a licensing certificate for industries that produce food and beverages on a home scale), health messages, and sugar, salt, and fat doses for Small and Medium Industry (SMI) Business Actors in food and beverage product packaging. Guidance and supervision of the regulations that have been issued need to be carried out continuously. In addition, through the Ministry of Health, BPOM, and other related institutions, the government needs to intensify socialization and education to business actors regarding the obligation to include sugar, salt, fat, and health messages on product packaging. Socialization and education also need to continue to be carried out to consumers regarding the dangers of excessive sugar, salt, and fat consumption, implementing a healthy lifestyle, and literacy of the nutritional content of the products they consume.

Consumers should be more concerned and aware of what they consume and how the impact is caused after consuming the product, and further increase their literacy on nutritional values, especially sugar, salt, and fat in a product. Business actors can encourage the growth of nutritional value literacy by complying with existing regulations by participating in campaigning for the dangers of excessive sugar, salt, and fat consumption by including sugar, salt, and fat content along with health messages on their product packaging.

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