



Implementation of Labeling Standards for Food Packaging Products in Indonesia

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Abstract

Imported packaging products very easy to find on the market. Simplified regulation of imported products is one of the supporting instruments. Imported food was often more value in consumers mindset. Even though, not all imported food products fill up the applicable standards in Indonesia. One of them is about labeling products. The information product are a guarantee that the product is suitable to consumed. Some of regulations that enactment the labeling standards of imported food are the Law on Consumer Protection, the Health Law, the Law on Food and so on. The purpose of this research is to find out what obstacles are faced in implementate of labeling standards for food packaging products in Indonesia. The method used is empirical juridical based on the legislation concerning the applicable import packaging product label while still referring to the facts in the field.

Keywords: Labeling Standards; Food Packaging; Indonesia

Preliminary

Everyone, at some time, in a single position in his / her own or in groups with others, under any circumstances certainly be a consumer for a certain product or service. This universal state on several sides showed various weaknesses in the consumer so that the consumer does not have position 'safe' (Sri Redjeki Hartono, 2000: 33). Consumers whose existence is not limited to the strata vary widely causing manufacturers conduct marketing activities and distribution of products or services in a selective way possible in order to reach the consumer very diverse. for it all the way pursued approaches that may lead to a variety of impacts, including the circumstances that led to the negative actions that are not even commendable that began with bad faith. Adverse effects were common, among others regarding the quality, or the quality of goods, information that is not clear even misleading, forgery and so forth (Zumroetin K. Susilo, 1996: 12).

For consumers, the information about the goods and / or services have a very important meaning (AZ Nasution, 1995: 76). Such information should include on the availability of goods or services needed by society kondumen, about product quality, safety, price, on a variety of requirements and / or how to obtain it, warranty or guarantee products, parts inventory, availability of services after sales and other - other related to it. According Troelstrup, consumers today need more information that is more relevant than fifty years ago, because at present there are more products, brands and of course the seller, this time

consumers' purchasing power is increasing, now more variety brands circulating in the market, so not much known to everyone, today models faster product change, transport and communication is also easier so that greater access to various manufacturers or sellers (Erman Rajagukguk, et al., 2003: 2). Among a variety of information about the goods and / or services required consumers consumers, it seems the most influential at this time is the information that comes in among businessmen. Especially in the form of advertising and labeling, without reducing the influence of various forms of information other employers (Celline Tri Siwi, 2008: 71). The right to information is one of the many rights owned by consumers as set by law. The importance of accurate and complete information on goods and / or services should be aware of businesses to respect the rights of consumers, producing quality goods and services, safely consumed and used, follow the applicable standards, at reasonable prices (reasonable).

In Article 1 of Law No. 7 of 1996 on Food, stated that "Food is anything that is derived from biological sources and water, whether processed, which is applied as a food or beverage for human consumption, including food additives, food raw materials and other materials used in the preparation, processing or manufacture of food or drink. "in conjunction with the issue of labels, particularly food labels then society needs to obtain correct information, clear and complete, both on the quantity, content, quality and stuff other necessary on the food on the market. From the information on the label, consumers are right to make a choice before buying or consuming food. In the absence of clear information, then cheating can occur

The role of food labels is very important, with a good label will allow consumers in the selection of its required products. In addition, the label also serves as a means of public education and can provide added value to the product. The increasing number of competitor products, the label can be an interesting marketing strategy, but the label also can be a misleading message (Karmini & Briawan, 2004). Based on the results of a survey conducted by The Food and Drug Administration (FDA) in 2005, 60 to 80% of American consumers read food product labels before buying a new food product. The percentage of 30-40% of consumers claimed that the labeling of food products into one of the inputs or their consideration in buying a type of food product (Philipson, 2005).

Many food products with complete labeling, but the message did not get to the consumer, because it uses language that is not understood consumers. Lately, the market easily found using the labeling of imported products with country of origin of the product languages, such as Chinese and Japanese (Sudaryatmo, 1999: 15). Exceptions Indonesian label use because there is no equivalent or can not be created parallel in Indonesian it will open up opportunities for businesses to trade in food products that are not understood by the consumer and thus potentially causing unwanted losses. Food trade fair and not solely responsible for protecting the interests of the people who consume the food.

According to the study results BPKN (National Consumer Protection Agency) in 2007 revealed that only 6.7% of consumers in Indonesia who noticed the label on the packaging of food products to choose the food products. In addition, there are four (4) major issues related to consumer safety to the food they consume, i.e:

- a. Food poisoning that occurs due to damaged and contaminated food or mixed with hazardous materials
- b. Use of prohibited items which includes; preservatives, coloring agents, sweeteners and other supplemental materials
- c. Conditions product label for food and drink industry that does not comply with labeling and advertising of food (Government Regulation 69 1999 along with Regulation of the Minister of Health)
- d. Products of food and beverage industry expired

Deviation from the regulations concerning the labeling of the most common are:

- a. Use of the label do not speak Indonesian and do not use the Latin alphabet, especially imported products.
- b. Labels affixed does not blend with the packaging
- c. Omitting time expired
- d. Omitting description and the net weight of the composition
- e. There is no code of goods MD, ML or P-IRT and nutritional adequacy benchmark inconsistent.
- f. Omitting address of the manufacturer or importer (for the product)

Food imports now this is a product that flourished in the community. Their prestige feel foreign products much better than local products affect imported products on the market. According to the Ministry of Commerce, food and beverage imports, increased by 52.1% from 2017 to 2018 (Ministry: 2018). From all kinds of consumer goods, the imports during the first semester 2018 is a category of foods and beverages for household (food and beverages mainly for household) are processed, reaching US \$ 1.95 billion, up 47.22% (CNBC: 2018). The number of outstanding packaging imported food can have negative consequences when manufacturers do not follow the standards of imported food packaging. Therefore, in particular, this study specifically will take samples of the imported food label packaging. Under the background of the researchers pointed out, in this study will be formulated problems of the obstacles encountered in the implementation of the labeling standard packaging food products in Indonesia. This research took samples of the imported food label packaging. Past research has gained into consideration and comparison of the basic guidelines in an effort to obtain the direction and framework for researchers. Following previous research related to the research of Food Product Labeling Application Packaging Standard, which became a reference for the study.

- a. Ni Putu Lisna Yunita & I Gede Putra Ariana

The study entitled "Responsibilities of the business communities of the Import products are not labeled Indonesian terms of Law No. 8 of 1999 on Consumer Protection". Using normative legal research methods and approaches of the Act. In the study discussed the arrangement and shape of the responsibility of businesses associated with the entry of imported products were not labeled in Indonesian language. So come to the conclusion that the arrangements set out in Indonesia related to the entry of imported products contained in the letter j Article 8 of Law No. 8 of 1999 on Consumer Protection and Law No. 18 Year 2012 on Food.

- b. Gusti Agung Ayu Sri Arimas & Nengah Suharta (2011)

The study titled Consumer Protection in Food Product Labeling. Using normative juridical research method and discuss the rules concerning the labeling of food products in relation to the principle of consumer protection. Conclusions on research that the provisions of the labeling of food products that have been stipulated in Government Regulation No. 69 of 1999 do not meet the principles of consumer protection that the principle of benefit, justice, equity, safety and legal certainty.

