

Analysis of the Results of Supervision of Advertisement of Processed Food Products Circulating in DKI Jakarta Province in 2021 - 2023

Tenri Noviardani^{a,1,*}, Umar Saifudin^{b,2}

^a Indonesian Food and Drug Authority Regional Office in Jakarta, Jl. Assyaffiyah No. 133, East Jakarta 13870, Jakarta

^b Indonesian Food and Drug Authority Regional Office in Palangka Raya, Jl. Cilik Riwut No.13, Palangka Raya 73112

¹ tenri.noviardani@pom.go.id; ² umar.saifudin@pom.go.id

* corresponding author:

ARTICLE INFO

Article history

Received:
June 22, 2024

Revised:
November 19,
2024

Accepted:
December 31,
2024

DOI:
<https://doi.org/10.54384/eruditio.v5i1.208>

ABSTRACT

Food is a fundamental need in society, and advertising significantly influences the consumption of processed food products. Advertising introduces products for businesses and provides product-related information for consumers. However, some advertisements violate regulations. Supervising processed food advertisements is one of the Indonesian Food and Drug Authority's (FDA) roles. This study analyzes processed food advertisement supervision in DKI Jakarta from 2021 to 2023, focusing on media types, violation types, and food categories most frequently violating regulations. Secondary data from supervision reports collected by the Jakarta FDA Office during this period were analyzed descriptively. Results show that 1468 (77.7%) of the 1890 advertisements evaluated did not meet regulatory requirements. Most violations occurred in online media (1424 ads, 97%), followed by outdoor media (39 ads, 2.7%) and print media (5 ads, 0.3%). The most common violations included health claims not complying with provisions (1110 ads, 75.7%), misleading advertisements (175 ads, 11.9%), prohibited advertising in non-health media (160 ads, 10.9%), superlative statements (21 ads, 1.4%), and norm violations (1 ad, 0.1%). Violations based on food categories were highest in beverages (category 14) with 1149 ads (78.3%), milk products (category 1) with 66 ads (4.5%), and sugar products and sweeteners (category 11) with 49 ads (3.3%). These findings highlight the need for stricter oversight and public awareness of advertising regulations.

Pangan merupakan salah satu kebutuhan pokok masyarakat. Salah satu hal yang mempengaruhi konsumsi produk pangan olahan yaitu iklan. Bagi pelaku usaha, iklan adalah salah satu sarana untuk memperkenalkan produknya, sedangkan bagi konsumen merupakan salah satu cara untuk mengetahui informasi terkait produk tersebut. Namun terkadang pelaku usaha melakukan promosi/iklan yang tidak sesuai dengan ketentuan. Salah satu tugas Badan Pengawas Obat dan Makanan yaitu melakukan pengawasan terhadap iklan produk pangan olahan yang beredar. Penelitian ini bertujuan untuk menganalisis hasil pengawasan iklan produk pangan olahan yang terdapat di Provinsi DKI Jakarta selama periode tahun 2021 - 2023. Data yang dianalisis berupa data sekunder yang diperoleh dari laporan hasil pengawasan iklan produk pangan olahan yang dilakukan oleh Balai Besar Pengawas Obat dan Makanan di Jakarta. Data dianalisis secara deskriptif untuk mengetahui gambaran hasil pengawasan. Hasilnya diketahui iklan produk pangan olahan yang tidak memenuhi ketentuan (TMK) sebanyak 1468 (77,7%) dari total 1890 iklan yang dievaluasi. Jenis media yang paling banyak ditemukan pelanggaran ialah pada media daring sebanyak 1424 (97%), media luar ruang 39 (2,7%) dan media cetak (leaflet) 5 (0,3%). Jenis pelanggaran tertinggi yaitu iklan dengan klaim kesehatan yang tidak sesuai ketentuan sebanyak 1110 (75,7%), iklan menyesatkan 175 (11,9%), iklan produk pangan yang tidak boleh diiklankan selain pada media kesehatan 160 (10,9%), iklan dengan kalimat superlatif 21 (1,4%) dan

iklan yang melanggar norma 1 (0,1%). Pelanggaran iklan berdasarkan kategori pangan diperoleh 3 kategori tertinggi dari 16 kategori pangan yaitu produk minuman (kategori 14) sebanyak 1149 (78,3%) disusul produk susu dan analognya (kategori 1) sebanyak 66 produk (4,5%) serta produk gula dan pemanis, termasuk madu (kategori 11) sebanyak 49 produk (3,3%).

Keywords: advertising media, advertising supervision, DKI Jakarta, food category, processed food
Kata Kunci: DKI Jakarta, kategori pangan, media iklan, pangan olahan, pengawasan iklan

1. Introduction

The rapid development of food technology has led to various types of advertisements for processed food products. Processed food is food or beverages processed in a certain way or method with or without additives. The food category is a food grouping based on raw materials, processing, and/or target designation by the type of food concerned (PerBPOM No. 13 of 2023). The advertisement of processed food products is regulated in NA-DFC Regulation No. 6 of 2021 concerning the Supervision of Advertising of Processed Food. The technical implementation of the supervision of advertising of processed food products is regulated in the Implementation Guidelines for Advertising of Processed Food in 2022.

An advertisement is said to Not Meet the Conditions (TMK) if it contains incorrect and misleading information. According to Government Regulation of the Republic of Indonesia No. 69/1999 on Food Labels and Advertisements Article 44 paragraph (1), "every advertisement for food in trade must contain information about food that is true and not misleading, either in the form of pictures and/or sounds, statements and/or any other form." Misleading statements are defined in the Explanation of Article 5 paragraph (1) as statements relating to matters such as the nature, price, ingredients, quality, composition, benefits, or safety of food, which, although true, may give rise to a misleading understanding of the food concerned. Violations of the provisions on advertising processed food products may be subject to administrative sanctions per the Decree of the Head of the NA-DFC No. HK.02.01.1.2.05.20.166 of 2020 concerning Guidelines for Follow-up of Food Supervision within the NA-DFC and *pro-justicia* sanctions by Government Regulation No. 69 of 1999 concerning Food Labels and Advertisements.

