



## Mothers' Legal Awareness of Labeling and Health Information on Household Supplies in Baby Diapers

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Article	Abstract
<b>Keywords:</b> Legal Awareness; Household Health Supplies; Baby Diapers	<i>The Ministry of Health has established regulations on the marking and information of Household Health Supplies (PKRT), one of which is on baby diaper products, namely in the Minister of Health Regulation Number 62 of 2017 concerning Circulation Permits for Medical Devices, In Vitro Diagnostic Medical Devices and Household Health Supplies. Baby diapers that will be circulated must meet health standards by including the marking and information on household health supplies on baby diaper products. This study aims to analyze the mother's legal awareness of the marking and information of household health supplies on baby diaper products and the factors that influence the mother's legal awareness of the marking and information of household health supplies on baby diapers. This research was conducted in Sumenep Regency, specifically in Pasongsongan sub-district, East Java Province. The research method used is empirical juridical with data collection techniques through interviews, observation and documentation. The results showed that the mother's legal awareness of PKRT marking and information on baby diapers can be seen from four indicators that affect its application, the four indicators are legal knowledge, legal understanding, legal attitudes and legal behavior patterns. Mothers as consumers of baby diapers do not have knowledge and awareness of the obligations of business actors in including PKRT markings and information on baby diapers, their behavior in choosing and using baby diapers is not concerned with PKRT markings and information on baby diapers. The legal awareness of mothers as consumers of baby diapers related to the marking and PKRT information on baby diaper products is influenced by low reading interest, education and age factors.</i>

### INTRODUCTION

In recent decades, many mothers in both urban and rural areas have switched from using cloth diapers to disposable diapers for their babies aged 0 to 2 years. This transition has occurred due to the convenience and comfort that diapers offer to mothers and babies. Most mothers tend to prefer using diapers over cloth diapers, as

they are considered more practical. The main reason is the convenience provided by diapers, as when using disposable diapers, there is no need to constantly change the diaper every time the baby urinates, since the diaper can absorb several instances of the baby's urine.

The use of diapers is also considered to make the home environment cleaner, preventing exposure to baby urine. In addition, the use of diapers can ease the burden on mothers because it does not require time to wash, dry, and iron cloth diapers. However, it should be noted that the use of diapers also carries the risk of problems such as diaper rash. Errors in the use of diapers can pose risks to the baby's health, with the worst effects not only on the skin but also on the baby's growth and development. A baby experiencing diaper rash may exhibit symptoms such as fussiness and difficulty sleeping, which can negatively impact breastfeeding and the baby's weight gain. (Anik, 2010)

This positive economic growth has certainly been put to good use by businesses in Indonesia. Demand for baby diapers continues to rise, as evidenced by the emergence of various baby diaper products. Not only local brands, but also well-known international brands have entered the Indonesian market, making Indonesia a lucrative target market for baby diapers. The wide variety of brands available makes it easier for mothers to choose diapers that align with their preferences and the needs of their babies. The evolving demands of the market are one of the key factors driving the increasing sales of baby diapers. Baby diaper companies offer a range of materials, designs, and qualities, each with its own unique characteristics. As a result, each brand has its own distinct identity in the eyes of the public.

The use of disposable diapers on infants and toddlers requires a higher level of caution, as it can cause a number of adverse effects on the baby's health. Continuous, uninterrupted use of diapers over an extended period of time can increase the baby's skin sensitivity, leading to skin irritation. This is why babies often experience sensitive skin and are prone to skin conditions, with the most common being diaper rash (Ully, Widyawati, & Armalina, 2018). The use of diapers that do not meet standards can cause irritation and other skin issues in babies.

The public needs clear and reliable information to make decisions about the safe, effective, and efficient use of baby diapers. At the very least, consumers of baby diapers should be protected from the risks of side effects associated with their use. According to Article 4(c) of the Consumer Protection Law, consumers have the right to receive detailed, accurate, and honest information about the condition and protection of goods or services distributed by businesses. This information is important so that consumers can choose products that align with their preferences and needs, and avoid potential losses resulting from improper product use.