- c. Mohammad Liwa Irrubai (2016)

Strategy research titled Labeling, Packaging and Marketing Industry Household Products results. Conducted in the village of Karang Bajo where the public has the capability of producing a light meal (snack) -based home industry suggesting that Karang Bajo is an area that has great potential in producing snacks. The purpose of the study was to gather information on the strategy of labeling, packaging and marketing are applied by the perpetrators of domestic industry in the village of Karang Bajo Bayan District North Lombok in managing their business, so it can be identified the strengths and weaknesses of the business carried on by the business actors.

d. Siti Muslimah (2012)

The study, titled Label Halal Food Products Packaging in Perspective Consumer Protection Muslim, the problem essentially is about how effective the kosher label on a food product packaging in the protection of Muslim consumers, as well as obstacles encountered in the implementation of halal labeling on food products packaged in providing consumer protection Muslim. Results from these studies revealed that the halal labeling on food products packaging not provide maximum protection against consumer rights muslim, namely the right to comfort in consuming goods, the right to choose and get the goods according to the conditions and guarantees promised and the right to correct information, clear and honest about the condition and guarantee of a good.

e. Yulia Susantri, Walny Sri Rahayu, Sanusi (2017)

Inclusion of the research titled Label Information on Cosmetic Products by business communities associated with Consumer Rights, which is done in Aceh. The study addresses issues concerning the protection of consumer rights with regard to the inclusion of information on the labels of cosmetic products by businesses in Aceh, responsibility BPOM Aceh province in the fulfillment of consumer rights relating to the distribution of cosmetics that do not include a label on its products, as well as the constraints identified in the implementation of protection consumer's rights against the circulation of cosmetic products that are not labeled in Aceh.

Of several journals that discuss food labeling packaging, has not been found research on imported packaged food labeling standards. Of most existing research, a topic that dominates is the halal labeling on food packaging. This topic much discussed since the majority of Indonesian people are Muslims so that the labeling of halal be an important element.

The aim of the research is to provide a solution to what is a constraint in the implementation of the labeling standard packaging food products in Indonesia. The benefits of this research are:

- a) Theoretically, the discussion of the problems that have been formulated expected to be used as a contribution in the field of consumer protection law, in particular with regard to the standardization of labeling of food products packaging. In addition, the brainchild of this paper can also add to the benefits of the literature in the field of consumer protection in general, and standardized labeling of food products packaged in Indonesia in particular.
- b) Practical discussion on the issue is expected to be input for the National Agency of Drug and Food Control (BPOM), National Consumer Protection Agency (BPKN) and in particular the Government as a material consideration in the determination of policies and measures to provide good protection to the consumer relating to the labeling of packaged food products in Indonesia.

In order to obtain valid data on the issues raised, we need a method of research include:

a. Method Approach

Using normative juridical approach, ie an approach that focuses on aspects of norms or rules, so the problem will be studied and analyzed based on the applicable legislation and issues related to the implementation of packaged food labeling standards in Indonesia.

b. Research Sites

In this study, the research location is in South Jakarta, the city of Jakarta, with the scope of the survey areas around the area UPN "Veteran" Jakarta, Cilandak, to search for data and information on the respondents as consumers who consume packaged food products.

The author chose the site because the area is adjacent to the University's location, which is expected to give a good impact to the community about understanding consumer protections on the labeling of packaged food products. In the vicinity of the University (UPN "Veteran" Jakarta) there are also many shopping centers, such as the Market Pondok Labu, Cilandak KKO Transmart, Farmers Market onebell Park where these places sell and provide packaged foods commonly consumed by the public. Thus, facilitate researchers to obtain valid data on packaged food products and obtain information from the public / respondents.

c. Data Types

1) Primary Data

Primary data is data obtained from observations and carried out directly by related parties, namely the general public, the Food and Drug Supervisory Agency (BPOM), the National Consumer Protection Agency (BPKN) and the Indonesian Consumer Protection Foundation (YLKI).

2) Secondary Data

Secondary data is available data where researchers need a place to get it. In this study, secondary data is data obtained from books / literature, internet sites and journals that contain this research.

d. Data Collection Technique

1) Interviews, in finding data from respondents obtained by interview or interview. Interviews or interviews are interactions between personal face-to-face, compilation of interviewers using questions designed to be used answers that are relevant to research problems to respondents. In conducting interviews freely, data makes it easy to obtain data in depth. Interviews with respondents were conducted to find information about fulfilling information and inhibiting factors or obstacles in the application of labeling standards for packaged food products.

2) Literature study, secondary data is carried out with research libraries or library studies that have been selected in accordance with the use of data used, information, theories and opinions of experts and the literature available in books, magazines and newspapers about everything something that is in accordance with this research and will be analyzed further.

e. Data Analysis

The analysis technique used in this study is descriptive analysis. That is revealing problems, problems or plays by using logic in the form of sentence descriptions. In this case, it is revealing problems, problems or problems that are related to consumer standards. Besides that, it also uses descriptive qualitative method, which means describing what is stated by the respondent verbally or verbally and behavior that is real, researched and studied in full and in-depth that is reviewed, then based on the theories contained in the literature and regulation rules. conclusions can be drawn.

Result

Activities carried out by researchers in this chapter are secondary data analysis based on regulations governing packaging product labels. The first related regulation of the Consumer Protection Law. The era of globalization which is marked by flooding various kinds of goods and / or services on the market, has also demanded protection of consumers as product users (C. Tantri D. Sulastri, 1995: 18).

Article 1 number 1 of Act Number 8 of 1999 concerning Consumer Protection (Consumer Protection Law) provides an understanding of consumer protection as all efforts to ensure legal certainty to provide protection to consumers. The Consumer Protection Law explicitly stipulates that consumers

who are protected are everyone user of goods and / or services available in the community, for the benefit of themselves, their families, other people, as well as other living beings and not for trading (Article 1 paragraph 2 of the Law on Consumer Protection). This means that consumers are protected are those that the final consumer. Differentiate with buyers who resell the goods and / or services to others or consumers between.

