

## ABSTRACT

Overconsumption of sugar-sweetened-beverages (SSB) is associated with obesity and its related non-communicable disease. University students are one of the major SSB consumers and their dietary habits could have a long-term health implication. Currently, front-of-pack (FOP) labelling has been voluntarily implemented by food manufactures to aid consumers in making healthier dietary choices. This study aims to determine the awareness towards SSB and FOP labelling as well as its associated factors among university students in Indonesia. The availability of SSB with FOP labelling (monochrome GDA and HCL) in modern markets in Jakarta is also reported. A self-administered survey to assess knowledge, attitude and practice towards SSB and FOP labelling was distributed to university students (18-25 years old) across Indonesia. Their sociodemographic data, body image perceptions, and SSB intake pattern were also recorded. In the second part of the study, 10 modern markets in Jakarta were visited to collect 4 types of SSB (tea, fruit, soft, and energy drinks). Among 449 students participated in this study, 35.4% students had good awareness towards SSB and FOP labelling. The factors associated with awareness level were gender, domicile, study program, household condition, fasting status, body image wish, and weight change effort ( $p < 0.05$ ). Tea ( $n=84$ ) and energy drinks ( $n=5$ ) had low prevalence of monochrome GDA; 20.24% and 0%, respectively. Fruit drinks ( $n=51$ ) were the only SSB which had HCL; 7.84%. In conclusion, awareness towards SSB and FOP labelling should be improved along with the products availability.

**Keywords:** *awareness, front-of-pack labelling, sugar-sweetened beverages, university students*