Baby diapers are classified as Household Health Supplies (PKRT), as stipulated in the Regulation of the Minister of Health of the Republic of Indonesia Number 62 of


2017 concerning the Distribution Permit for Medical Devices, In Vitro Diagnostic Medical Devices, and Household Health Supplies (hereinafter referred to as Permenkes 62/2017) (Menteri Kesehatan Republik Indonesia, 2017), Household Health Supplies (PKRT) are devices, materials, or mixtures of materials used to maintain and care for human health, designed for use in homes and public facilities.

Ministry of Health Regulation No. 62/2017 Article 1 paragraph (4) also states: *“Household Health Supplies are tools, materials, or mixtures of materials used to maintain and care for the health of humans, pets, households, and public places.”* (Menteri Kesehatan Republik Indonesia, 2017)

Manufacturers of baby diapers who intend to distribute their products are required to provide clear, comprehensive, and non-misleading labeling and information in order to minimize consumer misunderstanding (misperception) that could pose potential risks. In terms of labeling requirements, Article 41(3) of the Ministry of Health Regulation No. 62 of 2017 mandates that manufacturers of Household Health Supplies (Perbekalan Kesehatan Rumah Tangga or PKRT), including baby diaper producers, must include detailed information such as net weight, active ingredient content, and a list of ingredients, as accurately as possible. Furthermore, contraindications and potential side effects must be communicated using warning and precaution symbols. Any adverse events (*Kejadian Tidak Diinginkan/KTD*) must also be clearly stated in the labeling and accompanying information, using the Indonesian language. Specifically, Article 41(4) outlines the mandatory information that must be included on PKRT products, which includes: the brand or trade name; distribution permit number; product type and variant; net or gross weight; name and address of the manufacturer and/or the importer; a list of active ingredients with their respective percentages; expiry date (if applicable); production code; intended use; instructions for use/preparation; and cautionary or warning statements.

Table 1.

Baby diapers that meet labeling requirements and those that do not meet PKRT labeling requirements

No.	Baby Diaper Brands	Compliant with PKRT Labeling Requirements	Non-compliant with PKRT Labeling Requirements
1.	 Fluffy	—	√

2.		–	√
	Sayangku		
3.		–	√
	Mamy Poko		
4.		–	√
	Meerries		
5.		–	√
	Moko-Moko		

Source : Observation Results

The reality in society shows that many baby diapers still do not meet the labeling and information requirements mandated for Household Health Supplies (*Perbekalan Kesehatan Rumah Tangga/PKRT*). This indicates a lack of compliance by business actors in fulfilling their obligations to provide proper labeling and essential product information as stipulated in relevant health regulations. Based on this issue concerning business actors who fail to include appropriate PKRT labeling and information on baby diaper products, the author formulates the following research questions:

1. How aware are mothers of the labeling and information requirements for Household Health Supplies (PKRT) on baby diapers?
2. What are the factors that influence mothers' legal awareness regarding the labeling and information on Household Health Supplies (PKRT) for baby diapers?

## METHOD

This study adopts a sociological approach by observing human behavior directly and conducting face-to-face interviews to understand the level of legal awareness among mothers regarding the labeling and information of PKRT on baby diapers. In

other words, this is a qualitative study aimed at exploring public understanding of the legal regulations governing baby diaper products.

The research was conducted in Sumenep Regency, a region known for its strong royal cultural heritage. Sumenep, often referred to as the "City of the Keraton (Palace)," still holds firmly to traditional practices, especially in infant care, which is typically carried out by the mothers themselves without the help of nannies. This cultural norm is evident in the way families—particularly those influenced by Keraton traditions—care for newborns and toddlers using natural ingredients and tools available in their surroundings, often prepared and applied independently. (Suyami, 2022)

This study focuses specifically on Pasongsongan District within Sumenep Regency, which, according to data from the Central Bureau of Statistics (Badan Pusat Statistik) in 2023, is the district with the lowest educational attainment in the region (BPS Sumenep, 2023). This factor further supports the significance of investigating legal awareness in this specific locale. (Badan Pusat Statistik Kabupaten Sumenep, 2023)