In this law the labels become part of the consumer rights are protected. Consumer rights in Indonesia as stated in Article 4 of Law No. 8 of 1999 on Consumer Protection are as follows:

- a. The right to comfort, security and safety in consumption of goods and / or services;
This right implies that consumers in the use, consumption and utilization of goods and / or services to be consumed, get security and safety physically and emotionally.
- b. The right to choose the goods and / or services and obtain goods and / or services in accordance with the exchange rate and conditions and guarantees promised, consuming a good or service should come from the need and suitability of consumers. For middle and upper class consumer who has the power of the material, may not have a problem with the right to vote. But for consumers lower classes, where the purchasing power is relatively low, then it becomes a problem.
- c. The right to information is correct, clear and honest about the condition and guarantee of the goods and / or services;
Information correct as well as complete of a goods and / or services to be supplied by the manufacturer. This is very important, because the completeness or error information will misrepresent and harm to consumers.
- d. The right to be heard opinions and complaints on the goods and / or services used;
Safety and security are threatened, as well as a form that does not meet or does not correspond to the reality of products sold, quite a lot going on. It is disturbing and will harm consumers. To that end, the consumer has the right to complain and to convey the matter to the business operators concerned.
- e. The right to advocacy, protection and mediation in consumer protection should;
That in providing legal protection for consumers is included also an obligation to make efforts to raise awareness, knowledge, awareness, ability and independence of consumers to protect themselves, which in turn will increase the value and dignity of consumers, as well as to develop the attitude of business conduct to be honest and responsible.
- f. The right to receive guidance and consumer education;
Consumers are entitled to receive education and skills, particularly with respect to the goods and services so that the chances of a consumer for the smaller duped or deceived.
- g. The right to be treated or serviced properly and honestly and not discriminatory;
In sehqari-day practices are still often found their businesses that discriminating against a consumer service to other consumers, among others, by sorting out the status of the consumer.
- h. The right to compensation, restitution and / or compensation, if the goods and / or services received are not in accordance with the agreement or not as it should be;
When the Law on Consumer Protection is designed, the framers of the Bill Perlindungan Consumers are very concerned about the basics of reference to realize the protection of consumers, first, the legal relationship between buyers and sellers as consumers honestly, second, the contractual relationship the seller and the buyer are formulated with obviously, third, consumers as economic agents, fourth, consumers who suffer with disabilities receive adequate compensation, fifth, selection exerts dispute settlement to the parties.
- i. The rights stipulated in other laws and regulations;
Included in the consumer rights set out in the provisions of other legislation, such as:

- 1) The right to a good environment and healthy;

Consumer rights on a good and healthy environment is a right which is accepted as one of the basic rights of consumers by various consumer organizations in the world. A good environment and healthy means very spacious, and every living creature is the top consumer environment. Environment shall include the environment in the sense of physical and non-physical environment.

- 2) The right to be protected from the negative consequences of unfair competition; Unfair competition or in Act No. 5 of 1999 called "unfair competition" can occur if an entrepreneur trying to attract subscription or client other entrepreneurs to submit their business or expand sales or marketing by using the means that are contrary to good faith and honesty in social economy.

Settings on the label food product packaging is one form of protection to consumer rights. This arrangement provides legal certainty by increasing the value and dignity of consumers and open access to information about the goods and / or services to him, and foster attitudes of honest business conduct and responsible. Especially with regard to consumer protection (Yusus Shofie, 2000: 26), the Consumer Protection Law in Indonesia classifying consumer protection norms into 2 (two) groups:

- a. Prohibited for businesses;
- b. The provisions concerning the inclusion of standard clauses.

In this regard, can be specified fields of consumer protection (Taufik Simatupang, 2000: 13) is as follows:

- a. Physical safety;
- b. Improvement and protection of the economic interests of consumers;
- c. Standard for safety and quality of goods and services;
- d. Facility equalization of basic needs;
- e. Efforts to allow consumers to implement compensation claim;
- f. Educational programs and dissemination of information;
- g. Setting specific problems such as food, beverages, pharmaceuticals and cosmetics.

For consumers, information about goods and / or services is a basic need, before he uses the source of funds (salary, wages, honorarium or any other name) to conduct consumer transactions about the goods and / or services. With consumption transactions it is intended to hold legal relations (buying and selling, leasing, borrowing and so on) about consumer products with the business actor. These information include the availability, goods or services needed by the consumer community, about the quality of the security products, the price of requirements and / or how to obtain them, especially product guarantees or guarantees, inventory of trade rates, availability of after-sales services, etc. related to that.

According to the source, information on goods and / or services can be divided into 3 (three). First, the information from the government can be absorbed from a variety of explanations, broadcasting, information, preparation of legislation in general or in the context of deregulation, and / or actions of the government in general or about something consumer product. From the point of drafting legislation that contained the information seen as a necessity. Some of them, are set to be made, both listed on or loaded in containers or packaging (including labels on packaged food products as stipulated in Government Regulation No. 69 Year 1999 on Food Label and Advertisement). As for the other industrial products, Second, information from consumers or consumer organizations appear on talk of mouth about a consumer product, the letters of readers in the media, various broadcast certain groups, consumer organizations response or protest regarding a consumer product. Press releases consumer organizations, such as the Yayasan Lembaga Konsumen Indonesia (YLKI) as the results of research and / or research a particular consumer product, can be found in general daily newspapers magazines and / or YLKI official news, the news consumer.

Third, information from business people (fund providers, producers, importers, or other interested parties), it is known that the sources of information generally consist of various forms of advertising, whether through non-electronic or electronic media, labels including making various leaflets, such as brochures, pamphlets, catalogs, and others of that kind. These information materials are generally provided or made by businesses with the aim of introducing their products, maintaining, and / or increasing the market share of products that have been and / or want to be further achieved. Clear and correct information contained on food packaging labels will enable consumers to choose a food product which is usually based also by consumer knowledge about food labeling. Reading labels on packaged foods before deciding to purchase is one of 13 Pesan Umum Gizi Seimbang (PUGS). Legislation stipulates that all packaged food must have a label containing information about the content, the type and amount of materials used, date of expiration, nutrient composition expressed in numbers and as a percent figure Angka Kecukupan Gizi (AKG) is recommended for each serving size, as well as other important information (such as halal products). Thus, it is known nutrients and feasibility of such packaged foods (Almatsier, 2011).

Second, setting the label in the Food Act. Food Law described in the understanding of the food label is any information on the food they form an image, text, a combination of both, or other forms included on the food, incorporated into, attached to, or part of the packaging. As stipulated in the Regulation Legislation in the field of food that the food label can be categorized as a medium of communication, information and education between producers and consumers. In Article 30, paragraph 2 of the Law of Food, stated that a label at least contains information on product name, list of ingredients used, the net weight or net contents, the name and address of the party who produces food into Indonesian territory, as well as the date, month and year of expiration. Food label consists of two (2) parts include the main parts and pieces of information. The main part is a part that contains vital information needed by consumers while the second part contains the information that has not been listed on the main part such as a list of ingredients or composition, nutritional value and other information that does not exist in the main section. On Government Regulation No. 69 Year 1999 on Food Label and Advertisement in Article 13 that the main part of the at least contain the product name, net weight or net contents, as well as the name and address of the party who produces food into Indonesian territory. Some of the information contained in the label of a product which is as follows:

a. Food Product Name;

On every food product there is a product name. Name of the food product supply information about the identity of the food product indicates the nature and circumstances of the actual food products. For food products that already exist in the Indonesian National Standards use the product name to be compulsory.

b. Description Materials Used in Food;

This information is sorted from the most widely used ingredients except vitamins, minerals and other nutritional additives. Food additives or preservatives are used must also be specified. Statements regarding ingredients are added, enriched or fortified also be included as long as it was done on the production process and not misleading.

c. Net Weight or Net Content of Food;

Net weight or net content explains the number of food products contained in the product packaging. The information is expressed in metric units such as gram, kilogram, liter or millimeters. For solid food products expressed in measurement of weight, liquid food products is expressed in the contents and size of semi-solid food products or condensed expressed in the content size or weight.

