**Level of Understanding of the Small and Medium Enterprises Traditional Medicine to Regulations Labelling Packaging**

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**ABSTRACT**

During a pandemic like this, the use of traditional medicines is increasing, therefore the role of packaging labels is very important to provide information about these products. The label on the packaging of traditional medicinal products must contain objective, complete and clear information and not mislead the public. The method used are observation and literature study. The results of this method can be concluded that UKOT producers still do not understand well about labelling of traditional medicine packaging because based on the data table graph shows that 30 of their product designs are still not in accordance with the provisions of labelling/marking traditional medicine and from pie chart data, information can be obtained. False or misleading information that most often occurs is information on Efficacy Claims, Product Composition, and Warnings / Cautions by 13%. Knowledge level of traditional medicine SME concerning labelling of package relatively low.

*Keywords: Labelling; Traditional Medicine; Informations; Product*