Advertising violations have occurred in various types of processed foods. Amini et al. (2023) reported advertising violations in food products that have low nutritional value, high sugar, salt, and fat (GGL), misleading advertisements and inappropriate nutritional claims, using obese actors, promoting gluttony, consumerism, and waste in the period 1996-2020 in Iran. Apart from processed food products, advertising violations also occur in other products, such as health supplements (Nugraheni et al., 2021), cosmetics, and traditional medicines.

Currently, there is an increase in the number of advertisements that do not meet the provisions, one of which is the advertisement of unhealthy processed food. Jindarattanaporn et al. (2024) compared television advertising data in Thailand on March 24-April 6, 2014, with advertising data on May 5-11, 2022, and found that there was an increase in the types of unhealthy food advertisements from 6.3 ads per hour to 9.2 ads per hour. Puspikawati et al. (2021) also reported that most of the processed food advertisements displayed in 2019 in Banyuwangi were still advertisements for unhealthy food (39.8%) and unhealthy drinks (47.9%), while in Surabaya, advertisements for unhealthy food (28.2%) and unhealthy

beverages (46.3%). Thus, the percentage of processed food product advertisements that do not comply with the provisions remains relatively high.

The influence of advertisements of processed food products that do not comply with the provisions on public consumption patterns is decisive. Kuswanto et al. (2020) reported that the online shopping behavior of students at the Surabaya Institute of Technology is determined by four factors: risk perception, pleasure, social influence, and online advertising. Other research conducted by Wahyuniar et al. (2020) showed a relationship between the duration of television viewing, attitudes toward advertising, and nutritional knowledge on the frequency of consumption of advertised products. This is in line with the statement of Trijayanti et al. (2023) that regulations related to food and beverage advertising in Indonesia have not effectively influenced people's consumption choices towards healthier processed food products. Therefore, strong regulations are needed to regulate the broadcast of advertisements for processed food products and to increase public education to build healthy food consumption patterns.

BBPOM in Jakarta, as a Technical Implementation Unit (UPT) of the POM Agency, has the task of carrying out drug and food supervision in the DKI Jakarta province, one of which is the supervision of advertisements for processed food products (PerBPOM No. 22 of 2020). So far, no in-depth evaluation has been carried out regarding the trend of the results of processed food advertising supervision in Indonesia. This study analyzes the results of advertising supervision of processed food products in DKI Jakarta Province in 2021 - 2023. The results of this study are expected to provide benefits to BPOM as a basis for making policies for supervising advertisements for processed food products to be more optimal, to processed food businesses/individuals in creating advertisements for processed food products to comply with the provisions, and to the public to be more aware of various types of processed food product advertising content and be able to report it to the competent authority on numerous types of processed food product advertisements that do not meet the provisions.

2. Methodology

The data studied in this study are secondary. The data is obtained from the report on the results of supervision of advertisements for processed food products at the BBPOM in Jakarta in 2021-2023. The number of ads that were evaluated was 1890 advertisements obtained *randomly (random sampling)* by BBPOM advertising supervisory officers in DKI Jakarta from 2021-2023. The research location is in the DKI Jakarta Province area. The parameters of this study are the results of the evaluation of advertising supervision of processed food products, namely, Meeting the Conditions (MK) or Not Meeting the Conditions (TMK).

The data used are data on types of advertising media and categories of violations (Regulation of the Food and Drug Administration No. 6 of 2021) and data on food categories (Regulation of the Food and Drug Administration No. 13 of 2023), including food additives (Regulation of the Food and Drug Administration No. 11 of 2019).

Advertising media type data includes:

1. Print media (newspapers, magazines, tabloids, newsletters, calendars, posters or flyers, leaflets, brochures, stickers, booklets, pamphlets, and yellow pages);
2. Broadcast media (television and radio);

3. Outdoor media (billboards, banners, billboards, signboards, print advertisements pasted/hung outside Videotron spaces, car tire covers, and backdrops);
4. Online media (social media, e-commerce and websites).

Offense category data includes:

1. Food that may not be advertised other than in health media (alcoholic beverages, infant and follow-up formulas, and Processed Food for Special Medical Purposes/PKMK)
2. Advertisements with health claims that are not by the provisions (efficacious as medicine, traditional medicine, and beauty or efficacious to educate);
3. Misleading advertisements do not match the characteristics of the product;
4. Ads that violate applicable norms (dangerous scenes, SARA, etc.); and
5. Advertising with superlative, comparative, and discrediting words (except comparing with own products).

Food category data includes:

1. Dairy products and their analogs, except those in Category 2
2. Fats, oils and oil emulsions;
3. *Edible* ice includes sherbet and sorbet;
4. Fruits and vegetables (including mushrooms, tubers, nuts including soybeans, and aloe vera), seaweed, seeds;
5. Confectionery/candy and chocolate;
6. Cereals and cereal products that are derived from cereal seeds, roots and tubers, nuts, and pith (inner part of the plant stem), excluding bakery products of category 07.0 and excluding nuts of category 04.2.1 and category 04.2.2;
7. Bakery products;
8. Meat and meat products, including poultry meat and game meat;
9. Fish and fishery products, including mollusks, crustaceans, and echinoderms;
10. Eggs and egg products;
11. Sugar and sweeteners, including honey;
12. Salt, spices, soups, sauces, salads and protein products;
13. Processed food for particular nutritional purposes;
14. Beverages, excluding dairy products;
15. Ready-to-eat snacks;
16. Ready-to-eat (packaged) processed food
17. BTP (Food Additive)

The data were analyzed descriptively with details of the data obtained, including the highest and lowest data or the average. The research instruments used were processed using Microsoft Excel version 2019.