In this study, the researcher used two types of legal materials, namely:

1. Primary data, which refers to data obtained directly from observable actions or behaviors. In this research, the primary data was collected through interviews conducted with mothers of toddlers who served as key informants.
2. Secondary data, which consists of information gathered from literature reviews or various other documentary sources. Secondary data is often referred to as legal material, encompassing various information derived from literature such as books, previous research, academic journals, as well as statutory and regulatory provisions relevant to the subject of the study. The secondary data in this research includes several types of legal materials:
  - 1) Primary legal materials, which consist of:
    - a. Law No. 8 of 1999 concerning Consumer Protection;
    - b. Ministry of Health Regulation No. 62 of 2017 concerning Distribution Permits for Medical Devices, In Vitro Diagnostic Medical Devices, and Household Health Supplies (PKRT)..
  - 2) Secondary legal materials, which include books, academic journals, and prior research studies relevant to the topic.
  - 3) Tertiary legal materials, which in this research include dictionaries such as *Kamus Besar Bahasa Indonesia* (KBBI).

The informants in this study are mothers who have infants and still use baby diapers in their daily lives in Sumenep Regency.

The data collection techniques used in this research are as follows:

1. Interviews, were conducted with informants, particularly mothers who have infants and still use baby diapers in Sumenep Regency.

2. Observation, the researcher directly visited and observed mothers who have infants and continue to use baby diapers in their daily lives in Sumenep Regency.
3. Documentation, in this research includes observation notes, audio recordings of interviews, and photographs taken during the interview and observation process with mothers using baby diapers in Sumenep Regency.

The data processing technique involved reviewing all data obtained from interviews, classifying the data by determining which information is relevant and which is not, verifying the selected data, analyzing it, and finally drawing conclusions based on the analysis.

The data analysis method employed in this study is a qualitative approach. This approach utilizes descriptive data and organizes it into a coherent structure for interpretation. Qualitative analysis in this context involves an in-depth examination to understand mothers' legal awareness regarding the labeling and information requirements of household health supplies, specifically baby diapers.

## **RESULTS AND DISCUSSION**

### **Legal Awareness of Mothers Regarding Labeling and Information on Household Health Supplies (PKRT) in Baby Diapers**

Legal awareness refers to the internal values possessed by individuals regarding the law, values that represent what the law ought to be. Soerjono Soekanto defines legal awareness as the consciousness and values held by society concerning the law in force, emphasizing the function of the law rather than moral judgment on incidents within society. (Soekanto, 1982)

From these definitions, legal awareness can be understood as the human ability to evaluate actions they perform or experience, by distinguishing what is permissible and what is not. Legal awareness includes both cognitive and emotional aspects, which influence the relationship between legal norms and behavioral patterns in society. The role of legal awareness aligns with the fundamental objectives of law: to provide certainty and justice. Therefore, fostering legal awareness is essential to ensure adherence to both written law and unwritten community norm.

According to Soekanto (1982), legal awareness consists of four levels or indicators: (Soekanto, 1982)

1. Legal Knowledge: awareness that certain behaviors are regulated by law, either as prohibited or permissible acts.
2. Legal Understanding: the level of comprehension one has about the content, objectives, and benefits of written legal regulations.
3. Legal Attitudes: an individual's tendency to accept or reject legal norms, based on their perception of the law's usefulness.
4. Legal Behavior Patterns: the extent to which legal norms are obeyed in



practice by the community.

These indicators represent a progressive hierarchy, from the most basic level (awareness) to actual legal compliance in behavior.

These levels serve as a benchmark in assessing the legal awareness of mothers with infants who use baby diapers. This is crucial because, based on the researcher's observations, there are still baby diaper products on the market that do not fulfill the labeling and information requirements on their packaging. In other words, many products lack complete information.

The circulation of baby diapers that do not meet labeling standards violates consumers' rights to clear, accurate, and truthful product information. Article 4 of the Consumer Protection Law (UUPK) explicitly guarantees the rights of consumers, including the right to receive correct, clear, and honest information regarding products, as stated in Article 4(c). Furthermore, Article 7(b) mandates that business actors provide such information and offer proper guidance for use, repair, and maintenance of goods or services.

