

Knowledge And Attitude of Store Owners In Kampung Pisang Urban Village Towards Expired Food

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ABSTRACT

Food poisoning and infectious disease that were caused by food tend to be increased. One of the causes was food expired intake. The purpose of the study was to know the knowledge and attitude of stall owners toward expired food. This was an observational study. Sample size of the study 30 respondents. The result suggested that 50% of 30 respondents has a good level of knowledge and the rest 50% has enough knowledge about food expired, none of respondents has a poor level of knowledge. It could be concluded that both respondent whose knowledge level was good and enough were same. All respondent has a good attitude towards food expired. It would be better if the next study explores about consumer knowledge and behavior towards food expired because the final decision of food expired consumption is on the consumer hand.

Keywords: Attitude, expired food, knowledge

INTRODUCTION

Food is an essential need of human being. Food is very important to human being either physiologically, psychologically, socially or anthropologically. Food is essential for human to life. If it is not managed properly, food could harm those who consume it. The improper managed food could cause food poisoning (1).

Food poisoning and infectious disease has increased. The WHO reported that about 70% of diarrhea in developing country caused by contaminated food that were mostly derived from restaurants. In the United States, about 20% of food poisoning happened in restaurants, 3% in food industry. In European countries, about 46% contamination source form house, 15% from restaurants and hotels, 8% from party, 6% from health facilities and canteen and 5% from school.

A research suggested that there was 27% respondents revealed that they have sometime experienced buying short expiry

products. Some people don't aware from expire products (2).

In Indonesia, Badan Pengawasan Obat dan Makanan (BPOM) or Food and Drug Monitoring Agency has recorded food poisoning cases from online news throughout a year. There was 186 cases and 153 cases in 2014 and 2015 respectively with various causes, such as food, natural poison, pesticide, and polluted environment (3).

Responsibility of expired food distribution is not only heard by government but also consumer and store owner. From the store owner point of view, expired food distribution caused by many reasons, such as profit oriented (4). An interview result of a study suggested that store owner and managers linked consumer food environment to factors across multiple levels of analysis, including: business practices such as the priority of making sales (5). Furthermore, it is on consumer decision. A study suggested that

there was a food home industry run the business without official permit called Surat Izin/Sertifikat Produksi Pangan Industri Rumah Tangga (SPP-IRT), some home industry owner knew less about the regulation about food and food label such as Peraturan Pemerintah Republik Indonesia Nomor 69 Tahun 1999 tentang Label dan Iklan Pangan, Undang-undang Republik Indonesia Nomor 18 Tahun 2012 tentang Pangan dan Undang-undang Republik Indonesia Nomor 8 Tahun 1999 tentang Perlindungan Konsumen (6). Those regulation contains rules about expired food. Therefore, this research conducted to know the knowledge and attitude of the store owner in Kampung Pisang Urban Village towards expired food.

LITERATURE REVIEW

Expired food is the food in which its productive period has ended and could cause health problem if consumed. Expired date is defined as the duration of a food in a good condition before it starts to rot or unsafe. Expired date usually showed as "best before" or "use by". "Best before" is the last day of food could be maintained, while "use by date" is the last day for the food could be eaten as long as the food is stored according to storage information on the package.

Expired food could be recognised by some signs as follow:

1. Food starts to rot
2. Dying
3. Smell
4. Texture and viscosity changing (7)

Determining expired limit could be done by certain method. Expired time could done by determining shelf life of product. Shelf life is caused by several factors, such as food characteristics, food changing mechanism (sensitivity to water and oxygen), atmosphere, temperature and water content, packaging durability (8).

Responsibility of expired food distribution is not only beard by government but also

consumer and store owner. The factors causing the food manufacturers to sell dangerous foods was due to the low level of understanding about food safety, producers come from the middle to lower class with relatively low educational background (9).

METHODOLOGY

This study was a descriptive study. The study location was in Kampung Pisang Urban Village. Population of the study was the stall owner in Kampung Pisang Urban Village. Sampling method was total sampling. Sample size was 30. Questionnaire was the data collection instrument. The questionnaire contains all questions about knowledge and attitude towards food expired. Univariate analysis performed to describe the characteristics of respondents, knowledge and attitude towards food expired distribution.