3. Results and Discussion

3.1. Supervision of Advertisement of Processed Food Products

On average, the results of the supervision of processed food product advertisements that did not meet the provisions (TMK) in DKI Jakarta Province in 2021 - 2023 were found to be very high, namely 77.7%. The percentage of processed food advertisements that did not meet the provisions (TMK) in 2021 was the highest (82.5%), then decreased in 2022 (75.2%), but in 2023 there was an increase again (75.4%) (Figure 1).

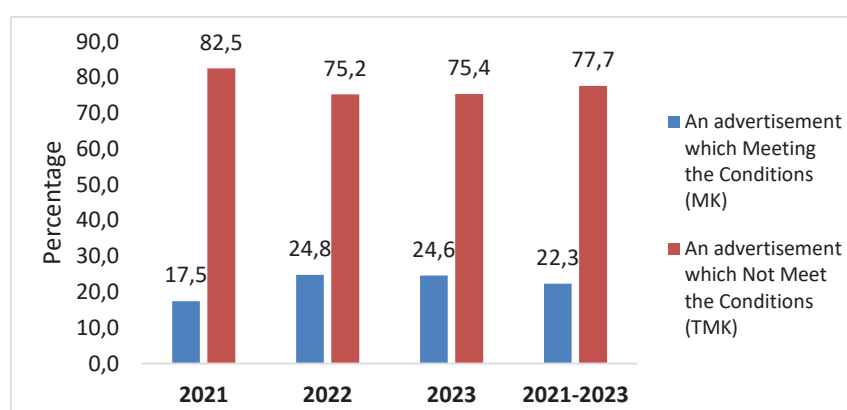


Figure 1. Results of Supervision of Advertisement of Processed Food Products in DKI Jakarta in 2021-2023

The percentage of advertisements that do not meet the provisions in DKI Jakarta Province is much higher than the national data, which is 29.5% in the 2020-2022 period (Directorate of Control of Processed Food Distribution, 2023). The percentage of results of supervision of drug and food advertisements that do not comply with the provisions from other provinces in Indonesia for the 2020-2022 period is also lower than the results of advertising supervision carried out in DKI Jakarta Province, such as East Java Province at 52.4%, Central Java Province at 30.8% and Central Kalimantan Province at 12.9% (www.pom.go.id). This is due to differences in socio-economic conditions that lead to different monitoring results. BPS data (2022) states that the percentage of the number of culinary businesses in DKI Jakarta is the highest at 50.7%, while in East Java, it is 5.7%, Central Java 4.4%, and Central Kalimantan 0.3%. This shows that economic activity in DKI Jakarta Province is much higher than in these provinces.

Technical Guidance (Bimtek) and Communication, Information, and Education (IEC) activities related to the procedures for displaying processed food advertisements by the provisions have not touched the food distribution business actors. Based on data from the Annual Report of Indonesian FDA Regional Office in Jakarta, during 2022, there have been no technical guidance or IEC activities related to advertising supervision regulations on processed food products. From the evaluation of advertising supervision on other product commodities, namely drugs, and cosmetics, a lower percentage of advertisements do not meet the provisions (TMK). This can be attributed to the Technical Guidance and IEC activities related to regulating advertising supervision on drugs and cosmetics. In addition, the Guidance and IEC on advertising and labeling of processed food products carried out so far have only been carried out for MSME players, while for companies that have received follow-up warning letters related to violations of food product advertisements have never been carried out. Therefore, it is necessary to organize Technical Guidance and IEC on advertisements and processed food products by the Indonesian FDA Regional Office in Jakarta so that advertising supervision activities are more effective and that there is a decrease in the percentage of processed food product advertisements that do not meet the requirements (TMK) in the following year.

3.2. Advertisement Violations by Media Type

The most reported media for advertising processed food products that violated the provisions during 2021-2023 were online media at 97%, outdoor media at 2.7%, and printed media (leaflets) at 0.3%. In television and radio broadcasting media, no violations were found. This data is in line with the BPOM Annual Report 2023, which states that the distribution of advertisements monitored nationally is in online media (including social media) by 59.24% (6248 advertisements), followed by outdoor media by 21.97% (2,321 advertisements) and print media by 18.78% (1,984 advertisements) (Figure 2).

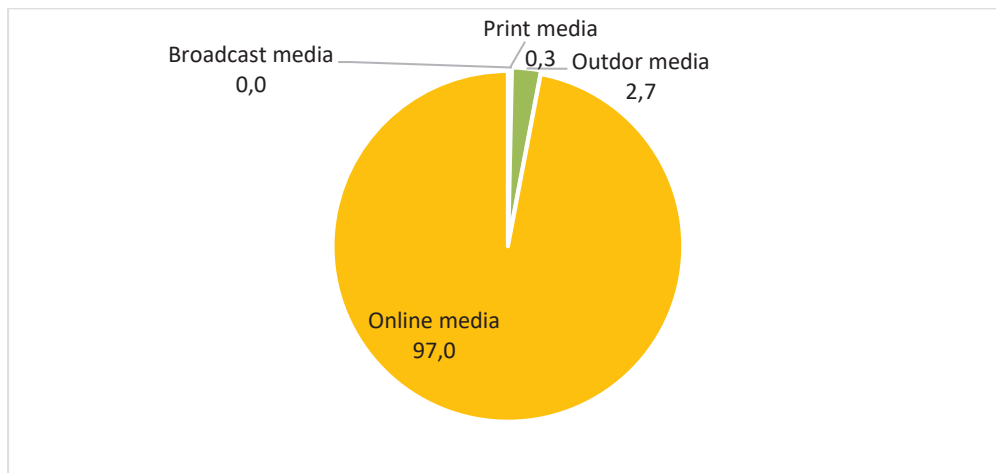


Figure 2. Types of media where violations are most common in Jakarta from 2021 to 2023

