

# Kampanye Konsumsi Protein Hewani

## *Animal Protein Consumption Campaign*



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**P**rotein adalah nutrisi penting yang berfungsi sebagai bahan dasar untuk membangun jaringan tubuh, termasuk otot, tulang, kulit, dan rambut. Selain itu, protein juga membantu dalam produksi enzim dan hormon yang dibutuhkan oleh tubuh untuk menjalankan fungsi-fungsi penting. Protein dapat bersumber dari tumbuhan (protein nabati) dan dari hewan (protein hewani).

Protein hewani adalah salah satu jenis protein yang penting bagi kesehatan manusia. Protein hewani dapat ditemukan dalam berbagai jenis makanan, seperti daging, ikan, telur, dan susu. Konsumsi protein hewani dalam jumlah cukup sangat penting untuk kesehatan manusia, khususnya anak-anak dalam masa pertumbuhan, antara lain untuk membantu dalam mempertahankan berat badan yang sehat, memperbaiki jaringan tubuh yang rusak, dan meningkatkan sistem kekebalan tubuh.

Dalam kehidupan sehari-hari, seringkali kita lebih banyak mengonsumsi makanan yang mengandung karbohidrat dan lemak, seperti nasi, roti, dan gorengan, dan sedikit mengonsumsi protein, padahal konsumsi protein hewani dalam jumlah yang cukup sangat penting bagi kesehatan tubuh. Demikian juga sebaliknya, konsumsi protein hewani yang berlebihan juga dapat menimbulkan masalah bagi kesehatan. Konsumsi protein hewani yang berlebihan dapat menyebabkan peningkatan kadar kolesterol, yang

*Animal protein is one of the important types of protein for human health. Animal protein can be found in various types of food such as meat, fish, eggs, and milk. Adequate consumption of animal protein is essential for human health because protein is one of the most important nutrients for the body.*

*Protein is an essential nutrient that functions as the basic building material for body tissues, including muscles, bones, skin, and hair. In addition, protein also helps in the production of enzymes and hormones needed by the body to perform important functions.*

*In daily life, we often consume more carbohydrates and fats, such as rice, bread, and fried foods. However, adequate consumption of animal protein is also very important for the body. Adequate consumption of animal protein can help maintain a healthy body weight, repair damaged body tissues, and improve the immune system.*

*However, excessive consumption of animal protein can also cause health problems. Excessive consumption of animal protein can cause an increase in cholesterol levels, which in turn can increase the risk of heart disease and stroke. In addition, excessive consumption of animal protein can also cause kidney problems.*



pada gilirannya dapat meningkatkan risiko penyakit jantung dan stroke. Selain itu, konsumsi protein hewani yang berlebihan juga dapat menyebabkan masalah pada ginjal.

Oleh karena itu, sangat penting untuk memenuhi kebutuhan protein hewani harian dengan jumlah seimbang. Untuk memenuhi kebutuhan protein harian, disarankan untuk mengonsumsi sekitar 0,8 gram protein per kilogram berat badan setiap harinya. Namun, jumlah ini dapat berbeda-beda tergantung pada aktivitas fisik yang dilakukan dan kondisi kesehatan.

Kebijakan dan Program Kementerian Pertanian untuk pemenuhan protein hewani, termasuk telur, daging ayam dan susu, mencakup hulu hingga hilir, melalui peningkatan populasi, produksi dan produktivitas, menjamin suplai (produksi) ke masyarakat atas pangan hewani yang Aman, Sehat, Utuh dan Halal (ASUH), peningkatan mutu produk, dan kemudahan akses melalui pemasaran/distribusi dari wilayah sentra produsen ke konsumen. Ketersediaan dan keterjangkauan protein hewani, khususnya daging ayam dan telur, selalu menjadi salah satu fokus penting pemerintah dan diwujudkan dalam bentuk berbagai program dan kebijakan yang implementatif, mengingat daging ayam dan telur adalah sumber

Therefore, it is very important to consume animal protein in balance. To meet daily protein needs, it is recommended to consume about 0.8 grams of protein per kilogram of body weight every day. However, this amount may vary depending on the physical activity and health condition.

The Ministry of Agriculture's policies and programs for the fulfillment of animal protein, including eggs, chicken meat, and milk, cover from upstream to downstream, through an increase in population, production, and productivity, ensuring the supply of safe, healthy, intact, and halal animal food to the community, improving product quality, and ease of access through marketing/distribution from producer centers to consumers. Availability and affordability of animal protein, especially chicken meat and eggs, have always been one of the government's important focuses and are realized in the form of various implementable programs and policies, considering that chicken meat and eggs are sources of animal protein that are highly favored by the community, because they are relatively affordable and available everywhere.

