



## The Relationship Between Knowledge And Habits Of Reading Nutritional Value Label And Consumption Patterns Of Packaged Beverages Among Adolescents

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### ABSTRACT

Consumption of packaged beverages among adolescents tends to increase in line with easy access and availability of products in the surrounding environment. This situation indicates the need to understand recommendations for limiting consumption through the habit of reading nutrition labels on packaging, which is expected to play a role in shaping adolescents' consumption patterns of packaged beverages. This study aims to determine the relationship between knowledge and habits of reading nutrition labels and packaged beverage consumption patterns among adolescents at Makassar National Vocational School. This study used a quantitative design with a cross-sectional approach. The population in this study were all 10th and 11th-grade students at Makassar National Vocational School, with a sample size of 100 students selected using random sampling. Data were collected using questionnaires and a Food Frequency Questionnaire (FFQ). The data were analyzed using the Chi-Square test. The results showed that knowledge correlated with consumption patterns, with a p-value of 0.021 (p-value < 0.05), indicating no significant relationship between the habit of reading nutritional labels and consumption patterns of packaged beverages among adolescents at Makassar National Vocational School. Reading habits correlated with consumption patterns with a p-value of 0.176 (p-value > 0.05), indicating no significant relationship between the habit of reading nutritional labels and consumption patterns of packaged beverages among adolescents at Makassar National Vocational School.

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- A. Conception and design of the study;
- B. Acquisition of data;
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## INTRODUCTION

Value label nutrition is information on the packaging containing a list of ingredients, nutrition and other components such as portion size, number of portions and percentage of nutritional needs daily. By reading the value label nutrition, a person can find out how many nutrients are contained in packaged drinks and can also help increase adolescent knowledge about the importance of nutrition in choosing drinks. One's knowledge can influence attitudes, behaviour, and understanding in deciding what food or drink to choose.



Knowledge of information influential to awareness and compliance in choosing healthier drinks. Skills in reading the value label nutrition become an important aspect in increasing literacy nutrition, because information can help teenagers and consumers understand the content nutrition as well as the potential impact towards health. This understanding plays a role in shaping adolescent consumption, both those leading to patterns Eat Healthy and those at risk of not being healthy. One of the behavior eat something that is not healthy in adolescents, namely the consumption of packaged drinks (Mubaraqin, Rosalina, & Hatussaadah, 2024).

Packaged drinks are on the rise, resulting in the need for the public or teenagers to understand recommended restrictions on consumption, by being able to read the packaging label on the product. Information contained on food labels is important For known Because can find out the nutritional content and suitability of the food ordered. Packaged drinks are drinks that contain Food Additives (BTP), such as a taste or a sweetener, and are packaged in various types of packaging. As time goes by, sweet drinks are more in demand by the public, especially among teenagers (Dewi, Yunita, Made, Sukanty, & Ariani, 2023).

Global consumption of packaged sweetened beverages (MBDK) is increasingly showing alarming figures. Between 1990 and 2018, consumption of these beverages increased by almost 16% worldwide (Hartono & Susanti, 2025). Maxi Rein Rondonuwu, Director General of Disease Prevention and Control at the Indonesian Ministry of Health, stated that Indonesia has the highest consumption of packaged sweetened beverages (MBDK) in the Asia Pacific region. Yet, these packaged beverages contain an average of 22.8 grams of sugar per 250 ml, which is approximately 45.6% of the sugar intake limit recommended by the Indonesian Ministry of Health (Kemenkes, 2024).

The 2023 Indonesian Health Survey (SKI), it shows that 47.5% of the Indonesian population regularly consumes sweet drinks at least once a day. As many as 43.3% reported consumption 1 to 6 times per week, while only 9.2% drink drink sweet less than 3 times per month. The group of children's age records the highest consumption. The percentage tall found at the age of 3-4 years reaching 51.4%, at the age of 5-9 years reaching 53%, at the age of 10-14 years reaching 50.7%, and 15-19 year olds was 45.8% (SKI, 2023). Prevalence data consumption of packaged drinks in Makassar shows that consumption of sweetened packaged drinks (MBDK) is quite high, especially among children and adolescents under 17 years. Around 90% of the population in Makassar consumes packaged tea, 75% drinks energy, and 91.3% UHT milk drinks. The 2024 South Sulawesi Consumer Foundation (YLK) survey also found that one in four children under 17 years old consume MBDK every day, and the average daily consumption of MBDK by the Makassar community is around 56.25% (Mappong, 2024).