According to the Food and Drug Supervisory Agency Regulation Number 6 of 2021 concerning the Supervision of Processed Food Advertising, online media can be in the form of activities (such as site and page searches, *e-commerce*, games, social media, applications, *publishers*, *transportation on demand*, entertainment) and in the form of formats (such as video, audio, text, and banners). According to Statista (2023), the growth of e-commerce in Indonesia has accelerated since the Covid-19 pandemic along with the increase in internet users and due to social distancing policies and other health protocols enforced by the government during the pandemic, this has encouraged many companies to focus their business sales online.

Online media is the advertising media where the most violations are found. This is in line with Dianta's research (2015), which states that digital media has the ease and ability to reach consumers due to comprehensive *coverage* and costs that tend to be cheaper. According to a Statista survey conducted until mid-2022, the most popular e-commerce in Indonesia in order are Tokopedia, Shopee, Lazada, Bukalapak, and Blibli. Some e-commerce media where many violations of processed food product advertisements are found include Lazada, Bukalapak, and Shopee.

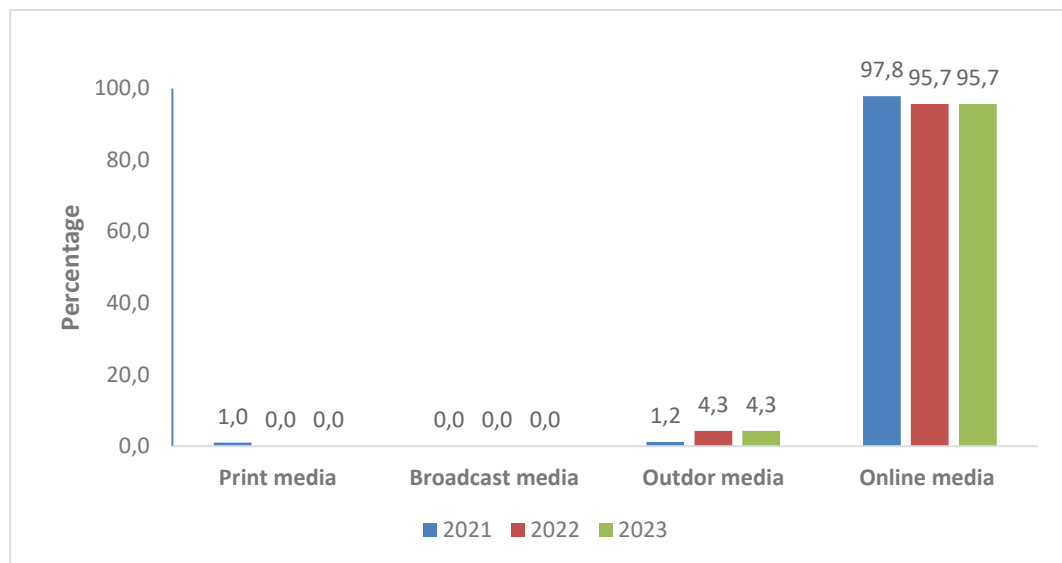


Figure 3. Trends in advertising violations by media type in Jakarta from 2021 to 2023

Online media is the advertising medium where the most violations are found (Figure 3). However, the trend has slightly decreased from 2021 and remained the same in 2022-2023. Conversely, there was a slight increase in outdoor media from 2021 and stagnated in 2022 and 2023.

3.3. Types of Advertising Violations

The types of violations of food product advertisements that do not comply with the provisions are dominated by ads that include health claims that do not comply with the requirements, namely 75.7% (1110 advertisements), followed by misleading ads that are not by product characteristics by 11.9% (175 advertisements) and processed food products (infant and advanced formulas, alcoholic beverages, and PKMK) that may not be advertised other than in health media 10.9% or 160 advertisements (Figure 4). This shows that business actors do not understand the POM regulations related to the ad of processed food products, which prohibit the display of visualization or information related to nutritional claims, health claims, or other claims that have not been approved at the time of obtaining a distribution permit (BPOM, 2021).