Although we currently have a surplus supply of chicken meat and eggs, the government continues to strive to maintain availability and increase domestic market consumption, both through product diversification and the campaign to consume chicken meat and eggs, as well as encouraging access to the export market, one of which is to Singapore. Hopefully, this event will be a milestone in increasing the consumption of eggs, milk, and chicken meat, especially for

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protein hewani yang sangat digemari masyarakat, karena harganya yang relatif terjangkau dan tersedia dimana mana.

Meskipun saat ini secara supply kita sudah swasembada daging ayam dan telur, namun demikian pemerintah terus berupaya menjaga ketersediaan dan meningkatkan konsumsi pasar domestik, baik melalui diversifikasi produk olahan maupun gerakan kampanye konsumsi ayam dan telur, dan mendorong akses pasar ekspor, salah satunya ke Singapura.

Dalam rangka kampanye konsumsi protein hewani, Ditjen PKH telah melakukan beberapa kegiatan, yang salah satunya telah dilaksanakan di SMPIT Assyifa Boarding School di Kabupaten Subang Provinsi Jawa Barat pada 24 Februari 2023, pada rangkaian acara Assyifa Festival 2023 (Syifest). As-Syifa Festival 2023 merupakan kegiatan tahunan SMPIT As Syifa Boarding School yang mengangkat tema “Generasi Visioner Wujudkan Inovasi untuk Negeri”. Kegiatan Assyifa Festival 2023 ini, berdasarkan informasi dari Panitia, diikuti oleh sekitar 1.000 orang pelajar SD kelas 1-6 dari Jawa Barat, DKI dan Banten.

Pada acara kampanye, dihadiri oleh Direktur Pengolahan dan Pemasaran Hasil Peternakan Ditjen PKH yang menyampaikan sambutan dengan tema “Ayo Konsumsi Protein Hewani, untuk Tumbuh Sehat, Cerdas dan Kuat”. Pada sambutannya Direktur PPHNak menyampaikan pentingnya mengkonsumsi protein hewani untuk mencegah stunting dan meningkatkan kualitas SDM pelajar Indonesia. Direktur PPHNak menegaskan bahwa dengan konsumsi protein hewani setiap hari bersama dapat kita ciptakan anak-anak Indonesia yang kreatif, berwawasan teknologi dan memiliki aklak yang mulia. Pada acara juga dilakukan acara minum susu bersama.

Acara kampanye konsumsi protein hewani ini merupakan salah satu bentuk upaya pemerintah untuk meningkatkan kesadaran masyarakat dalam mengkonsumsi pangan yang berkualitas, khususnya protein hewani, untuk menjaga daya tahan tubuh dan mencegah stunting pada anak-anak. Masih tingginya kasus stunting di beberapa daerah di Indonesia menjadi prioritas pemerintah untuk diatasi,

*students at SMPIT Assyifa Boarding School, so that our shared goal of preventing stunting and improving the quality of Indonesian student human resources can be achieved. “Let’s Consume Animal Protein, for Growing Healthily, Smartly, and Strongly.” By consuming animal protein every day, together we create Indonesian children who are creative, technology-savvy, and have noble character.*

*The implementation of the Animal Protein Consumption Campaign will be carried out on February 24, 2023, following the Assyifa Festival 2023 (Syifest) in Subang Regency, West Java. After considering the current conditions, there are still many young generations who do not understand the true meaning of technology, which sometimes makes many people think and see technology differently. Therefore, the As-Syifa Festival 2023 is expected to change the views and mindset of the younger generation towards technology. It can also optimize technology which has an important role in daily life. With the As Syifa Festival, which carries the theme “Visionary Generation Realizes Innovation for the Country”, we hope to create a better future for Indonesia.*

*this event was attended by the Chairman of the As-Syifa Boarding School Foundation and his staff, the Head of SMPIT As-Syifa Boarding School and his staff, the Chairman of the Assyifa Festival 2023 Implementation Committee, teachers and staff of SMPIT Assyifa Boarding School, all participants of the Assyifa Festival (elementary school students from grade 1-6 from West Java, DKI Jakarta, and Banten), competition participants’ companions, as well as the female students of SMPIT and SMAIT As-Syifa Boarding School Subang.*

*According to information from the committee, around 1,000 elementary school students from grade 1-6 from West Java, DKI Jakarta, and Banten participated in the Assyifa Festival 2023. We are very proud to have these intelligent children, who are the hope of the nation, attend this event to compete and showcase their potential to achieve their best.*



dimana salah satu upaya penanganannya melalui pemenuhan gizi seimbang dengan peningkatan konsumsi protein hewani.