Sweetened drinks in Indonesia contain 37-54 grams of sugar per 300-500 ml serving. This sugar content exceeds 4 times the recommendation. The safe amount of added sugar in drinks is 6-12 grams and contributes 310-420 kcal (Minati & Sartika, 2022). (Minati & Sartika, 2022). Consumption of sweetened drinks containing high sugar levels, if consumed excessively, can hurt health, such as increasing the risk of obesity,

damaging teeth and development disease No non-communicable diseases (NCDs), such as type 2 diabetes, in the future (Yuniarti et al., 2025). Based on data from the World Health Organization (WHO), the disease non-communicable diseases (NCDs) cause the deaths of 41 million people every year or about 74% of total deaths in the world, with diabetes as many as 2.0 million death (including death consequence disease kidney disease caused by diabetes) is one of the contributor of more than 80% of all death early consequence disease non-communicable. Various types of NCDs, such as obesity, heart failure, kidney disease, and diabetes, can be caused by factors, including the habit of consuming packaged drinks with excessive sugar content (WHO, 2023). Avoid consumption drink in excessive packaging then can be done by reading food labels, specifically the nutrition information mark.

The location of the research was at Makassar National Vocational School, Jl. DR. Ratulangi No. 84, Mario, Mariso District, Makassar City, South Sulawesi. Location. Based on the results of the interviews conducted during observation, early 20 students show that 8 out of 20 teenagers consume packaged drinks 5-6 times a day, 9 teenagers consume 2-3 times a day, and 3 teenagers only consume 1-2 times a week. These packaged drinks are generally purchased by teenagers. However, some big No read information mark nutrition on labels, and a lack of knowledge regarding the nutrition label values. Because some big teenagers don't read information marked on the nutrition listed on the packaging before purchasing and consuming it is also a factor that influences habitual consumption.

Based on the background that has been described, researchers are interested in conducting research on the relationship between knowledge and value labels nutrition with patterns of consumption of packaged drinks among adolescents at Makassar National Vocational School.

## **METHODS**

This research is a type of research used, which is quantitative correlational research using a cross-sectional approach. This research design is using a cross-sectional approach, namely research conducted For analyze connection between variables first and both variables at the same time. This design was used to describe the connection between knowledge and habits, reading value label nutrition with patterns of consumption of packaged beverages among adolescents at Makassar National Vocational School. Population in this study are teenagers at Makassar National Vocational School in grades X and XI, totaling 134 people with a total of.

The research instrument consists of four parts. First, the sheet agreement respondents. Get agreement from respondents before the research is conducted. This sheet contains a statement of willingness to participate and be accompanied, signed by respondents as evidence of agreement to participate in the research. Second, the knowledge questionnaire about value labels nutrition For measure how much good respondent understanding of the information mark nutrition on packaged beverage labels. Third questionnaire habit reading the value label nutrition. To measure how many

good habits you read, as well as pay attention to the label on packaged drinks before making a purchase. or consumption. Fourth, the Food Frequency Questionnaire (FFQ) form was used to determine the habits of respondents in consuming packaged drinks during the period, one month final.

Data processing and analysis techniques are carried out in two stages, namely the univariate analysis used to describe or explain characteristics of each research variable. In this research, the variables analysed cover the first and second variables (knowledge and habits), reading the value label nutrition) and variables third (pattern consumption packaged drinks among adolescents at Makassar National Vocational School). Analysis of bivariate data using the Chi-square test to find out the relationship between knowledge and ability to read the value label nutrition with patterns of consumption of packaged drinks in adolescents based on respondent characteristics, and to see the connection between the first and second variables and the third variable. The statistical test used is the chi-square test, useful for testing the relationship between two variables and measuring the strong connection between one variable and another variable. Level of significance, that is, if  $p < 0.05$ , there is a significant relationship and if  $p > 0.05$ , there is no significant relationship.