- d. Name and Address Factory Food;
Information about the name and address of the manufacturer on the food product contains information about the names and addresses of the parties to produce, incorporate and distribute food to the territory of Indonesia. For a city name, postal code, and Indonesia is listed on the main part of the label while the name and address listed in the information section.
- e. Food Expiration Date;
Each food product has expired information listed on food labels. Description expired food which is the deadline for a guaranteed quality throughout the storage following the instructions provided by the manufacturer. Description Expiry listed separately on the words "Best before" and with instructions where to find the expiration date (BPOM Chief Regulation, 2011).
- f. Food Registration Number;
In the case of food distribution, on the food label shall state the registration number of food. The marks given for good food produced in the country and entered into Indonesian territory is a sign of MD for processed food produced in the country and the mark ML for processed food into the territory of Indonesia (BPOM Chief Regulation, 2011).
- g. Food Production Code;
Production code is the code that can provide an explanation of the history of food production that is processed at the same conditions and time. The production code is accompanied by or date of production. Date production in question is the date, month and year are processed foods (Regulation of the BPOM, 2011).
- h. The use or Presentation and Storage of Food;
Description of the instructions for use or storage instructions listed on processed foods that require preparation before serving or use. In addition, methods of storage out of the box should also be included in food packaging may not be consumed in one meal. Later in the presentation of the food need advice or suggestions may include the use of other foodstuffs image accordingly and accompanied by the words "serving suggestions". (Regulation of the BPOM, 2011).

One of the information contained in the food label is the nutritional value information that will be useful for consumers to choose and decide the appropriate consumers into buying products they need to meet their nutritional needs. In Indonesia, the nutrition facts or also known as Nutrition Information or Nutrition Fact or Nutrition Labeling is one of information that must be included if the food label contains a number of specific information. By definition nutrition facts interpreted as a list of nutrient content of food on a food label in accordance with a predetermined format (BPOM, 2009). Third, more specific settings encountered in Government Regulation No. 69 of 1999 (Government Regulation Labeling and Advertising of Food). In Government Regulation Labeling and Advertising of food, an understanding of food labels is the same as that found in the Food Act. In Article 2 of Regulation Labeling and Advertising of food, requiring for each person producing or importing food that is packed into Indonesian territory for commercial label shall state on, in, or in the food packaging. Labeling must be done in a way that is not easily separated from the packaging, not easily worn or damaged, and is located on the packaging which is easy to see and read (Government Regulation Labeling and Advertising of Food, 1999). In Article 3, the food label packaging contains at least:

- a. product name;
- b. the list of ingredients;
- c. net weight or net contents;
- d. the name and address of the party who produces food into Indonesian territory;
- e. date, month and year of expiration.

In harmony with Article 8 of the Consumer Protection Act, that labeling must not be misleading or untrue statement included on the packaging of food. Similarly, in article 15 Government Regulation Labeling and Advertising of Food reaffirming article 8, paragraph 1, point (j) of the Consumer Protection Act that businesses must mention information and / or instructions for using the item in Indonesian. The provisions in Government Regulation food label and advertisement not only for the food produced in Indonesia, but also apply to imported food, according to article 9 Government Regulation Food Labeling and Advertising.

Halal labeling also be arranged in chapters 10-11 Government Regulation Food Labeling and Advertising. Indeed, the inclusion of word halal is essentially voluntary. But any person producing or importing food into Indonesian territory for commercial purpose should have been labeled halal. With the aim to prevent the emergence of doubts among Muslims to the truth of the statement had been lawful, and thus also for the survival or progress of his business. Importers examination prior to the institution accredited by Komite Akreditasi Nasional (KAN).

In Government Regulation Labeling and Advertising of Food, inclusion in the label also regulates the food composition. Affirmed in article 19 that the materials used in the food production process are listed on the label as an ingredient listing sequentially starting from the most part, except for vitamins, minerals and other nutritional additives. Water also must be included as a food composition except experiencing evaporation in food processing (Article 20 Government Regulation Labeling and Advertising of Food).

Several other arrangements stipulated in the Regulation of Food Labeling and Advertising such as:

- a. food additives,
- b. information on net weight or net contents,
- c. the name and address of the manufacturer or importer,
- d. expiration date,
- e. food registration number,
- f. production code

In Article 32 Government Regulation Labeling and Advertising of Food said that the testimony of the nutrients on the label must be included when such food contains vitamins, minerals, or other nutrients are added or required under the provisions of the legislation in force in the field of quality and nutrition. In the labeling of nutritional content, the information that must be included is the size of the serving size, number of servings per package, the energy content per serving, the content of protein per serving, the carbohydrate content per serving, fat content per serving. Or can be briefly described as follows:

a. Amount per Serving;

Description of servings is the first information contained on the label nutritional value information. Serving is explained on the number of food products are usually consumed in one meal and is expressed in the size of the household such as teaspoon, tablespoon, spoon, glass, bottles, cans, bowls / cups, wrappers, sachets, chips, fruit, seeds, cut, sliced, and followed by the number in metric units (milligrams, grams, millimeters) (BPOM, 2005). Metric units contained in food products rounding, for example if the amount of food is less than 10 grams of the inclusion usually rounded to the nearest multiple of 0.1 gram (1 decimal) and vice versa. Examples of information serving size on the label the nutritional value information such as; "The dose-food 2 scoop (14g)".

b. Serving per Container;

This information is used to show the number of serving sizes contained in one food package. Inclusion is that if one pack of food products contains 5 (five) serving quantities, then the inclusion of the number of servings per package listed is "Number of servings per package: 5". But for food packaging

containing a single dish, there is no inclusion of information regarding the number of servings per package.

c. Footnote;

Footnote is information stating that the percentage of Nutrition Adequacy Score (AKG) shown in the nutrition facts is calculated based on the energy needs 2000 kcal. The information contained footnote at the bottom in the box to the nutritional value information, italics (italic) and the latest information in the information box nutritional value. For food intended for children aged 6 to 24 months and children aged 2 to 5 years there are no footnotes listed information. In addition to the size of the serving size, number of servings per package and footnote, there is also information of each nutrient per serving which shall be included, preceded by the following words written in uppercase (capital) and bold (bold) which is like "AMOUNT PER SERVING ". After that there is the description of nutrients following information:

a. Energy Total

The total energy is the amount of energy derived from fat, protein and carbohydrates. Total energy content included in each kcal per serving.

b. Total Fat

Total fat describe the content of all fatty acids in the food and expressed as triglycerides. Diantumkan total fat content in grams persajian and the percentage of fat AKG.

c. Protein

The protein content describes the content of all the amino acids in food. The unit used is a gram per serving. This information is also included with the percentage of AKG.

d. Total Carbohydrates

Total carbohydrates include sugar, starch, dietary fiber and other carbohydrate components. Information about the total carbohydrate expressed in grams per serving and the percentage of AKG.

e. Sodium

Inclusion of sodium content in milligrams per serving and the percentage of AKG.

