

# ANALYSIS OF LABELS AND CLAIM SUGAR FREE AND LOW SUGAR ON PACKAGED BEVERAGE PRODUCTS

Latifa Notisa Agustin / P17110223057

Diploma 3 of Nutrition in Health Polytechnic of The Ministry of Health Malang

77C Besar Ijen Street, Oro-Oro Dowo, Klojen District, Malang City

Email: p17110223057\_latifa@poltekkes-malang.ac.id

## ABSTRACT

**Background:** Consumer perception in determining decision on the purchase of beverage products with a low claim of sugar suggests a significant link between perceptions of low claims and efforts to reduce sugar consumption. That the more one wants to reduce sugar consumption, the more accurately their perceptions regarding low sugar claims (francisca etc. , 2016). Because of this the importance of accuracy in information on products consumed by specific health needs such as diabetes mellitus. The study is aimed at analyzing the appropriateness of the labels and claims of "sugar-free" and "low sugar" packaged beverage products. **Objective:** Analyzing the content of the label and claim sugar-free and low-sugar nutrition on beverage packaging with low claim of sugar and sugar-free. **Methods:** An exploratory study using qualitative descriptive methods of analyzing labels and nutritional claims on packaged beverage products with a sugar-free and low-sugar claim of 11 samples. The analysis compared with the 2018 BPF regulation on processed food labels and the number 1 year 2022 growth rule on the nutrition claim of the processed food label. **Results:** Research shows regulatory labeling agreements in all categories (minimum tagging techniques, information, and other information) and found a discrepancy to low sugar claim standards as much as five products. **Conclusion:** The whole product with free claim of sugar has been up to the established standard and as many as five sugar-free beverage products have been compromised by the standard.

**Keywords:** packaged baverage products, food labels, claims of less-sugar, claim of sugar-free