

ABSTRAK

DYCCO NUR SOCTMADA. 2023. Analisis Label, Informasi Nilai Gizi, Kandungan Gizi, dan Klaim Gizi pada Produk MP-ASI Komersial dalam Percepatan Penurunan *Stunting* pada Baduta. Program Studi Sarjana Terapan Gizi dan Dietetika, Politeknik Kesehatan Kemenkes Malang. Pembimbing: **I Komang Suwita, S.ST., MP** dan **Ir. Astutik Pudjirahaju M.Si.**

Latar Belakang: Di Indonesia, masih ditemukannya ketidaksesuaian label, informasi nilai gizi, kandungan zat gizi, dan klaim gizi pada produk pangan olahan dari beberapa penelitian yang telah dilakukan, tidak terkecuali MP-ASI komersial. Penelitian ini bertujuan menganalisis kesesuaian label gizi, kesesuaian informasi nilai gizi, kesesuaian zat gizi, dan kesesuaian klaim gizi yang ada pada kemasan produk MP-ASI komersial dalam mengatasi percepatan penurunan *stunting* pada baduta.

Metode: Jenis penelitian yang digunakan adalah eksploratif dengan menggunakan desain metode deskriptif-kualitatif dengan mengumpulkan data–data yang diperlukan dari label kemasan produk MP-ASI komersial, selanjutnya diuraikan secara keseluruhan dan diberikan gambaran terkait kesesuaian terhadap label, pencantuman ING, kandungan gizi, dan klaim gizi berdasarkan peraturan perundang–undangan yang ada di Indonesia.

Hasil: Ditemukan ketidaksesuaian pada label produk kategori keterangan minimum (daftar bahan yang digunakan) dan keterangan lain (peruntukan produk); Pencantuman ING sudah sesuai dengan standar; Ditemukan ketidak sesuaian pada kandungan protein, beberapa vitamin, dan mineral; Ditemukannya ketidaksesuaian pada klaim sumber zat besi dan sumber protein. Ditemukannya beberapa pelanggaran pada kesesuaian label, kandungan zat gizi, dan klaim gizi berdasarkan UU No. 1 Tahun 1999 terkait Perlindungan Konsumen.

Kesimpulan: Masih ditemukannya ketidaksesuaian pada pencantuman label, beberapa kandungan gizi berdasarkan standar, dan pada klaim gizi sumber zat besi serta klaim gizi sumber protein.

Kata Kunci: *Stunting*, MP-ASI, MP-ASI Komersial, Baduta

ABSTRACT

DYCCO NUR SOCTMADA. 2023. Analysis of Labels, Information on Nutritional Value, Nutritional Content, and Nutritional Claims in Commercial Complementary Foods Products in Accelerating the Reduction of Stunting in Toddlers. Undergraduate Study Program of Applied Nutrition and Dietetics, Health Polytechnic Ministry of Health Malang. Supervisor: **I Komang Suwita, S.ST., MP** and **Ir. Astutik Pudjirahaju M.Sc.**

Background: In Indonesiam there are still discrepancies in labels, nutritional value information (NVI), nutrient content and nutritional claims found in processed food products from several studies that have been conducted, including commercial complementary foods. This research aims to analyze the suitability of nutritional labels, the suitability of nutritional value information, the suitability of nutritional substances, and the suitability of nutritional claims on commercial complementary foods product packaging in overcoming the acceleration of stunting reduction in toddlers.

Method: The type of research used is exploratory using a descriptive-qualitative method design by collecting the necessary data from commercial complementary foods product packaging labels, then it is described in its entirety and an overview is given regarding conformity to the label, inclusion of NVI, nutritional content, and nutritional claims. based on existing laws and regulations in Indonesia.

Results: A discrepancy was found in the product label for the minimum information category (list of ingredients used) and other information (product designation); The inclusion of NVI is in accordance with the standards; Discrepancies were found in protein content, several vitamins and minerals; Discrepancies were found in claims for iron sources and protein sources; Several violations were found regarding label suitability, nutritional content, and nutritional claims based on Law No. 1 Year 1999 regarding Consumer Protection.

Conclusion: There are still discrepancies found in labeling, some nutritional content based on standards, and nutritional claims for iron sources and nutritional claims for protein sources.

Keywords: Stunting, Complementary Foods, Commercial Complementary Foods, Toddler