

SIKAP DAN TINDAKBALAS PENGGUNA TERHADAP ISU-ISU KESELAMATAN MAKANAN

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ABSTRAK

Suatu tinjauan telah jalankan yang melibatkan 200 orang. Tinjauan ini telah dijalankan di sekitar Kota Kinabalu iaitu di pasar-pasar raya, pasar tamu dan pusat membeli-belah. Kajian ini bertujuan untuk menilai sikap dan tindakbalas pengguna terhadap isu-isu keselamatan makanan. Satu borang soalselidik telah digunakan untuk mengumpul data-data yang diperlukan. Hasil daripada tinjauan ini menunjukkan majoriti daripada responden (77.5%) tidak pernah didedahkan mengenai Akta dan Peraturan Makanan. Manakala kepekaan mereka terhadap keperluan perundangan makanan juga rendah(45.0%). Oleh itu ramai responden (61.0%) merasakan kurang pasti bahawa perundangan makanan dapat mencegah bahaya yang datang daripada makanan. Semua responden (100.0%) bersetuju bahawa industri makanan perlu mempunyai suatu sistem jaminan mutu makanan untuk membantu mencegah isu-isu keselamatan daripada berlaku. Apabila membeli sesuatu produk makanan kriteria yang paling dititik-beratkan ialah tanda jaminan mutu makanan (64.0%), manakala rupa serta jenama produk itu paling kurang diambil kira (42.5%). Semua responden (100.0%) menyatakan bahawa isu-isu yang berkaitan dengan keselamatan makanan adalah penting. Responden-responden ini menunjukkan kepekaan yang sederhana (62.5%), tinggi (19.5%) dan rendah (18.0%) terhadap isu-isu keselamatan makanan. Seramai 35.0% daripada responden ini pernah mengalami keracunan makanan dan majoriti dari golongan ini (71.4%) yang mendapatkan rawatan dan membuat laporan rasmi. Pengetahuan asas responden terhadap amalan penyediaan makanan amnya adalah baik. Ini kerana responden mengetahui langkah-langkah asas dalam penyelenggaraan makanan seperti amalan membasuh tangan dengan sabun sebelum menyentuh makanan (96.5%), memakai pakaian tertentu ketika mengendalikan makanan (89.0%) dan mengasingkan makanan mentah daripada yang telah dimasak (42.0%). Isu keselamatan makanan yang berkaitan dengan mikrobiologi merupakan isu yang terpenting manakala isu logam berat dan interaksi makanan dengan bahan pembungkus merupakan isu keselamatan makanan yang kurang penting dari perspektif pengguna.

CONSUMER PERCEPTIONS AND PRACTICES TOWARDS FOOD SAFETY ISSUES

ABSTRACT

A survey was conducted which involved 200 people to asses their perception and practices towards food safety. This survey was conducted at supermarkets, “pasar-tamu” (open markets) and shopping malls around Kota Kinabalu, by using standard questionnaires. The results showed that majority of the respondents never been exposed (77.5%) to Food Act and Regulations. Their awareness towards the requirements of food law were low (45.0%). Therefore, majority of the respondents (61.0%) were not sure if the cureent food law could prevent food safety issues from happening. All of the respondents (100.0%) agreed that the food industries must have a quality assurance system so that food safety can be prevented. When these respondents purchased their food, the most important criteria (64.0%) would be product quality certification. While brands and appearance were the least criteria ((42.5%) to determine the purchasing of a food product. . The result of the study showed that 100.0% of the respondents perceived issues related to food safety as important. These respondents showed 62.5% moderate awareness concerning food safety issues. While 19.5% had high awareness and 18.0% showed low awareness. Thirty five percent said they had experienced food poisoning and form this group, 71.4% said they went for treatment and lodged a report. The respondents basic knowledge about food hygiene can be considered good. This is due to the fact that the respondents understands the need to wash their hands with soap before handling the foods (96.5%), wearing proper clothing while handling food (89.0%) and separation between cooked and uncooked food (42.0%). From the prespektif of theses respondents food safety issues regarding microbial activities in food was concidered the most important issue. While heavy metal in food and interaction between food and packaging were concidered least important.