One example of packaged foods processed from major food factory and have label information is the nutritional value of biscuits. Quality requirements generally applicable biscuits in Indonesia, which are based on Indonesian National Standard (SNI 01-2973-2011), such as the water component of the maximum value allowed is 5%, 5% minimum protein, protein for biscuits mixed with filler in minimum dough 4.5%, protein biscuits product separately by coating or pie fillings and a minimum of 3%, 9.5% minimum fat, and carbohydrates minimum of 70% (ISO 2011).

Other settings in the legislation regarding the label, stipulated in the Law of the Republic of Indonesia Number 36 of 2009 on Health (Health Law). There is only one chapter that is in Article 111 of the Safety of Food and Beverage. In this article explained that the food and drink that is used for the public should be based on standards and / or health requirements. Then the need for a marketing authorization in accordance with the provisions of the legislation. Terms contents label or mark which is mandatory for food and beverages, namely;

a. Product name;

b. List of ingredients;

c. Net weight or net contents;

d. Name and address of party who produces food and beverages to enter into the territory of Indonesia; and

e. Date, month and year of expiration.

In Article 111 paragraph 4 of the Health Law requires marking or labeling as referred to in paragraph (1) must be done correctly and accurately. The procedure of labeling as referred to in Article 111 paragraph (3) Health Act must be conducted in accordance with the provisions of the legislation. If

found the food and drinks that do not meet the standard requirements, health requirements, and / or harm to health as referred to in Article 111 paragraph (1) of the Health the food and beverages are prohibited for circulation, withdrawn from circulation, revoked the marketing authorization and confiscated to be destroyed in accordance with the provisions of the legislation.

Having discussed the regulations that apply to imported food labels in particular, the researchers also conducted a survey to 100 correspondent with some questions. The results of these surveys as below.

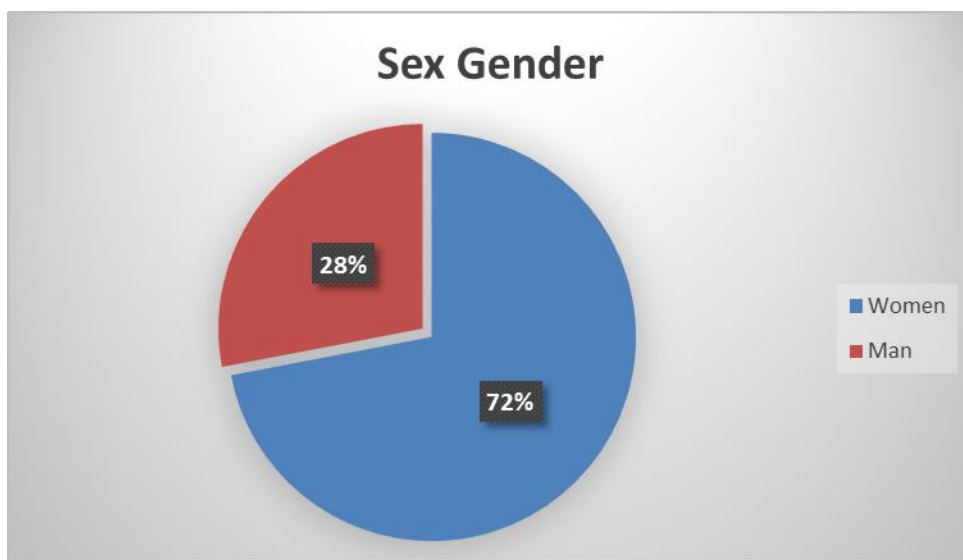


Figure 1

Respondents consisted of 72 women and 28 men. From the next diagram (Picture 2) is known that the age of the respondents was divided into 4 parts:

- Aged under 20 years as many as 15 people
- Age 20-25 years as many as 38 people
- Age 26-30 years as many as 29 people
- Age over 30 years as many as 18 people

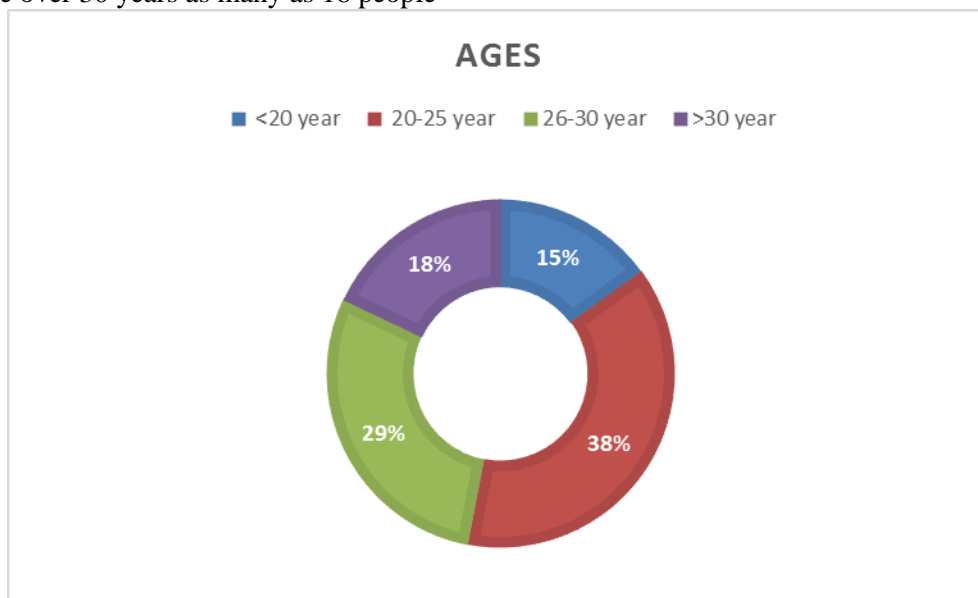


Figure 2

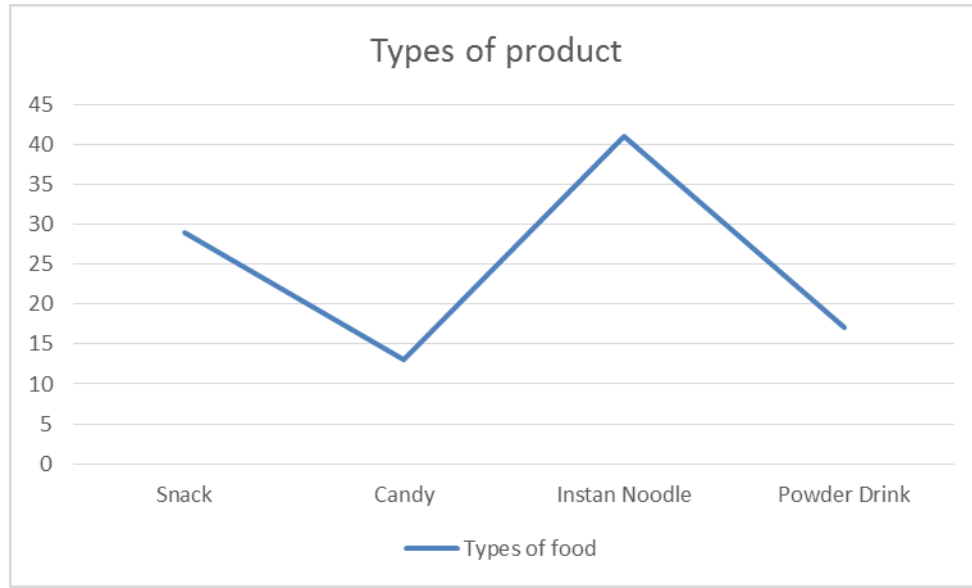


Figure 3

In figure 3 is known as much as 41 respondents eating instant noodles as imported packaged food products are often consumed. While the packaging of imported second snack is widely consumed is 29 people. Other foods that are preferred by respondents are sweets and drink powders.