Menurut data UNICEF, di Indonesia pada tahun 2018, sekitar 30% anak di bawah 5 tahun mengalami stunting, dan 10% mengalami wasting. Dua juta anak balita menderita Severe Acute Malnutrition (SAM) atau malnutrisi akut atau kekurangan gizi akut, yang mengancam jiwa jika tidak segera ditangani. Terkait kondisi menurunnya angka prevalensi stunting, pemerintah mengeluarkan program prioritas “Percepatan Penurunan Kematian Ibu dan Stunting” dengan target penurunan prevalensi stunting balita hingga 14%, tercantum dalam Lampiran Perpres No. 18 Tahun 2020 tentang RPJMN Tahun 2020-2024.

Berdasarkan beberapa hasil penelitian ilmiah, konsumsi produk hewani yang beragam (daging ayam, susu, telur) memberikan dampak lebih baik terhadap penurunan prevalensi stunting. Konsumsi protein hewani mempengaruhi status gizi (stunting) dan pembangunan kualitas manusia Indonesia.

*This event is a form of government support, inviting all participants to increase their optimal potential through the consumption of animal protein, as one of the important sources of food to increase intelligence and prevent stunting. As we know, protein has a very important function for growth, as it is a building block of body cells, replaces damaged and dead cells, and regulates other processes in the body. Animal protein, including eggs, milk, and chicken, is a source of protein that has a more complete essential amino acid content.*

*Public awareness of the importance of consuming quality food, including animal protein, to maintain body resilience, is increasing. In addition, the high incidence of stunting in several regions in Indonesia is also a priority for the government to address, with one of the efforts being the fulfillment of balanced nutrition through increased consumption of animal protein.*

*According to UNICEF data, in Indonesia in*

Widyakarya Nasional Pangan dan Gizi (WNPG) XI tahun 2018, merekomendasikan Angka Kecukupan Gizi (AKG) dengan rerata energi 2.100 kkal dan Angka Kecukupan Protein (AKP) sebesar 57 gram/kapita/hari, dan memasukkan aspek keberagaman pangan, bukan hanya karbohidrat melainkan juga protein hewani, pada akses bantuan sosial pangan. Ini menunjukkan pentingnya pemenuhan protein, khususnya protein hewani untuk peningkatan gizi dan kualitas hidup masyarakat.

Untuk itu upaya peningkatan kesadaran masyarakat tentang pentingnya konsumsi protein hewani yang seimbang melalui kampanye masih sangat penting untuk terus dilakukan dalam upaya memperbaiki kualitas kesehatan dan kualitas hidup masyarakat Indonesia.(hs/tk)

*2018, around 30% of children under 5 years old experienced stunting, and 10% experienced wasting. Two million toddlers suffered from Severe Acute Malnutrition (SAM) or acute malnutrition or malnutrition, which threatens their lives if not immediately addressed. Related to the decreasing prevalence of stunting, the government has issued the priority program "Acceleration of Maternal Death Reduction and Stunting" with a target of reducing stunting prevalence in toddlers by up to 14%, as stated in the Attachment to Presidential Regulation No. 18 of 2020 on the National Medium-Term Development Plan for 2020-2024.*

*Based on several scientific studies, the consumption of diverse animal products (chicken meat, milk, eggs) has a better impact on reducing stunting prevalence. Animal protein consumption affects the nutritional status (stunting) and human development quality in Indonesia. The National Food and Nutrition Work Conference (WNPG) XI in 2018 recommends the Nutritional Adequacy Rate (NAR) with an average energy of 2,100 kcal and a Protein Adequacy Rate (PAR) of 57 grams/capita/day, and includes aspects of food diversity, not only carbohydrates but also animal protein, in accessing food social assistance. This shows the importance of meeting protein needs, especially animal protein, for improving nutrition and the quality of life of the community.*

*In campaigns to increase animal protein consumption, it is important to educate the public about the benefits and risks of animal protein consumption. In addition, efforts need to be made to promote foods that contain animal protein, such as lean meat, fish, and eggs. We can also try alternative sources of protein such as nuts, soybeans, and plant-based dairy products.*

*By raising public awareness about the importance of balanced consumption of animal protein, we can improve the quality of our health and our lives. So, let's start consuming foods that contain animal protein in a balanced way to get optimal benefits for our bodies.(hs/tk/tr-rwg)*