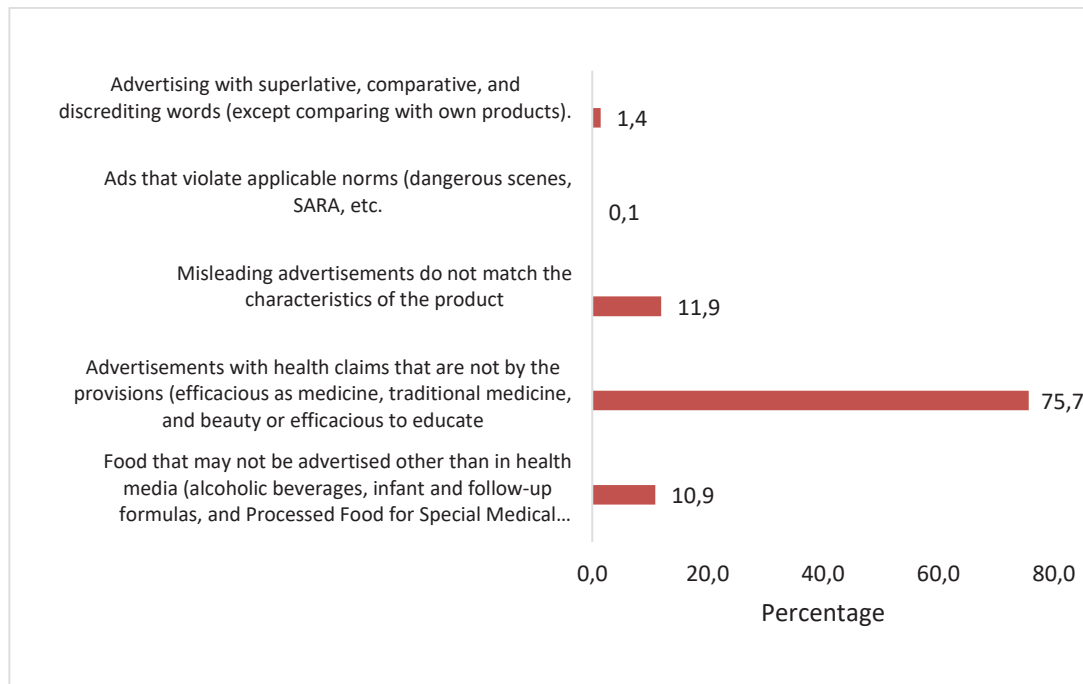


Figure 4. Percentage of advertising violation categories that do not meet the requirements (TMK)

The trend in the percentage of advertisements that Do Not Meet the Conditions (TMK) in 2021-2023 increased in the violation of advertisements with superlative sentences and on products that should not be advertised in health media (Figure 5). Conversely, there was a decrease in advertisements with health claims that did not comply with the provisions. This is due to social conditions where there has been a change in public health conditions from the COVID-19 pandemic status to post-COVID-19.

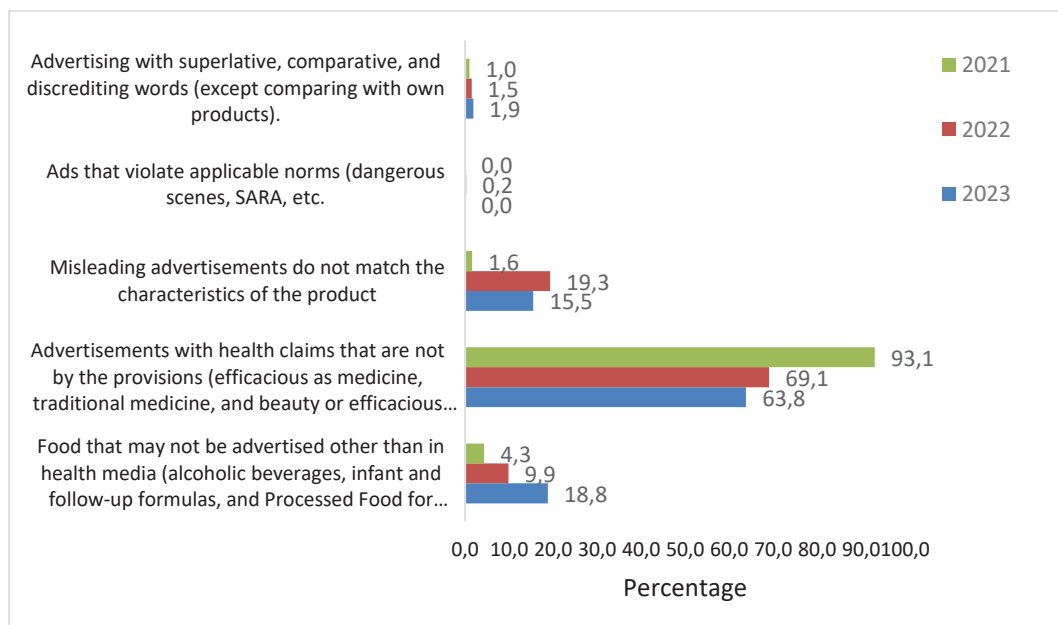


Figure 5. Advertising violation trends by violation category

Based on the Food and Drug Supervisory Agency Regulation No. 1 Year 2022 on the Supervision of Claims on Labels and Advertisements of Processed Food, it is stated that the prohibition of health claims includes nutrient/non-nutrient function claims, disease risk reduction claims, and glycemic claims. The approved label must make Article 4 state that claims in product advertisements at the time of application for a distribution permit. Article 26 explains that claims submitted at the time of application must meet the following requirements:

1. Must support national nutrition and/or health policies
2. Not linked to disease treatment and prevention
3. Does not encourage wrong consumption patterns and
4. Must provide correct and not misleading information.

3.4. Advertisement Violations by Processed Food Category

Based on food categories, the most common violations were found in beverages excluding dairy products (food category 14) with a percentage of 78.3% (1149 advertisements), followed by dairy products and their analogs (food category 1) at 4.5% (66 advertisements) and sugar and sweetener products including honey (food category 11) at 3.3% (49 advertisements). Of the 16 food categories and Food Additives (BTP), there is one type of food category where no violations of processed food advertisements were found: 10 eggs and processed egg products. (Figure 6).

