



ABSTRACT

Mothers insights on food marketing of sweet products for children

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Background: The 2018 Indonesian Basic Health Survey found that children aged 3-5 frequently consume sugary foods and drinks. Parental feeding practices significantly influence children's diets and health. Meanwhile, sophisticated food marketing targets parents, often promoting unhealthy foods high in sugar and challenging healthy feeding practices.

Objective: To explore the complex interplay between commercial food promotions and family feeding practices.

Methods: Data was collected through in-depth interviews with 16 mothers in Central Jakarta. The data was analysed using NVivo 14 for Windows. The frequency of packaged food products consumed by children was assessed using a food product list and analysed using Microsoft Excel.

Results: Mothers identified food discounts as a significant marketing strategy that influenced their purchase of sweet foods, while children were attracted to funny mascots on the packaging. Although mothers were not interested in advertisements, they let their children choose certain items in minimarkets and small shops. Fifteen and five studied children aged 3-5 were exposed to sweet foods and sugary beverages, respectively. Commonly chosen items included eleven types of sweet products such as candy, ice cream, chocolate, and probiotic drinks.

Conclusions: Mothers struggle to prevent their children from consuming sweet foods due to the temptation of discounted products. Therefore, targeted interventions are needed to mitigate the impact of food marketing on children's food choices.

Keywords: sweet foods, food product, food marketing

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