## RESULTS AND DISCUSSION

### Result

**Table 1.**  
Distribution Frequency Respondents by Gender and Age

	Number (n)	Percentage (%)
<b>Gender</b>		
Man	53	53
Woman	47	47
<b>Age</b>		
15	30	30
16	28	28
17	32	32
18	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 1.**  
Distribution Respondents Based on Pocket Money and Packaged Beverage Consumption Patterns

Pocket Money	Consumption Patterns Drink Packaging						Total	
	Low		Currently		Tall		n	%
	n	%	n	%	n	%		
5,000-10,000	16	16	9	9	9	9	34	34
10,000-15,000	10	10	12	12	10	10	32	32
15,000-20,000	10	10	5	5	5	5	20	20
20,000-25,000	3	3	3	3	0	0	6	6
> 25,000	4	4	2	2	2	2	8	8
<b>Total</b>	<b>43</b>	<b>43</b>	<b>31</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>100</b>	<b>100</b>

**Table 2.**  
 Distribution Respondents Based on Reasons for Consumption and Consumption Patterns of Packaged Beverages

Reason Consumption	Consumption Patterns Drink Packaging						Total	
	Low		Currently		Tall		n	%
	n	%	n	%	n	%		
Cheap price	15	15	14	14	8	8	37	37
It feels good	16	16	14	14	11	11	41	41
Packaging Interesting	3	3	0	0	1	1	4	4
Influence Social Media/ Advertising	4	4	1	1	0	0	5	5
Invitation from Friends/ Relatives	5	5	2	2	6	6	13	13
<b>Total</b>	<b>43</b>	<b>43</b>	<b>31</b>	<b>31</b>	<b>26</b>	<b>26</b>	<b>100</b>	<b>100</b>

**Table 3.**  
 Level of Knowledge Regarding Nutritional Value Labels

Knowledge Category	n	%
Not enough	81	81
Currently	17	17
Good	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 4.**  
 Habit Level Reading Nutrition Labels

Reading Habits Category	n	%
Not enough	37	37
Currently	36	36
Good	27	27
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 6.**  
 Level of Packaged Beverage Consumption Patterns

Consumption Pattern Categories	n	%
Low	43	43
Currently	31	31
Tall	26	26
<b>Total</b>	<b>100</b>	<b>100</b>

**Table 7.**  
 The Relationship Between Knowledge of Nutritional Value Labels and Consumption Patterns of Packaged Beverages

Nutritional Value Label Knowledge	Packaged Beverage Consumption Patterns			Total	P value
	Low	Currently	Tall		
	n (%)	n (%)	n (%)		
Not enough	31(31)	25(25)	25(25)	81(81)	0.021
Currently	12(12)	4(4)	1(1)	17(17)	
Good	0(0)	2(2)	0(0)	2(2)	
<b>Total</b>	<b>43(43)</b>	<b>31(31)</b>	<b>26(26)</b>	<b>100(100)</b>	

**Table 8.**

The Relationship Between the Habit of Reading Nutritional Value Labels and the Pattern of Consumption of Packaged Beverages

The Habit of Reading Nutrition Labels	Packaged Beverage Consumption Patterns			Total n (%)	p value
	Low n (%)	Currently n (%)	Tall n (%)		
Not enough	14(14)	10(10)	13(13)	37(37)	0.176
Currently	13(13)	13(13)	10(10)	36(36)	
Good	16(16)	8(7)	3(3)	27(24)	
<b>Total</b>	<b>43(43)</b>	<b>31(31)</b>	<b>26(26)</b>	<b>100(100)</b>	

## Discussion

### Respondent Characteristics

Respondent characteristics discussed in this study cover type, gender, age, pocket money, and the reason for consuming packaged drinks. Based on the research results, the majority of respondents are men, with the number reached 53 people. Dominance of respondents in this study was caused by the height amount student male students at Makassar National Vocational School. Research conducted by Sari, Utari, & Sudiarti (2021) stated that there is a difference in the proportion of consumption of sweetened packaging based on gender, where male adolescents are about twice as often consume sweetened packaging compared to teenage girls.

Most of the respondents in this study were aged between 15 and 18 years old. Findings. This is in line with research conducted by Intiyaswati (2020), which shows that the age of 16-17 years is the age group most represented (222 people) in the research conducted at SMK Mahardika Surabaya. According to Notoadmojo in journals cited by Intiyaswati (2020), along with increasing age, a person's level of maturity also increases. The older a person is, the more likely they are to be more able to use mechanism adaptive coping.

The majority of respondents in this study have pocket money amounting to 5,000-10,000, and are given the authority to allocate pocket money. Students tend to use their pocket money to buy practical food and drinks at affordable prices and have a significant impact on student lifestyle and impact on behavior food and drink consumption No healthy, including packaged drinks (Rahmadhani et al., 2024).