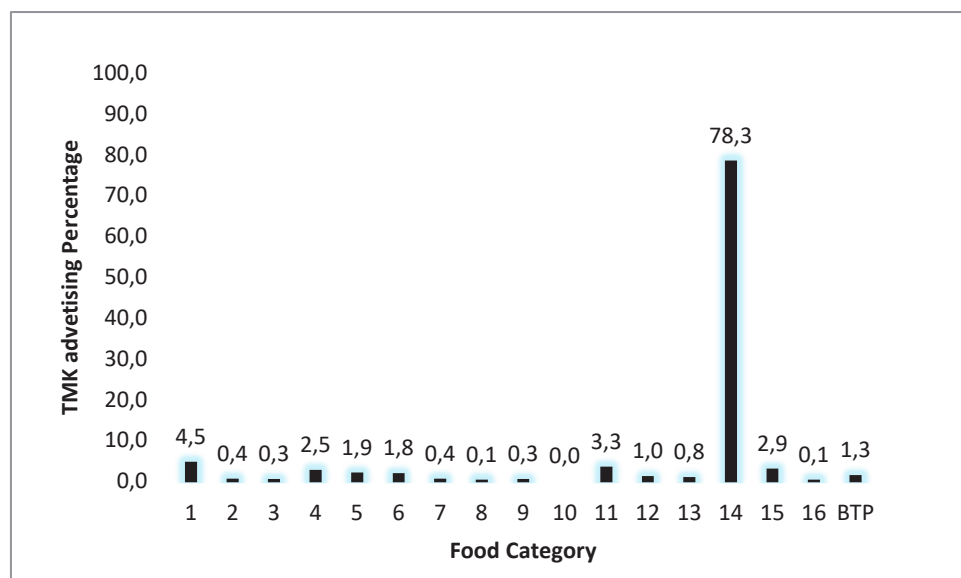


Figure 6: Percentage of Non-Compliant Advertisements by Food Category

Based on 16 food categories plus the category of Food Additives (BTP), it was found that advertisements of beverage-type products, excluding dairy products (category 14), were the type of food category with the most violations. From the 2022 *eCommerce* survey, it was noted that the food, beverage, and food ingredients group was the 6th largest of the 16 groups of e-commerce goods/services sold during 2021, which amounted to 41.50% (www.bps.go.id).

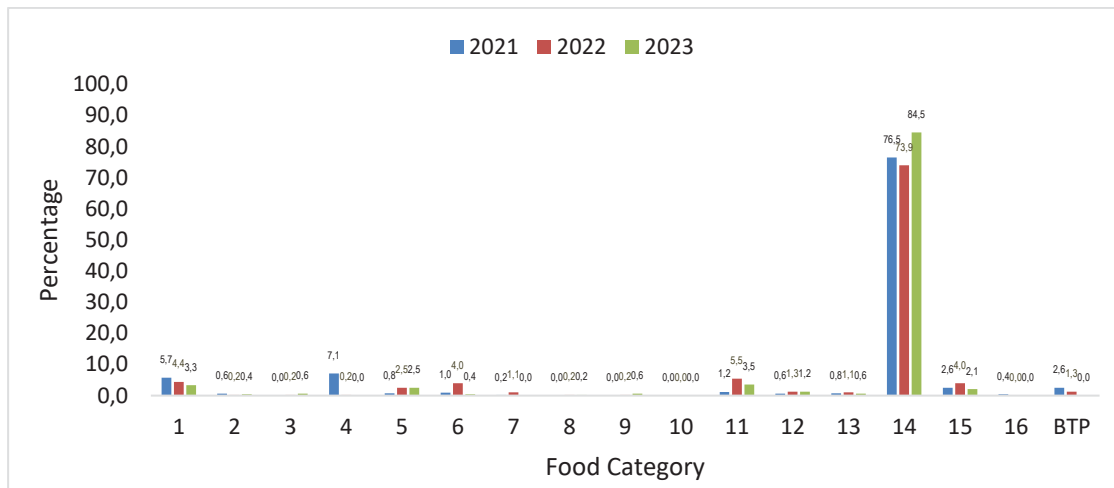


Figure 7. Trend of TMK ads by Food Category from 2021-2023

Beverage products (category 14) from 2021 - 2023 have always been the most TMK food category (Figure 7). In terms of percentage, there is not much change. From 2021 to 2022, there was a decrease from 76.53% to 73.95%, but in 2023 there was an increase to 84.50%. This data shows that the supervision of advertisements on types of processed food products, such as powdered drinks, flavored drinks, ground coffee, and the like, needs to be the focus of attention. According to Iswara (2022), consumers choose to buy products with nutrient content claims compared to those without due to health factors. This drives advertising promotions on various types of beverage products in the food category; many still use health claims not by the provisions, such as being useful in medicine, beauty, intelligence, and stamina.

Maganja et al. (2024) researched promoting food products carried out by the two largest retailer online stores in Australia on a sample of 12,152 obtained data 99% of the food promotions met the Health Star Rating (HSR) requirements. However, 44% of the promoted food products are categorized as unhealthy according to the HSR system, a food group with 3-4 out of 5 stars. Therefore, the study suggested updating public health policies related to promoting unhealthy foods by focusing primarily on food promotion through online media. Meanwhile, research conducted by Mediano et al. (2023) on sugar-sweetened beverage advertisements on television in Chile after gradual restrictions on beverage advertising obtained effective results with these restrictions. Conversely, there is an increase in advertising on sugar-free or low-sugar beverage products. This shows that with the obligation to comply with a regulation relating to food advertising aimed at the interests of public health, the results will be effective if enforced gradually.

Efforts are needed to reduce the presentation of processed food product advertisements that do not meet the provisions in the context of public protection. This can be done with a supervision strategy focused on online media, among others, by increasing the proportion of supervision in internet media and social media and through cooperation and discussion with cross-sectors, conducting technical guidance to business actors, mainly processed food distribution business actors and advertising service bureaus regarding advertising requirements to contain accurate, honest and not misleading information, and if necessary making regulations with stricter sanctions to provide a deterrent effect.

4. Conclusion

Based on this research, it is known that the percentage of violations of processed food product advertisements in DKI Jakarta Province in 2021-2023 averaged 77.7% of the total 1890 advertisements monitored. The most significant type of violation from advertising media is online media 97%, followed by outdoor media 2.7% and print media 0.3%. The three highest types of advertising violations based on violation categories were in the type of advertisements with health claims at 75.7%, misleading advertisements at 11.9%, and advertisements of food products that should not be advertised other than in health media at 10.9%. The three types of food categories where the most violations were found were beverages excluding dairy products 78.3% (food category 14), followed by dairy products and their analogs 4.5% (food category 1), and sugar or sweeteners including honey 3.3% (food category 11).

