{Abstract} PENGETAHUAN PELABELAN PRODUSEN INDUSTRI RUMAH TANGGA PANGAN DI KOTA BOGOR (The Food Labeling Knowledge of Small-Medium Enterprises in Bogor)

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Label was one of important part of food packaging. The objective of this research was determining the level of Small-Medium Enterprises (SMEs) knowledge about food labeling in Bogor. The research was done by surveying 88 managers of SMEs as respondents and auditing their food product labels. The results showed that more than 55 % SMEs food labels accordanced to the regulation but only 16 % of SMEs managers well understood about food labeling. Fifty percent of the most reliable source of information about food labeling regulation that respondents received was derived from Indonesian Health District Office. The results of spearman correlation test showed that the correlation between SMEs managers characteristics (age, education, occupation, and socio-economic status) were not significant (p>0.05) with their perception about food labeling.

Keywords: food labeling, knowledge, SMEs