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THE PERCEPTION ON DANGEROUS ILLEGAL COSMETIC PRODUCTS IN INDONESIA

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ABSTRACT

The sale and distribution of illegal cosmetics containing dangerous ingredients such as bleaching creams with steroids violate several regulations on the production and distribution of cosmetics, applicable legal regulations such as obligations of business actors, and consumers' rights to security and safety. The factors behind the occurrence of violations are the lack of legal awareness and insight from the public as business actors and consumers. Efforts that can be used as a solution are socialization to increase legal awareness and insight of the Indonesian people regarding illegal cosmetics.

Keywords: cosmetic, beauty, illegal, products

INTRODUCTION

Illegal cosmetics are products that are circulating without a distribution permit and/or contain hazardous materials such as hydroquinone and steroids (Haryanti, et al, 2018: 218). The use of steroids on the surface of the skin / topical corticosteroids is ideally used to treat inflammatory reactions or skin irritations (Murlistyarini, 2019: 120). As legal drugs, steroids are classified as hard drugs that require a doctor's prescription and are generally prescribed for the treatment of special dermatological diseases such as eczema, dermatitis, psoriasis, cutaneous lupus, and others skin diseases (Febrina, et al, 2018: 68-69).

Long-term use of steroids can cause catabolic effects such as striae, namely the appearance of red streaks similar to stretch marks, the effects of allergic contact dermatitis, and the effects of changing local responses such as hypopigmentation (Murlistyarini, et al,

2018: 27). Hypopigmentation is a process by which the skin becomes whiter due to the loss of the skin's melanin pigment. This effect is what makes steroids often misused as ingredients in whitening creams. It can be said that the whitening effect of the steroid cream is not a therapeutic effect but a side effect. This is of course deviant and very dangerous to the health and safety of consumers.

Protection of community rights is legally bound, one of which is ¹ Law Number 8 of 1999 concerning Consumer Protection (UUPK) which includes protection of the delivery of goods/services (Priaji, 2018: 27). UUPK Article 4 states the protection of consumers' rights to safety, security, and comfort in consuming goods/services (Rahmawati, et al, 2019: 5). Also, in article 7 it is written the obligations of business actors in guaranteeing the quality of production/trading goods as well as the prohibition of producing / selling without meeting the requirements and conforming ¹ to the standards/provisions of the prevailing laws and regulations (Sa'diyah, 2019: 21-23).

The implementation of consumer rights protection is also supported by routine supervision by BPOM to ensure that the production and distribution processes are running according to applicable regulations. Pre-production supervision based on BPOM regulations includes administrative requirements and compliance with Good Cosmetics Manufacturing Practices (CPKB) to obtain a production permit. Circulation requirements are cosmetics that have been registered/notified (have a distribution permit number / NIE), meet the requirements (safety, quality, marking, and claims), have Product Information Documents (DIP), and have been produced according to CPKB (Sari, 2018: 63-66).

Law enforcement is enforced through administrative sanctions including written warnings, withdrawals, destruction and confiscation of products, temporary suspension of activities, and revocation of certificates and distribution permits. Also, criminal sanctions as stated in Law No. 36 of 2009 in the form of a fine of 1.5 billion and maximum imprisonment

of 15 years for business actors without a distribution permit and a maximum fine of 1 billion with a maximum imprisonment of 10 years for sellers of cosmetics with dangerous ingredients.

Apart from law enforcement factors, the main factor that causes illegal cosmetics to circulate apart from the existence of the applicable law is the lack of compliance and legal awareness of the public as business actors. Public legal awareness must be instilled to increase legal compliance. Legal awareness is a condition in which a person consciously knows what law is, its function, and its role. Legal awareness has 4 indicators, namely knowledge, understanding, behavior patterns, and legal attitudes (Pidada, et al, 2019: 5).