Acknowledgments

The authors would like to thank the Head of the Indonesian FDA Regional Office in Jakarta and Plt. Head of the Center for Food and Drug Control in Palangka Raya for giving trust and opportunity to the author and Rr. Garnetta Mustikaningrum, the First Expert Pharmacy and Food Supervisor at BBPOM in Jakarta, assisted the author in collecting this data. Thanks are also due to Dr. Joko Ridho Witono, who guided the writing of this research.

Reference

- Amini, M., Ghodsi, D., Zargaraan, A., Alibeyk, S., & Hajigholam-Saryazdi, M. 2023. Violation of Food Advertising Regulations in Iran: A Systematic Review. *International journal of preventive medicine*, 14: 91. https://doi.org/10.4103/ijpvm.ijpvm_509_21
- Dianta H. 2015. Peran internet dalam saluran distribusi pemasaran produk UMKM. *Research Report-Humanities and Social Science*. Vol 2.
- Direktorat Pengawasan Peredaran Pangan Olahan. 2023. Overview Hasil Laporan Iklan Pangan UPT Badan POM Tahun 2020-2022. <https://www.bps.go.id/id/publication/2023/09/18/f3b02f2b6706e104ea9d5b74/statistik-ecommerce-2022-2023.html> (diakses pada tanggal 3 Mei 2024)
- <https://www.pom.go.id/kinerja/rencana-kerja> (diakses pada tanggal 3 Mei 2024)
- <https://www.statista.com/topics/5742/e-commerce-in-indonesia/#topicOverview> (diakses pada tanggal 4 Mei 2024)
- Iswara, Anissa Intan (2022) Persepsi Konsumen Terhadap Produk Minuman Dengan Klaim Kandungan Zat Gizi. Tugas Akhir (S1) - thesis, Universitas Bakrie. <https://repository.bakrie.ac.id/6378/>
- Jindarattanaporn, N., Kelly, B., & Phulkerd, S. 2024. A comparative analysis of unhealthy food and beverage television advertising to children in Thailand, between 2014 and 2022. *Globalization and health*, 20(1), 2. <https://doi.org/10.1186/s12992-023-01007-7>
- Kuswanto H, Hadi Pratama WB, Ahmad IS. 2020. Survey data on students' online shopping behaviour: A focus on selected university students in Indonesia. *Data in Brief* [Internet]. 29:105073. <https://www.sciencedirect.com/science/article/pii/S2352340919314295>

- Keputusan Kepala Badan POM No. HK.02.01.1.2.05.20.166 tahun 2020 tentang Pedoman Tindak Lanjut Pengawasan Pangan di Lingkungan Badan Pengawas Obat dan Makanan
- Laporan Tahunan Badan Pengawas Obat dan Makanan Tahun 2023
- Laporan Tahunan Balai Besar POM di Jakarta Tahun 2022
- Maganja, D., de Carle, M., Davies, T. et al. 2024. Healthiness of food products promoted through placement strategies in Australian online supermarkets: a cross-sectional study. *BMC Med* 22, 341. <https://doi.org/10.1186/s12916-024-03557-y>
- Mediano Stoltze, F., Correa, T., Corvalán Aguilar, C. L., Taillie, L. S., Reyes, M., & Dillman Carpentier, F. R. 2024. Beverage industry TV advertising shifts after a stepwise mandatory food marketing restriction: achievements and challenges with regulating the food marketing environment. *Public Health Nutrition*, 27(1), e26. doi:10.1017/S1368980023002872
- Nugraheni AP, Purba S, Riani D. 2021. Analisis Hasil Pengawasan Iklan/Promosi Suplemen Kesehatan Sebelum dan Selama Masa Pandemi COVID-19. *Eruditio: Indonesia Journal of Food and Drug Safety*. Nov 30;1(2):36-43.
- Pedoman Implementasi Periklanan Pangan Olahan Badan Pengawas Obat dan Makanan Tahun 2022.
- Peraturan Badan Pengawas Obat Dan Makanan Nomor 1 Tahun 2022 Tentang Pengawasan Klaim Pada Label Dan Iklan Pangan Olahan.
- Peraturan Badan Pengawas Obat Dan Makanan Nomor 6 Tahun 2021 tentang Pengawasan Periklanan Pangan Olahan.
- Peraturan Badan Pengawas Obat Dan Makanan Nomor 13 Tahun 2023 tentang Kategori Pangan.
- Peraturan Pemerintah Republik Indonesia Nomor 69 Tahun 1999 tentang Label dan Iklan Pangan. Lembaran Negara Republik Indonesia.
- Puspikawati, S. I., Dewi, D. M. S. K., Astutik, E., Kusuma, D., Melaniani, S., & Sebayang, S. K. 2021. Density of outdoor food and beverage advertising around gathering place for children and adolescent in East Java, Indonesia. *Public health nutrition*, 24(5), 1066–1078. <https://doi.org/10.1017/S1368980020004917>
- Trijayanti, L. & Gani, A. 2023. Efektivitas Kebijakan Pemasaran Iklan Makanan Dan Minuman Tidak Sehat Dalam Rangka Pencegahan Dan Pengendalian Diabetes Melitus: Literature Review. *Jurnal Ilmiah Kesehatan Masyarakat: Media Komunikasi Komunitas Kesehatan Masyarakat*, 15(1), 37-43.
- Wahyuniar, Lely & Karyadi, L. 2020. Pengaruh Iklan Makanan/Minuman/Suplemen Vitamin-Mineral di TV terhadap Pola Konsumsi Remaja di Wilayah Jakarta Timur. *Jurnal Ilmu Kesehatan Bhakti Husada: Health Sciences Journal*. 11. 95-113. 10.34305/jikbh.v11i1.152.

increased occurred in all regencies in Southeast Sulawesi that were intervened, both Wakatobi and Central Buton. However, out of 12 schools, there were 3 schools that did not see an increase in knowledge or attitudes after being intervened with the Safe PJAS Program.