Based on the research results, the majority respondents that is as many as 41 people (41%), chose For consume packaged drinks for reasons main because it tastes good to the respondents show pattern consumption low However Still there is respondents with patterns consumption high and medium, good taste becomes the power pull main Because can affect satisfaction consumers, so that push consumer For Keep going buy product those. Consuming packaged drinks is influenced by the good taste, which is a dominant factor in influencing the consumption of packaged drinks, especially among teenagers and young adults. In line with research that discusses consumption of sweetened packaged drinks in teenagers, it can be concluded that the

majority of respondents have habits of consuming sweetened packaged drinks in a routine way, namely more than once in a while a day (Sari et al., 2021).

### **Nutritional Value Label Knowledge**

Knowledge is an important aspect that influence behavior somebody in the selection and consumption of food and drinks, so in the end affects the nutritional situation and greatly influences somebody in fulfilling needs ( Septya, 2024). The results of this study show that there are as many as 81 respondents with less knowledge than respondents with moderate knowledge levels, as many as 17 respondents and only 2 respondents had a good level of knowledge. This shows that many respondents do not yet fully understand the purpose and benefits of nutrition labels, as well as the method of reading information listed on the beverage packaging.

Based on research findings, some big respondents don't know about the nutrition content listed on the value label nutrition. Many respondents do not know that in the value label nutrition list, various nutrients are used to educate consumers regarding the substances contained in food and drink. It was concluded that more respondents have less knowledge compared to those who have good knowledge. These results are in line with research conducted by Hafifah, Indrawati, & Hatussaadah (2025), which also found that the number of respondents with less knowledge of nutrition labels was higher at 64.9% compared to those with moderate knowledge. percentage of 26% and good knowledge, with a percentage of only 9.1%. This shows that adolescents' knowledge of nutrition labels on packaged products is still relatively low.

### **Habit Reading Nutrition Labels**

Habitually reading nutrition labels can be interpreted as behavior read information about nutrition that is carried out in a continuous way. Can also be interpreted as frequency in reading nutrition labels on packaging products (Pratama & Mardiyati, 2024). Habits This is related to the existence of food labels that contain various information important about food processed, good in form images, text, combination both, and other forms included in the packaging, such as composition products, methods handling, date expiration date, halal label, serving size, and contents nutrition ( Widiawati & Komalasari, 2021). Based on the research results, as many as 37 people (37%) have the habit of reading that is lacking in value labels nutrition in packaged products, then respondents with habits read in category currently totalling 36 people, while respondents with habits read in category Good, namely 27 people. This result shows that the majority student is in the less deep category habit reading the value label nutrition, which can be caused by low attention students paying to the information listed on the label and a lack of habitually reading the value label nutrition before consuming packaged products.

This result is in line with the findings of research conducted by Sari et al. (2021), which shows that most teenagers have habits of reading information about nutrition that is still considered insufficient. The research reported that as many as 85% of respondents seldom read the information label mark nutrition, which shows low adolescents' interest and awareness of the use of nutrition labels in choosing packaged drinks. Conditions can be influenced by the low attention of students to the information

listed on the label and the assumption that information marked nutrition No is not too influential to decision consumption. As a result, students tend to choose packaged drinks based on taste, price, or packaging display without considering the nutritional content, especially sugar and energy content.

### **Packaged Beverage Consumption Patterns**

Based on the research results, the majority of respondents have a pattern of consuming low-calorie packaged drinks, namely, as many as 43 people. Meanwhile, 31 respondents had a pattern consumption packaged drinks in the moderate category. Consumption patterns of packaged drinks for individuals can be influenced by various factors, such as level of nutritional knowledge, eating habits, and social environment. These factors play a role in determining how often individuals consume packaged drinks and the type of packaged drinks consumed.

Based on the research results, it was found that the type of drink most consumed by respondents is tea, and the least consumed is syrup drink. Its height consumption drink tea due to the convenience in get product, said the taste is light and refreshing, and habit students who make tea as a drink choice every day. Tea drink considered type drinks that provides flavour to drinks. However, if consumed excessively, triggering impact obesity and damage teeth, as well as interfere with sleep and iron absorption (Mubaraqin et al., 2024).

