

CHAPTER 1

INTRODUCTION

1.1 Background

The three common non-communicable diseases prevalence in Indonesia are stroke (21%), heart disease (12.9%), diabetes mellitus (6.7%), and complications of high blood pressure (5.3%) (Purnamasari, 2018). According to the WHO, there are 2 risk factors that generate the diseases which behavioral risks and metabolic risks. The behavioral risks are physical inactivity, unhealthy diet, tobacco used and harmful use of the alcohol while the metabolic risks are raised of blood pressure, overweight/obese, hyperglycemia, and hyperlipidemia (WHO, 2018). The unhealthy diet described as the overconsumption of food that high in fat, sugar, and salt content but low in beneficial micronutrient and dietary fiber (Tremellen, 2019). According to Amarita et al. (2016), the average daily intake in Indonesia for each nutrient (fat, sugar, and salt) were exceeded the recommended daily intake (RDI) from WHO.

Generally, consumption of fast food and snacking are considered as unhealthy eating behavior (Collins, Pakiz & Rock, 2008). These behaviors are supported by the current situation where consumer can easily obtain their favorite type of snack which accessible in the market. Manufacturer companies produce variant types and flavors of food, so called snack, to attract the consumer into purchasing the product repeatedly. The evidence of this would be the increased of market share by 11% in 2017 for the salty savory snack such as nuts and potato chips (EIBN, 2017). According to Blum et al. (2019), potato chip is one of the highest amounts of snack that being consumed frequently. Potato chip is a type of snack originally from white potato that has been thinly sliced, cooked, and seasoned with variety of flavor (Ouhtit, 2014).

In the industrial scale, it usually contains food additives to enrich the flavor and initiate the indulgence feeling that gives pleasure to the consumer (FDA, 1988).

Since the industry scale are allowed to put in extra ingredients other than the main ingredients and processed it in complex method, the labelling on the food packaging is required. Food labelling contained detail information of the product which serves the purpose of communication between the manufacturer and the consumer (FAO, 2010). In Indonesia, the labelling system is similar to the standard regulation of most country which the mandatory section, ingredient list, instruction of usage, and nutrition fact labelling; except the addition of Halal Logo (if applicable). However, this type of labelling can be perceived as complicated to the general consumer especially the nutrition fact label part since they may not have the knowledge to understand the meaning behind the numbers (Grunert & wills, 2007). It also can create the halo effect (Fernana, Schuldt, & Niederdeppe, 2018) which lead to an assumption on certain product. Therefore, several countries initiate simpler and understandable label for the food packaging such as front-of-pack label. The purpose of this labelling system is to give direct information about type of food that considered healthier. Front-of-pack label is a criteria-based logo that consist of variant types such as multiple traffic light, references intake, health star rating system, Nutri-score, and healthier choice logo (Egnell et al., 2019). Out of all types, healthier choice logo (HCL) is the simplest and clear way to classify the product according to healthiness (Jones et al., 2019).

In order to implement the HCL into the food products, the standard criteria of each nutrient content from the products must be set by the National Agency of Drug and Food for each country (FAO/WHO, 2007). In Indonesia, the standard criteria were only available for ready-to-drink beverage and instant noodle and pasta for the time being. The standard criteria for other food products, especially potato chips, were not established yet. Hence, this study was done to determine the variant of potato chips that applicable to utilize the healthier choice

logo. Nonetheless, the nutrient content of each potato chips needs to be analysed as even though the potato chips have the same flavour compared brand to brand or came from the one manufacturer company, the potato chips may contain different amount of each nutrient (Halagarda & Suwala, 2016; West et al., 2019). Thus, the nutrient profiling was conducted to assess the nutrient value of several types of potato chips for the reference when determining the potato chips that applicable for the healthier choice logo.

1.2 Objective

- To conduct the nutrient profiling of potato chips that commonly accessible in Jakarta.
- To evaluate the quality of labelling on potato chips that commonly available in Jakarta.

1.3 Hypothesis

- The potato chips who meet the healthier choice logo criteria of Singapore and Brunei; and Thailand are only 1/3 respectively.
- The complete attributes of the labelling requirements are provided on the potato chips packaging.

1.4 Benefit

The funding of this study would provide a great benefit to

- Academic: to investigate furthermore about the nutrition value of potato chips according to the information on the label of packaging in the upcoming brand, flavour, and sizes.
- Society: to present a better understanding to prevent the misleading information about labelling.

- Knowledge: to provide the evidence of nutrition content in the potato chips based on the nutrient profiling system.