Law Number 8 of 1999 concerning Consumer Protection plays a vital role as the legal umbrella safeguarding consumers' rights. Producers and service providers are thus obliged to fulfill consumers' rights and responsibilities in accordance with legal standards. Complementing this, the Ministry of Health Regulation No. 62 of 2017 concerning Distribution Permits for Medical Devices, In Vitro Diagnostic Devices, and Household Health Supplies (PKRT), includes provisions obligating business actors to display mandatory labeling elements on PKRT packaging. This regulation represents a government effort to enhance consumer protection and ensure that baby diapers sold in the community meet appropriate standards and are safe for distribution.

Labeling and product information on PKRT are of paramount importance. They provide consumers with the necessary knowledge to make informed decisions when selecting products, ensure proper usage, and help avoid misuse and harmful side effects from improper handling of such products.

#### **a) Mothers' Legal Knowledge of Labeling and Information on Household Health Supplies in Baby Diaper Products**

**Table 2**

No	Statement	Know	Not know
1	Knowing that there are regulations stipulating that businesses are required to include information on baby diapers	1	4

Source: Interview Results

Based on the research findings obtained through interviews with mothers who use baby diapers in Sumenep Regency, the legal awareness indicator related to legal knowledge shows that only one informant was aware of the existence of regulations requiring producers to provide accurate and clear information on baby diaper products. This knowledge was gained from television news. Therefore, it can be concluded that the level of legal knowledge among the remaining four informants—who were unaware of such regulatory provisions—is relatively low. These informants generally come from communities with limited understanding of laws and regulations issued by the government.

The absence of proper labeling and information on baby diaper products is a serious concern, as insufficient or unclear information, particularly regarding usage instructions or warnings, can lead to incorrect use by consumers. This may result in skin rashes or irritation in babies, especially when diapers are used beyond the recommended time, which can pose health risks.

**b) Mothers' Legal Understanding of Labeling and Health Information on Household Supplies in Baby Diapers**

Table 3  
Legal Knowledge

No	Statement	Understand	Not Understand
1	Understanding the rules governing the obligations of businesses to include information on baby diapers. -	5	
2	Understanding the purpose of regulations governing the obligation of businesses to include information on baby diapers. 1	4	
3	Understanding the benefits of regulations governing the obligation of businesses to include information on baby diapers. 1	4	

Source: Observation Results

The findings of this study indicate that mothers with babies who use diapers in Sumenep Regency have a low level of legal understanding regarding the contents of regulations that govern the obligation of producers to provide clear and accurate information on baby diaper products. None of the informants demonstrated comprehension of the substance of such regulations.

Moreover, the research found that these mothers also lack understanding regarding the purpose of these regulations. Only one informant was aware of the intended purpose of the regulation requiring producers to include accurate and clear information on baby diaper packaging, while the other four informants had no knowledge of its purpose.



In addition, the informants showed limited understanding of the benefits of such regulatory provisions. Only one informant demonstrated an awareness of the benefits of these regulations, while the remaining four informants were unaware of any such benefits.

Based on interviews with five informants, mothers with babies who use diapers in Sumenep Regency, the researcher employed indicators of legal awareness in the dimension of legal understanding to analyze their comprehension of the information that should be included on baby diaper packaging. Legal knowledge refers to one's awareness that certain behaviors are regulated by written law, specifically regarding which behaviors are prohibited and which are permitted. Public legal awareness is influenced by one's legal understanding, which in turn is shaped by legal knowledge. (Roseffendi, 2018)

In this regard, it can be interpreted that legal knowledge and legal understanding are interrelated. Legal knowledge alone is insufficient; individuals must also comprehend the law in force. Through legal understanding, it is expected that society will better grasp the objectives and benefits of existing legal norms. (Zainuddun, 2007) From a legal standpoint, once a regulation has been officially enacted according to lawful procedures, it is considered binding. It is then presumed that all members of society are aware of and comply with said regulation.

