CONFORMITY ASSESSMENT OF FOOD PRODUCTS
ADVERTISEMENT IN NEWSPAPER AGAINST LEGISLATION
Case Studies on Ayahbunda, Femina and Kartini Magazine, Nova and Nakita
In The Period January – December 2009

ABSTRACT

One important aspect of food control is food labeling and advertising control. In Indonesia, control for the food advertising is done by National Agency of Drug and Food Control (NADFC).

Based on our data, many advertisements of food products do not comply with the formal regulation on labelling and advertising.

Analysis on 925 advertisements collected, 507 of advertisements (55%) were comply with the requirement and 418 of advertisements were not comply with the requirement.

Among 425 of advertisements which were not comply with requirement complementary breast feeding (50,59%) were the most dominant, followed by soft drink (13,41%), and milk and its processed product (11,7%).

The most dominant category of violations is an advertisement that containing incorrect and misleading information related to nutrition, health benefits and food safety (72,86%).