Based on research (Anwar, Andini, Ismail, Eka, & Puspitorini, 2024), the decision to purchase a tea box among young people is influenced by cultural factors, such as the habit of consuming packaged tea, the convenience of getting products in the surrounding environment, and compatibility with lifestyle. As for the psychological factors, which include decision purchase, can be influenced in a psychological way, namely, perception, motivation, knowledge, and attitude towards the brand tea box.

Teenagers tend to prefer sweetened packaged drinks Because it tastes sweet, refreshing, and easy to obtain. In addition, attractive packaging and promotion through social media and advertising make the drink look cooler and more appropriate. Lifestyle factors also influence where trends occur. Drinking coffee is starting to become part of youth habits, as it looks more modern and follows the development of friends (Anggita, Kisnawaty, & Mardiyati, 2025).

### **The Relationship between Knowledge and Habits of Nutritional Value Labels and Consumption Patterns of Packaged Beverages**

#### **The Relationship between Knowledge of Nutritional Value Labels and Consumption Patterns of Packaged Beverages.**

Based on the results of the research on the relationship between knowledge and value labels, nutrition with patterns of consumption of packaged drinks, are obtained the result that the majority of respondents had poor nutritional knowledge, as many as 81 respondents (81%), followed by respondents with moderate nutritional knowledge, 17 respondents (17 %) and 2 respondents (2%) who had good knowledge. Further analysis was carried out using the Chi-Square test, showing mark significant. The p-value obtained was 0.021 ( $p < 0.05$ ), so  $H_0$  was rejected, and  $H_1$  was accepted. It means there is

a significant relationship between knowledge label value, nutrition, and patterns of consumption of packaged drinks among adolescents at Makassar National Vocational School.

This study is in line with research conducted by Minati & Sartika (2022), which states that there is a significant relationship between the level of knowledge related to nutrition labels and the consumption of packaged drinks. The research shows that respondents with less knowledge of nutrition labels tend to have lower consumption of packaged drinks. The results show that the level of knowledge of value labels nutrition plays a role in the form and pattern of consumption of more controlled packaged drinks for teenagers.

Based on the research findings obtained, although pattern consumption of packaged drinks among respondents in a general way is in the category of low, value label knowledge, nutrition still has a significant relationship with the pattern consumption. Respondents with better knowledge tend to have a pattern of more controlled consumption, whereas respondents with less knowledge still found varied consumption, including in the category medium to high.

### **Connection Habit Reading Nutritional Value Labels with Packaged Drink Consumption Patterns.**

Based on the results of the research on the relationship between habit reading the value label nutrition, patterns of consumption of packaged drinks were obtained. The result is that the majority of respondents have habits of reading the value label. 37 people (37%) were malnourished, some of whom had a pattern of consumption of packaged drinks in the category low. Meanwhile, respondents with low habits of reading the value label nutrition category currently, as many as 36 people (36%) have a pattern of consumption of packaged drinks that are still in the category of low to moderate. However, there are 27 respondents (27%) who have good reading habits with low consumption patterns. Further analysis was conducted using the Chi -Square test, showing a significant obtained p-value of 0.176 ( $p > 0.05$ ). Therefore,  $H_0$  is accepted, and  $H_1$  is rejected. It means No. There is a significant relationship between the habit of reading the value label nutrition and patterns of consumption of packaged beverages among adolescents at Makassar National Vocational School. Findings. This shows that the difference in pattern consumption drink packaging on each category habit reading the value label nutrition is not strong enough to show a significant relationship.

This study is in line with research conducted by Dewi & Purnasari (2024), which stated that there is no connection between habit read information about nutrition with frequency of consumption of sweetened packaged drinks in students. The study shows that even though respondents have habits of reading nutrition information, it is not strong enough to influence the consumption of packaged drinks.

Habit of reading the nutrition label. No, accompanied by understanding and awareness, good nutrition does not necessarily have a direct impact on the decline in consumption of packaged drinks. Findings. This shows that even though there is a variation in habit reading the value label nutrition in respondents, differences in the No

followed by differences pattern consumption of packaged beverages, which indicates that the habit of reading labels is not yet a main consideration in determining consumption of packaged drinks.

## CONCLUSION

Based on the results of research regarding the relationship between knowledge and habits reading the value label nutrition with patterns consumption packaged drinks among teenagers at Makassar National Vocational School, can it is concluded that there is connection between knowledge label value nutrition with patterns consumption packaged drinks among teenagers at Makassar National Vocational School, while habit reading the value label nutrition does not have a significant relationship with the pattern consumption packaged drinks among teenagers.

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