The results of this research show that legal understanding among mothers with diaper-using babies is very low, as 4 out of 5 informants interviewed did not understand the content, purpose, or benefits of the regulation requiring producers to provide clear and accurate information on baby diaper products.

#### **c) Legal Position of Mothers on Labeling and Health Information on Household Supplies in Baby Diapers**

Table 4  
Legal Position

No	Statement	Agree	Disagree
1	Business operators are required to include information on product packaging.	4	1
2	There are regulations that require businesses to include information on product packaging.	4	1

Source: Interview Results

The legal attitudes held by mothers with babies who use diapers in Sumenep Regency were examined through interviews with five informants. The first sub-indicator assessed whether mothers agreed that diaper manufacturers should

be required to provide detailed information on diaper packaging. Four out of five informants expressed agreement, while one informant disagreed.

The second sub-indicator assessed whether these mothers supported the existence of a regulation mandating manufacturers to include product information on baby diaper packaging. Similarly, four informants agreed with the regulation, while one did not.

The four informants who expressed agreement believed that clear and accurate labeling on baby diapers is essential to help avoid misuse and to ensure consumer safety. They also stated that such information helps them better understand the diaper's ingredients, confirms that the product meets safety and distribution standards, and serves as a form of legal protection for consumers.

On the other hand, the one informant who disagreed with such regulation argued that she would feel at a disadvantage if the packaging contained usage recommendations such as the need to change diapers every 2–3 hours, as this would lead to greater expenditure and potential waste.

**b) Legal Behaviour of the Mother's Law on Labeling and Information on Household Health Supplies on Baby Diapers**

Table 5  
Legal Behaviour

No	Name	Baby Diaper Options Used		
		Fulfilling the Marking	Elements of	Does Not Meet Marking Requirements
1	Rini Subaida	-		Fluffy
2	Iin	-		Happy Nappy
3	Firda	-		Sweety
4.	Dian	-		Happy Nappy
5.	Ifroh	-		Makuku

Source: Observation Results

Legal behavior refers to the extent to which laws are enforced and obeyed within society. According to Soerjono Soekanto (1982), it concerns the actual application of legal norms and the degree to which the public adheres to them. (Soekanto, 1982) In this study, based on the observations made by the researcher of five informants, mothers with babies using disposable diapers in Sumenep Regency, it was found that all five informants used diaper products that did not fulfill the labeling and information standards required for PKRT.

Labeling and information on PKRT products, particularly baby diapers, are critical to ensuring that consumers receive accurate, complete, and truthful information, thus reducing the risk of product misuse and potential harm. The

presence of proper labeling is a key factor in guaranteeing the safety and regulatory compliance of products used on infants.

According to Lawrence M. Friedman in his book *American Law: An Introduction*, legal behavior refers not only to whether individuals comply with the law, but also whether they make use of legal norms and institutions. Legal behavior is considered essential for evaluating the effectiveness of a legal norm within a community. It reflects whether a law is merely symbolic or genuinely observed by society. Friedman's theory is relevant in analyzing the legal behavior of mothers who neglect the importance of PKRT labeling and information when purchasing baby diapers.

Field observations revealed a pattern of behavior among these mothers that indicates poor legal compliance. All informants used diaper products that lacked the required labeling and information, primarily because they relied on products that were easily available and affordable in their local environment. This behavior stems from a lack of legal knowledge and understanding of the Consumer Protection Act (UUPK) and Ministry of Health Regulation No. 62 of 2017, which mandates that producers include clear and accurate product information.

This lack of awareness has led to consumer behavior that ignores their legal right to obtain complete and honest product information. Consequently, they fail to recognize that this right exists to ensure their safety and informed decision-making.

The researcher applied Friedman's legal behavior theory in analyzing legal awareness among mothers, as the core of the theory—compliance or non-compliance with legal norms—aligns with the study's findings. The extent to which mothers use or ignore labeled information on baby diapers reflects their awareness, or lack thereof, regarding their legal rights and obligations.