RESULT

Table 1. Characteristics of Respondents

Variables	n	%
Age		
20 - 29 years old	3	10,0
30 - 39 years old	10	33,3
40 - 49 years old	7	23,3
50 - 59 years old	7	23,3
≥ 60 years old	3	10,0
Sex		
Male	13	43,3
Female	17	56,7
Education		
Elementary School	2	6,7
Junior high school	6	20,0
Senior high school	16	53,3
Academy	6	20,0

Mostly, respondents at the age between 30 to 39 years old. Female respondent number is more than male respondent. It was about 53,3% (16 respondents) whose education level was senior high school.

Table 2. Knowledge About Expired Food

Variables	n	%
Canned Food		
Know	30	100,0
Did not know	0	0,0
Food Expired		
Know	30	100,0
Did not know	0	0,0
Food Expired Sign		
Know	30	100,0
Did not know	0	0,0
Physical Sign of Expired Food		
Dying	25	83,3
Package has broken	5	16,7
Expired Canned Food		
Gasses, slimy, smell	5	16,7
Dying	11	36,7
After "best before date"	14	46,7
Label		
Product name	7	23,3
Netto, nutrition fact, composition	23	76,7

All respondents knew about canned food, definition of expired food and the signs of expired food. Only 5 respondents (16,7%) knew about physical sign of expired canned food.

Table 3. Attitude Towards Expired Food

Variables	n	%
Expired Canned Food Should not be sold		
Agree	0	0,0
Somewhat disagree	0	0,0
Disagree	0	0,0
Leaked Tinned Food Should not be sold		
Agree	1	3,3
Somewhat disagree	0	0,0
Disagree	29	96,7

Canned Food Without Label Should not be sold

Agree	0	0,0
Somewhat disagree	4	13,3
Disagree	26	86,7

Import and Distribute Expired Food

Agree	1	3,3
Somewhat disagree	0	0,0
Disagree	29	96,7

Law About Expired Food

Agree	30	100,0
Somewhat disagree	0	0,0
Disagree	0	0,0

Food label should be attached a "best before date"

Agree	0	0,0
Somewhat disagree	30	100,0
Disagree	0	0,0

Label contains information

Agree	30	100,0
Somewhat disagree	0	0,0
Disagree	0	0,0

Expired food is a food that has passed "best before date"

Agree	30	100,0
Somewhat disagree	0	0,0
Disagree	0	0,0

Broken package of canned food is a harmful food

Agree	30	100,0
Somewhat disagree	0	0,0
Disagree	0	0,0

All respondents agreed to statement that expired food should not be sold. All respondents also agreed if there is a law about expired food. Most respondent (86,7%)

disagreed to sell canned food without label. About 96,7% respondents disagreed to import and distribute expired food. In contrast to statement about leaked canned food, 96,7% respondents disagreed if they were prohibited.

Table 4. Category of Knowledge and Attitude of Respondent

Variables	n	%
Knowledge		
Good	15	50,0
Sufficient	15	50,0
Lack	0	0,0
Attitude		
Positive	30	100,0
Neutral	0	0,0
Negative	0	0,0

Table 4 suggested that though there were 50% had sufficient level of knowledge, all respondents had positive towards expired food distribution.

DISCUSSION

Most respondents whose knowledge level was good and sufficient. All respondents know about canned food, food expired and food expired sign. A good level of knowledge leads to a positive attitude. This research showed that all respondent's attitude was positive towards expired food distribution.

A research found that a store owner expressed that one of the most commonly identified barriers to offering healthy foods is selling perishable items before they expire. This is a complex issue that involves low perceived customer demand, high risk of taking a loss on unsold items, and inadequate infrastructure for stocking perishable goods (5).

Though selling food stuff, especially perishable items could lead the owner experienced losses as a result of the expired food issue, all respondents strictly stated agreement to ban distribution of expired food. All respondents agreed that expired food, leaked tinned food should not be sold, import and distribute expired food should not be done.

Selling foodstuff without expired date information could cause a store owner to be charged an administrative sanction. They could be imprisoned or fined (10).

CONCLUSIONS

This research conclusion was the number of respondents with a good and enough level of knowledge were equivalent. While for the attitude, all respondent all respondents had positive attitude towards expired food distribution. It could be suggested for the further study to investigate the practice of expired food distribution.

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