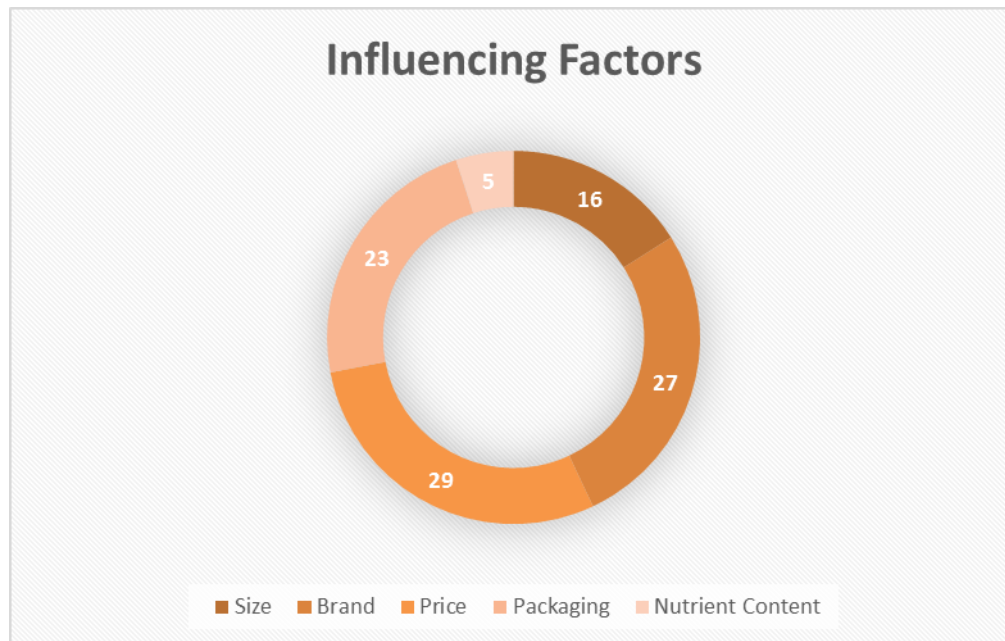


Figure 4

Factors affecting respondents in choosing a packaged product imports is the price and the brand. Not much difference was within 2 respondents. Likewise, the packaging form factor that affects as many as 23 respondents choosing.



Figure 5

On Figure 5, it appears that respondents pay attention to packaging labels in choosing products. Whereas in figure 6, respondents preferred the expiration date on a product. Respondents look for the nutrition facts as the second label perception.

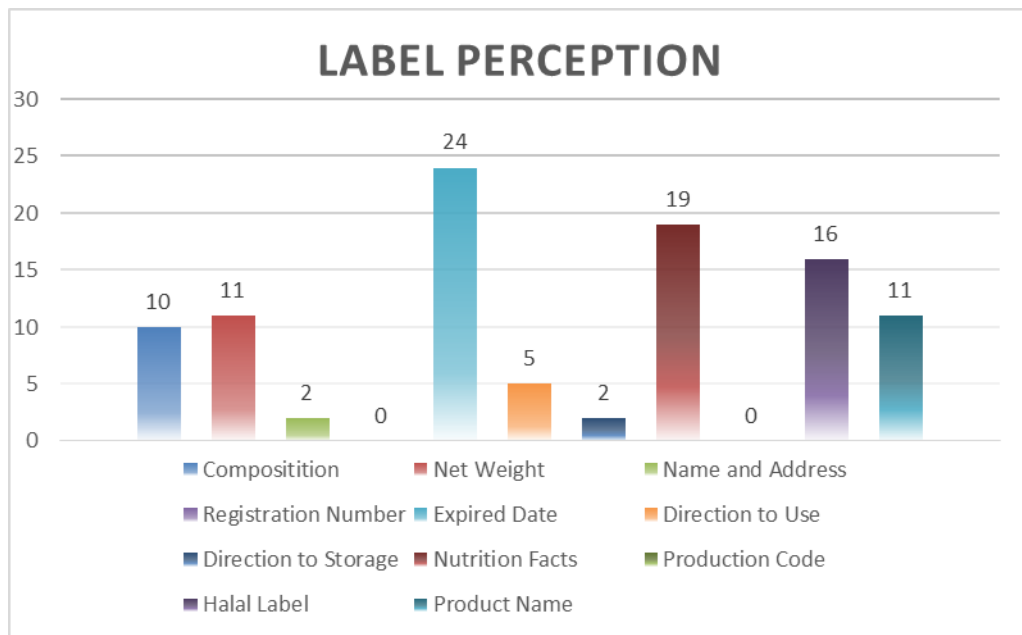


Figure 6

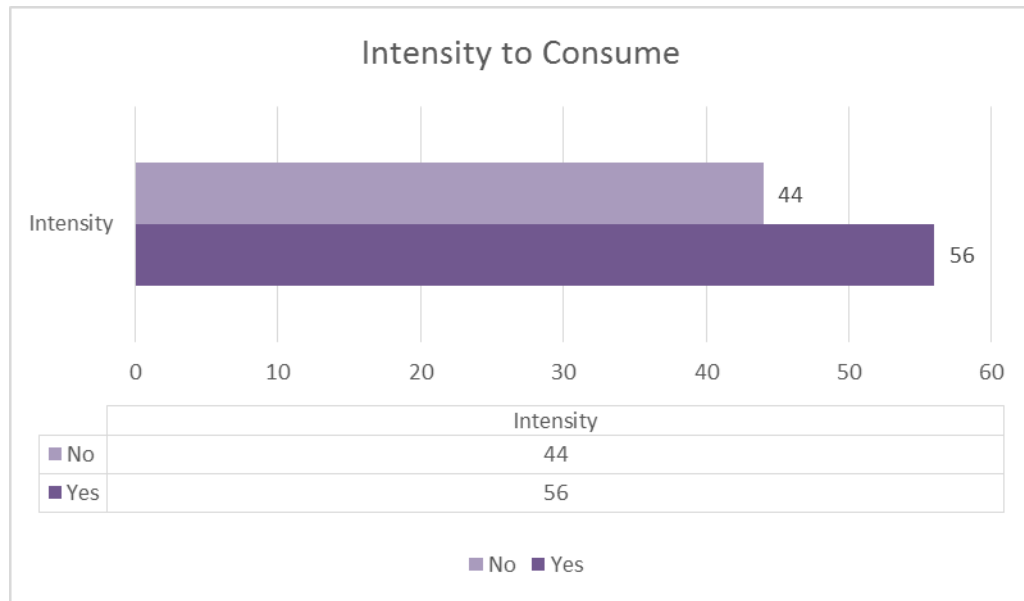


Figure 7

The intensity of respondents in consuming imported products as many as 56 people often consume imported food (figure 7). While as many as 44 people are not intense in consuming imported food. The type of imported food that is favored by respondents is instant noodles with 43 respondents. After that, there were 39 respondents choices for snacks (figure 8).