#### Factors Affecting Mothers' Legal Awareness of Labelling and Information on Household Health Supplies in Baby Diapers

Based on observations conducted on mothers with babies who use baby diapers in Sumenep Regency, legal awareness among mothers regarding labeling and information on baby diapers is very low. This reflects the general legal awareness of the community, especially mothers with babies using baby diapers, regarding existing legal provisions.

The first factor hindering legal awareness among mothers who are baby diaper consumers is the lack of knowledge about regulations requiring complete information on baby diaper packaging. All five informants interviewed by the researcher did not know that there is a regulation obligating business actors to include complete information on baby diapers. This is also supported by a lack of

willingness and initiative to seek information about the rules and the potential dangers arising from improper diaper use. This passivity is exploited by business actors by producing baby diapers without complete information on their packaging.

The second factor affecting the low legal awareness is the lack of legal understanding. Based on interviews conducted with the five mothers, none understood the content of the regulation requiring business actors to include complete information on baby diapers, and four out of five informants did not understand the purpose and benefits of the regulation. In fact, having a legal understanding of the obligation to include information is expected to help them grasp the intent and usefulness of such regulations.

The third factor influencing legal awareness is the low reading interest among consumers. This may be due to the rise in the use of electronic information technology, which is not accompanied by an increase in reading interest. The development of information technology has shifted public interest away from reading books. The wide range of television (TV) shows offering entertaining content has captured consumer attention, and various social media platforms with appealing features and content rarely broadcast or display regulations related to the obligation of business actors to include product information on baby diapers. This contributes to the public's lack of knowledge regarding current regulations. In fact, if people had a high reading interest, the advancement of technology could actually help them access information more easily.

In addition to the factors mentioned above, there are also other factors that may influence legal awareness, namely:

1. Education

Table 6  
Highest Level of Education

No	Education	Number
1.	SD	2 people
2.	SMA	3 people
Total		5 people

Source: Interview Results

Among informants with a high school education, one mother knew about the regulation, while two did not. The informant who knew about the regulation requiring business actors to include complete information on baby diapers stated she learned about it from social media. Meanwhile, two informants with only elementary school education did not know about the regulation requiring business actors to include complete information on baby diapers.

Legal understanding of the content of the Regulation of the Minister of Health of the Republic of Indonesia Number 62 of 2017, both elementary and high school graduates, showed that none understood its content. As for understanding the purpose of the regulation, all informants with elementary education did not understand it. For those with a high school background, two did not understand, and one understood the existence of the regulation requiring business actors to include information on baby diapers. Regarding the benefits of the regulation, all elementary school informants did not understand it. Among high school informants, one understood, while two did not understand the benefits of this regulation. The conclusion is that the level of education affects the understanding of the content, benefits, and purpose of the regulation. None of the elementary school-educated informants understood the content, purpose, or benefits of the regulation requiring business actors to include information on baby diapers. On the other hand, among high school-educated informants, one understood the purpose and benefit of the regulation, while two did not understand the content, purpose, or benefit.

Legal attitudes regarding the existence of the regulation showed that two informants with elementary education were not all in agreement—one disagreed due to the perceived financial burden if the information suggested changing baby diapers every few hours. Meanwhile, all high school-educated informants agreed with the regulation requiring business actors to include information on baby diapers. The conclusion is that both high school and college graduates showed very positive attitudes as all agreed with the existence of labeling rules on cooking oil products, the purpose of government regulation on SNI labeling obligations, and sanctions for business actors.

Legal behavior of the mothers related to choosing baby diaper products showed that all 5 informants observed used baby diapers that did not meet the labeling and information standards of PKRT.

So, the conclusion is education greatly influences the legal behavior patterns of the community.

## 2. Age

Table 7

Age

	Age	Number
1.	20 years old	2
2.	24 years old	1
3.	40 years old	1
4.	41 years old	1
	Total	5 People

Source: Interview Results

Regarding mothers aged between 20-25 years, 3 (three) informants were found, one of whom knew about the regulation, while two did not. Meanwhile, among mothers aged between 40–45 years, there were two informants, both of whom did not know about the regulation requiring business actors to include complete and clear information on baby diapers. The informant who knew about the regulation stated that she learned about it from social media.