Legal awareness is awareness of oneself without coercion/pressure to comply with the law so that it is inappropriate to increase legal awareness if it is carried out repressively or drastically such as burdensome sanctions. Based on Government Regulation Number 58 of 2011 concerning Guidance for the Implementation of Consumer Protection Article 4, to create a healthy business climate, education is needed to increase understanding and awareness of business actors and consumers of their respective rights and obligations following applicable law (Priaji, 2018: 66-67). The extension is a form of education in the form of socialization of moral values and norms to make individuals understand and implement legal principles in action. (Angraini, et al, 2018: 306).

By the theory of demand and supply, as long as there is demand there is also supply. The supply of illegal cosmetics with hazardous ingredients will continue if consumers continue to buy them. Therefore, society as consumers also plays an important factor in breaking this cycle. Consumers have the prerogative, namely the right to choose to buy the products/services they want. Ignorance of the dangerous ingredients in illegal cosmetics often makes consumers the victims of the use of illegal cosmetics with hazardous ingredients. Although there is no visible way to identify the chemical content of such as

steroids, the public can make preventive efforts through the application of "smart-buying" behavior, namely by smartly sorting safe cosmetic products

METHODS

The research are using literature and field study as a research method. The study also applied observations were made indirectly through news sources and social media to find out and observe the current realistic problems. The questionnaire was accompanied by socialization in the form of infographics as an effort to resolve the lack of legal awareness and public insight regarding illegal cosmetics with dangerous ingredients as well as questions as a means of evaluating people's perceptions and attitudes regarding socialization. Socialization is two-way in nature by targeting the Indonesian people both as business actors and as consumers.

The questionnaire was created using google form and distributed online, containing the characteristics of the respondent (age, gender, and experience of buying illegal cosmetics), questions regarding the understanding of illegal cosmetics, display of infographic images, questions regarding infographic information, and statements of measured buying and selling attitudes. using a 5-point Likert scale from "Strongly Disagree" (score = 1) to "Strongly Agree" (score = 5). The data were analysed using descriptive statistics

RESULTS

Observation aims to analyze and find out the problems that occur in today's reality. Based on observations through social media, it was found that illegal cosmetics with dangerous ingredients were sold freely and many consumers were victims. For example, whitening cream with thyroid causes adverse side effects such as red streaks.

The literature study aims to examine as well as answer the question of why cases of illegal cosmetics with dangerous ingredients that harm the community still often occur even though there is existing law. The results show that the factors that influence are the lack of awareness and legal compliance of business actors as well as a lack of consumer insight. Therefore, it is necessary to increase legal awareness and insight of the Indonesian people to resolve this problem. Hasil Penyebaran Kuisioner

Characteristics of Respondents

112 respondents were Indonesians with the characteristics summarized in the following table:

Table 1. Characteristics of Respondents

	Characteristics	Number of People	Percentage (%)
Gender	Women	105	93,80
	Men	7	6,30
Age	14-18 years	40	35,71
	19-23 years	67	59,82
	24-28 years	5	4,46
The experience of buying illegal cosmetics	Ever	14	12,50
	Never	83	74,10
	Do not know	15	13,40

Table 1 shows that the majority of respondents were female (93.80%) and the rest were male (6.30%). The majority of respondents were in the age range 19-23 years (59.82%), followed by the age range 14-18 years (35.71%) and at least in the range 24-28 years (4.46%). Regarding the experience of buying illegal cosmetics, as many as 14 respondents (12.5%) answered that they had, 83 respondents (74.1%) answered never and 15 respondents (13.4%) answered they did not know.

The question about the reasons for buying illegal cosmetics was shown to respondents who answered that they had. They state reasons such as ignorance that the product is illegal, the price is affordable, influenced by reviews/testimonials, and recommendations from others. This is by the factors described in the theory, namely the lack of insight into society as consumers

Table 2. Understanding of Illegal Cosmetics Before Presentation of the Infographic

Item	People	Percentage (%)
Have a good understanding of illegal cosmetics		
Yes	50	44,60
Not	21	18,70
Maybe	41	36,60

Table 2 shows that 50 respondents (18.7%) did not have a good understanding of illegal cosmetics before, while 21 respondents did (44.6%) and 41 respondents probably (36.6%).