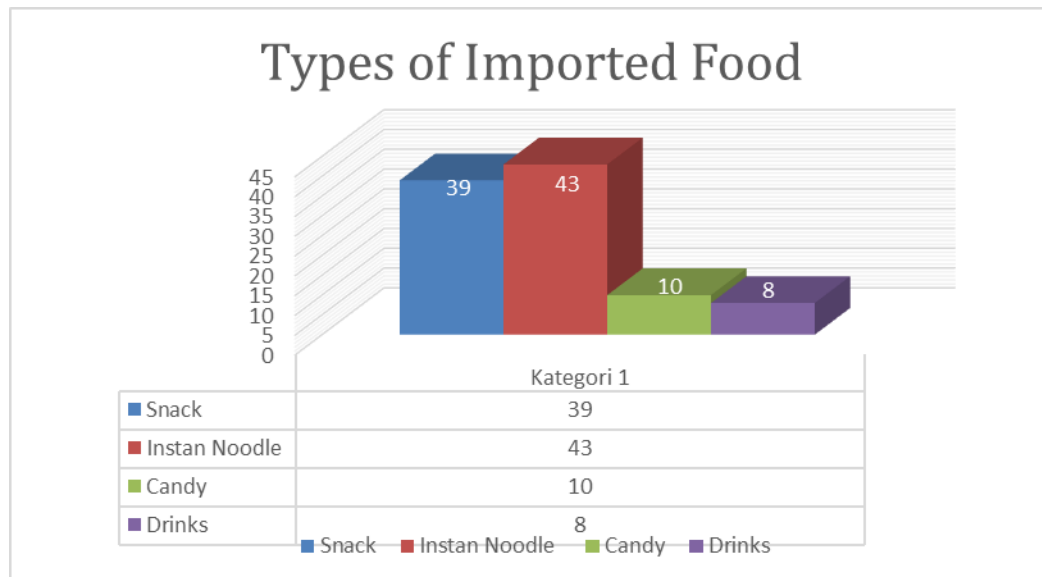


Figure 8

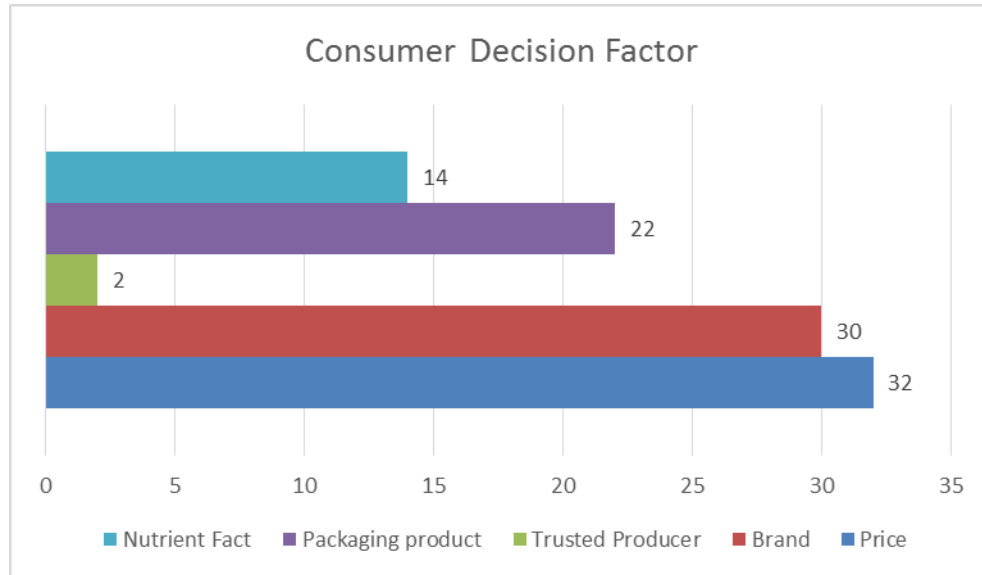


Figure 9

Consumer choice of imported food is dominated by product prices (figure 9). Where as many as 32 respondents answered the price as the reason for choosing imported food products. The next reason for respondents is the brand. Respondents chose imported foods based on the brands they knew. Brands are an effective means of introducing products to society.



Figure 10

The use of Indonesian has become the main reason for respondents. It can be seen from 78 respondents that it was important to use labels in Indonesian. What if the respondent will buy the product but there is no Indonesian label? As many as 51 respondents answered doubtfully about the product. Only 28 respondents answered while still buying. And 21 people canceled to buy the product.