Legal understanding of the contents of the Regulation among mothers aged 20–25 years (three informants) showed that none understood the contents of the regulation requiring business actors to include complete and clear information on baby diapers. Among the informants aged 40–45 years (two people), none of them understood the contents of the regulation either.

Legal understanding regarding the benefits of the regulation among mothers aged 20-25 years (three informants), found that one understood the benefits of the regulation, while the other two did not understand the benefits of the requirement for business actors to include complete and clear information on baby diapers. Informants aged 40–45 years (two people) did not understand the benefits of the regulation at all.

Legal understanding of the purpose of the regulation among mothers aged 20–25 years (three informants) found that one person understood the purpose of the regulation, while two others did not. Among informants aged 40–45 years (two people), none understood the purpose of the regulation requiring business actors to include complete and clear information on baby diapers.

Legal attitude regarding the regulation among mothers aged 20-25 years (three informants) found that all agreed with the Regulation of the Minister of Health of the Republic of Indonesia Number 62 of 2017. Among the informants aged 40-45 years (two people), one agreed with the regulation, while one did not.

The second legal attitude, regarding the obligation of business actors to include complete and clear information on baby diapers, showed that all three informants aged 20-25 years agreed with the obligation. Among informants aged 40–45 years (two people), one agreed and one disagreed with the obligation.

Legal behavior of mothers regarding the choice of baby diaper products, both in the age range of 20–25 years and 40–45 years, showed that all informants used baby diapers that did not fulfill the labeling and information requirements of PKRT.

So, the conclusion is mothers aged 20-25 years have a higher level of legal awareness than those ages 40-45 years, indicating that age also influences legal awareness.

## CONCLUSION

1. Mothers' legal awareness regarding labeling and information on PKRT in baby diapers can be seen through four indicators that directly influence its



implementation: legal knowledge, legal understanding, legal attitude, and legal behavior patterns. It is known that four out of five mothers who have babies using diapers, acting here as consumers—have low legal knowledge, as only one mother was aware of the regulation requiring business actors to include PKRT labeling and information on baby diaper products. Legal understanding of mothers regarding PKRT labeling and information on baby diapers is also very low; out of the five informants, only one understood the benefits and purpose of the regulation mandating business actors to provide such labeling and information. Mothers' legal attitude toward the regulation requiring business actors to include PKRT labeling and information on baby diapers is considered fairly good, as four out of the five informants agreed with the existence of such a regulation, while only one disagreed. However, legal behavior of mothers regarding PKRT labeling and information on baby diapers is poor, as all five informants use baby diapers that do not fulfill the PKRT labeling and information elements. Thus, the legal awareness of mothers regarding labeling and information on household health supplies in baby diapers is very low, because only one of the four legal awareness indicators is fulfilled.

2. Mothers' legal awareness regarding labeling and information on household health supplies (PKRT) in baby diapers is influenced by several factors, including low consumer reading interest, educational background, age, and income level.

### **Recommendations**

1. For mothers with babies who use baby diapers as consumers, it is expected that they can play a more active role in increasing their reading interest or in obtaining information related to the labeling and information of PKRT, especially on baby diaper products, whether through formal education, non-formal education, electronic media, mass media, and so on, so that they can implement legal behavior patterns when purchasing and using baby diaper products that pay attention to and include proper PKRT labeling and information.
2. For baby diaper business actors, including companies or manufacturers of baby diapers, they are expected to fulfill their obligations regarding the labeling and information of household health supplies on baby diapers as regulated in the Regulation of the Minister of Health Number 62 of 2017 concerning Distribution Permits for Medical Devices, In Vitro Diagnostic Medical Devices, and Household Health Supplies, as an effort to ensure consumers' rights to accurate, clear, and honest information.
3. For the Ministry of Health, it is expected to provide comprehensive outreach to the public regarding the importance, purpose, and benefits of PKRT

labeling and information on baby diapers.

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