The Safe PJAS program at Indonesian FDA Regional Office in Kendari in 2023 was declared effective as assessed by the increase in Knowledge, Attitude and Behavior of the school children who were intervened. This increase is due to the active role of food safety cadres in school in developing and implementing food safety program action plans through direct face-to-face socialization, food safety videos, installation of banners and posters in the school environment, and monitoring snack foods in school canteen. This effort can be improved through innovation by integrating programs and using educational and persuasive media. This Safe PJAS Program can be replicated by the City/Regency Government so that the impact felt by school children will be broader.

References

- Andriani, R., Apriani, F., Damayanti, S., Satria, O., Aulia, Y., & Irmansyah, A. (2023). Game Ular Tangga: Media Edukatif dan Persuasif Dalam Memilih Jajanan Sehat Bagi Anak Usia Sekolah Dasar. *Prosiding Seminar Nasional Pengabdian Masyarakat*, 1. <https://doi.org/10.61142/psnpm.v1.83>
- Anggitasari, A., Rahayu, W. P., & Ratnasari, Y. (2014). Pengaruh program keamanan pangan di sekolah terhadap pengetahuan penjaja pangan jajanan dan anak sekolah sekolah dasar. *Jurnal Mutu Pangan: Indonesian Journal of Food Quality*, 1(2), 151–158.
- Anjani, F. & Rizal. (2023). *Kabupaten Wakatobi dalam Angka 2023*. BPS Kabupaten Wakatobi. <https://wakatobikab.bps.go.id/id/publication/2023/02/28/5cda02d9ac942fe56c47bbee/kabupaten-wakatobi-dalam-angka-2023.html>
- Badan Pengawas Obat dan Makanan. (2022). *Laporan Tahunan Badan POM Tahun 2022*. Jakarta: Badan POM.
- Badan Pengawas Obat dan Makanan (2023). *Petunjuk Teknis Pelaksanaan Program Sekolah dengan PJAS Aman tahun 2023*. Jakarta : Badan POM.
- Balai POM di Kendari. (2023). *Laporan PJAS Aman Balai POM di Kendari Tahun 2023*. Kendari : Balai POM di Kendari.
- Briawan, D. (2016). Perubahan pengetahuan, sikap, dan praktik jajanan anak sekolah dasar peserta program edukasi pangan jajanan. *Jurnal Gizi Dan Pangan*, 11(3), 201–210.
- Febrianis, A. (2023). Pengawasan Keamanan Pangan Jajanan Anak Sekolah (PJAS) di Kota Solok Tahun 2023. *Innovative: Journal Of Social Science Research*, 3(3), 9631–9643.
- Febrianto. (2016). Hubungan Antara Pengetahuan dan Sikap dengan Perilaku Konsumsi Jajanan Sehat di MI Sulaimaniyah Mojoagung Jombang. *Jurnal Keperawatan Muhammadiyah*, 1 (2).
- Imara Ihsan, N., Dida, S., & Lusiana, E. (2024). Peran Role Model Dalam Edukasi Pangan Jajanan Anak Sekolah (PJAS) di Lingkungan Sekolah. *Jurnal Praksis Dan Dedikasi (JPDS)*, 7(1), 85–93. <https://doi.org/10.17977/um022v7i1p85-93>
- Maulana, M.W. & Afni, N.S. (2024). *Kabupaten Buton Tengah dalam Angka 2024*. BPS Kota Baubau. <https://butengkab.bps.go.id/id/publication/2024/02/28/983f84a6b2a977de11e09929/kabupaten-buton-tengah-dalam-angka-2024.html>

- Rahayu, W. P., Nurulfalah, S., & Fanaike, D. R. (2015). Perubahan Sikap Keamanan Pangan Anak sekolah Berdasarkan Persepsi Orang Tua dan Anak. *Jurnal Mutu Pangan*, 2(2), 112–118.
- Syah, D., Ghaisani, M., Suratmono, S., Sparringa, R. A., & Palupi, N. S. (2015). Akar Masalah Keamanan Pangan Jajanan Anak Sekolah: Studi Kasus pada Bakso, Makanan Ringan, dan Mi. *Jurnal Mutu Pangan: Indonesian Journal of Food Quality*, 2(1), 18–25.
- Syarifuddin, S., Ponseng, N.A., Latu, Saparuddin, Ningsih, A.N. (2022). Edukasi Jajanan Sehat Pada Anak Usia Sekolah. *Jurnal Pengabdian Masyarakat Berkemajuan*, 6 (1), 316 -320.
- Pratiwi, Z. A. (2021). Keterlibatan Kader dalam Keberlangsungan Program Kesehatan Masyarakat (Studi Literatur). *Pena Medika Jurnal Kesehatan*, 11(2), 160-169
- Triwijayati, A., Setiyati, E.A., Setianingsih, Y., & Luciana, M.L. (2016). Anak dan Jajanan Sekolah : Program Pemberdayaan Kesehatan Anak Sekolah dalam Perspektif Pemerintah Daerah. *Jurnal Media Kesehatan Masyarakat Indonesia*, 12 (3), 170- 80. <https://doi.org/10.30597/mkmi.v12i3.1078>
- Undang-undang Republik Indonesia Nomor 18 Tahun 2012 tentang Pangan.
- WHO. (19 May 2022). Food Safety. Retrieved on 01 Oktober 2024, from <https://www.who.int/news-room/fact-sheets/detail/food-safety#:~:text=Symptoms%20can%20be%20fever,%20headache,%20nausea,%20vomiting,%20abdominal>