Table 3. Respondents' Perceptions Regarding Infographics

Item	People	Percentage (%)
Respondents' perceptions related to infographics		
Informative	111	99,10
Not informative	1	0,90

Table 3 shows that after reading the infographic, 111 respondents (99.10%) considered the infographic to be informative while 1 respondent (0.90%) thought it was the opposite.

Table 4. Percentage of the Quality of Respondents' Behavior Regarding Illegal Cosmetics Sale and Purchase After Reading the Infographic

Statement	Score (N = 112)					Average
	1 STS	2	3	4	5 SS	

Will not produce/trade illegal cosmetic products with hazardous ingredients	1 (0,9%)	0	0	7 (6,2%)	104 (92,9%)	4,90
Will not buy illegal cosmetic products with dangerous ingredients	0	0	0	8 (7,1%)	104 (92,9%)	4,93
Will not buy whitening creams with steroids	0	0	1 (0,9%)	8 (7,1%)	103 (92%)	4,91
Will check the registration permit number on the BPOM website before buying a product	0	0	11 (9,8%)	22 (19,6%)	79 (70,5%)	4,61
Will not buy products with packaging that does not contain any description	1 (0,9%)	0	2 (1,8%)	8 (7,1%)	101 (90,2%)	4,86
Will not buy products with ads that guarantee instant bleaching	0	0	1 (0,9%)	14 (12,5%)	97 (86,6%)	4,86
Will not buy concocted products outside a licensed doctor's pharmacy/clinic	0	0	4 (3,6%)	7 (6,3%)	101 (90,2%)	4,87
Total Average						4,85

Table 4 shows the survey results on the quality of the respondent's behavior regarding the buying and selling of cosmetics after reading the infographic. Obtained a total average score of 4.85 with each statement getting an average score of more than 4.50.

DISCUSSION

Through research on the understanding of illegal cosmetics before the presentation of the infographic, more than 50% of respondents do not have or are not sure they have a good understanding of illegal cosmetics. From research related to infographics, 99.10% of respondents consider the infographic to be informative, which shows that overall the

presented infographics provide information and information that is educational, stimulative, and persuasive.

The research on the behavior quality of respondents regarding the buying and selling of cosmetics received an average total score of 4.85 with each statement getting an average score of more than 4.50 which indicates that the quality of the respondent's behavior regarding the sale and purchase of illegal cosmetics after reading the infographic is very good. This means that the majority of respondents agree that they will not produce / trade and buy illegal cosmetics with hazardous ingredients and become smart buyers such as checking registration permit numbers, will not buy products with packaging without any information and advertisements that guarantee instant bleaching and will not buy products concoction outside the licensed doctor's pharmacy/clinic.

An extension is a form of education in the form of socialization of moral values and norms which aims to make individuals understand and implement legal principles in acting. (Angraini, et al, 2018: 306). According to Pidada, et al (2019: 5) legal awareness has 4 indicators, namely knowledge, understanding, behavior pattern,s, and legal attitudes.

In line with this theory, out of 62 respondents who did not have or were not sure they had a good understanding of illegal cosmetics before the presentation of the infographic 98.39% considered the infographic to be informative with a total average score of 4.82 for research on the quality of respondents' behavior regarding buying and selling. cosmetics after reading the infographic. This data shows that the socialization in the form of an infographic that is presented is effective in providing knowledge and insight to respondents to increase the respondent's legal awareness which is supported by the quality of the respondent's behavior patterns related to the buying and selling of cosmetics by the law.

CONCLUSION

With a "white is beautiful" mindset, many Indonesians, especially women, have fallen into the abuse of illegal cosmetics with dangerous ingredients, such as bleaching creams with steroids. Therefore, the authors feel the need for reviews and solutions to overcome these problems through this project. Through the implementation of socialization, it is hoped that the Indonesian people will benefit in the form of insight and increased legal awareness so that legal behavior patterns will emerge and in the future, a healthy business climate will be created.

The still circulation of dangerous based illegal cosmetics that are detrimental to the public is motivated by the lack of legal awareness and insight of the Indonesian people both as business actors and as consumers. Informative and educational socialization can be used as an alternative to answering the solution to this problem.

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