

Aspek promosi dan informasi kode internasional pemasaran produk pengganti asi di fasilitas kesehatan terpilih Provinsi Banten = Promotion and information aspects of the international code of marketing of breastmilk substitutes in selected health facilities Bbanten Province /
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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20350354&lokasi=lokal>

Abstrak

ABSTRAK
Ibu harus menerima informasi obyektif mengenai penggunaan susu formula. Tenaga kesehatan juga harus menerima informasi ilmiah dan faktual. Metode kuantitatif dan kualitatif digunakan untuk menyelidiki implementasi Kode dalam aspek promosi dan informasi. Wawancara dilakukan dengan ibu hamil, ibu yang memiliki bayi kurang dari enam bulan, tenaga kesehatan dan karyawan perusahaan susu formula. Observasi materi promosi dan informasi di fasilitas kesehatan dan toko juga dilakukan. Pelanggaran dalam aspek promosi dan informasi ditemukan. Diperlukan penegakan dan pembuatan peraturan nasional baru yang berkaitan dengan pemasaran produk pengganti ASI

ABSTRACT
Mothers should receive objective information about the use of formula milk. Health workers should receive scientific and factual information about formula milk. Quantitative and qualitative methods were used to explore the implementation of the Code in promotion and information aspects. Interviews were conducted with pregnant women, mothers of infant less than six months old, health workers and company personnel. Observation of the promotion and information materials in the health facilities and stores were also conducted. Violations in promotion and information aspects were found. Further reinforcement and development of new national regulations related to the marketing of breastmilk substitutes are needed.