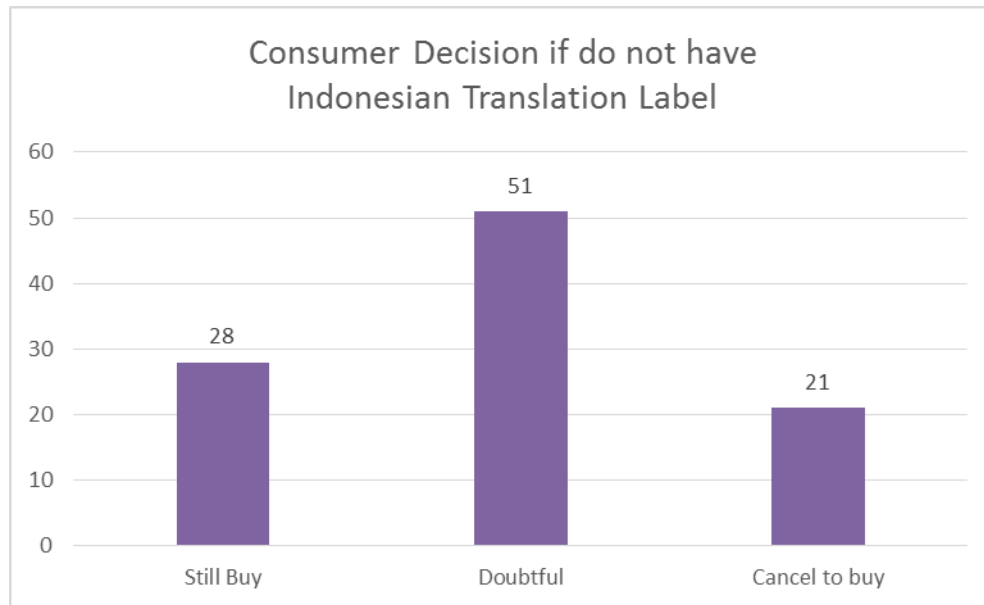


Figure 11

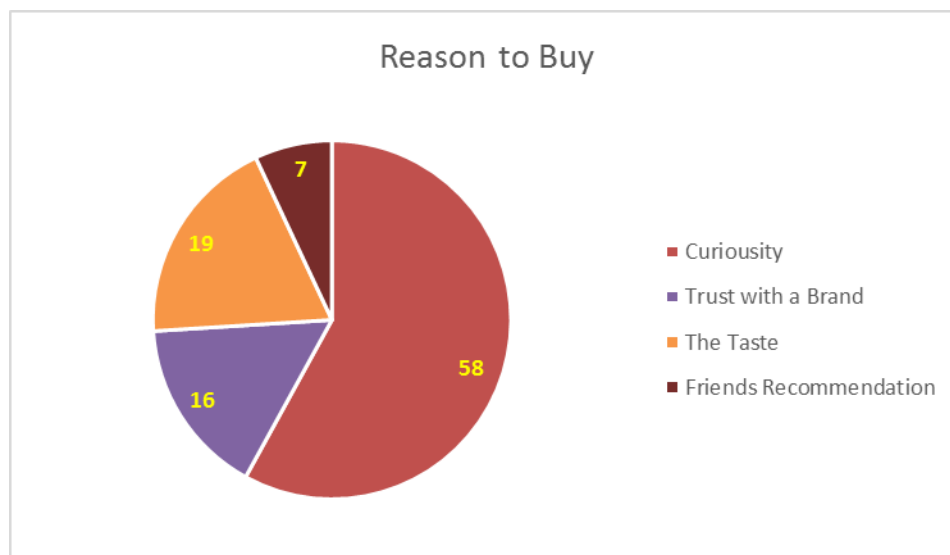


Figure 12

Respondents choose products with curious reasons for the product. This usually appears on new products on the market. Will the respondent then buy the product again? It all returns to the final choice of respondents. On the figure 13, we see that technological developments have a great effect. Many respondents got product information through social media. The ease of accessing media is now a means for producers to promote their products.

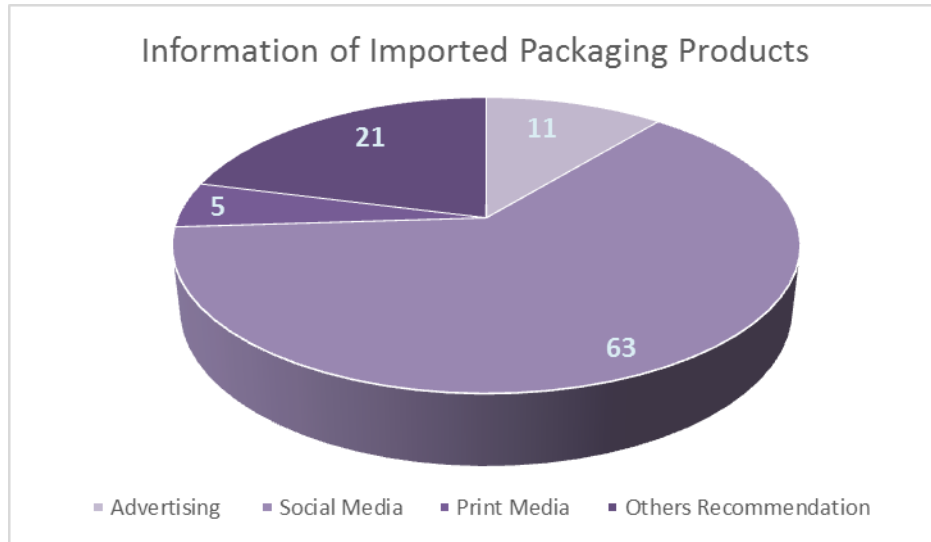


Figure 13

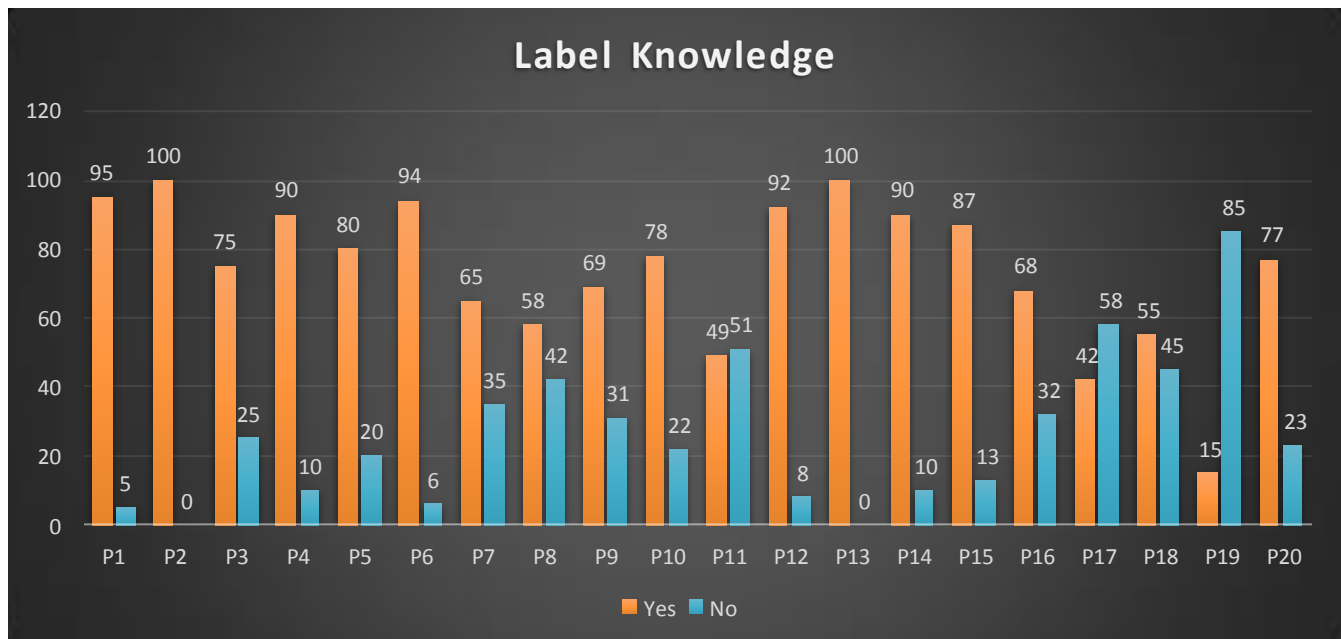


Figure 14

In figure 14, all percentages of questions are displayed.

Conclusion

From the results of the above research it can be concluded that labeling in imported food is needed by consumers. With labeling, consumers know the nutritional content and other components contained in these foods. Labels that are listed according to regulations as collateral for consumer rights. Consumers also need to include labels in Indonesian. Besides being regulated by law also for consumers to easily understand the components contained in these foods.

The importance of labeling as a means of information for consumers of these products. Producers must include the actual product composition. Consumers are also expected to be smart by carefully reading the labels. For the sake of security, it's good for consumers not to buy products that are not clearly contained in it.

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