

PERLINDUNGAN HUKUM KONSUMEN OLEH BALAI BESAR PENGAWAS OBAT DAN MAKANAN DI YOGYAKARTA ATAS PENJUALAN KOSMETIK TANPA IZIN EDAR

**(Studi Kasus Konsumen Kosmetik tanpa Izin Edar
di Fakultas Hukum Universitas Gadjah Mada)**

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INTISARI

Penelitian ini bertujuan untuk mengetahui dan mengkaji pelaksanaan perlindungan hukum konsumen kosmetik tanpa izin edar di Fakultas Hukum Universitas Gadjah Mada ditinjau dari UUPK. Penelitian ini juga bertujuan untuk mengetahui dan mengkaji peran BBPOM DI Yogyakarta dalam mengantisipasi pelaku usaha penjual kosmetik tanpa izin edar dan apabila konsumen mengalami kerugian akibat kosmetik tanpa izin edar.

Penelitian ini bersifat deskriptif. Jenis penelitian adalah yuridis empiris. Penelitian dilakukan dalam dua tahap, yaitu penelitian kepustakaan dengan menganalisis bahan hukum primer, sekunder, dan tersier. Kedua, penelitian lapangan melalui wawancara berdasarkan pedoman wawancara. Wawancara dilakukan terhadap tiga orang responden konsumen kosmetik tanpa izin edar dan satu orang responden perwakilan pihak BBPOM DI Yogyakarta. Teknik pengambilan sampel penelitian menggunakan metode *purposive sampling*. Data dianalisis secara kualitatif untuk menghasilkan deskripsi hasil penelitian.

Hasil penelitian menunjukkan bahwa masih ditemukan peredaran kosmetik tanpa izin edar di Fakultas Hukum Universitas Gadjah Mada. Pengetahuan dan kesadaran yang rendah, baik pelaku usaha maupun konsumen, terkait izin edar kosmetik menjadi hambatan utama dalam penerapan izin edar kosmetik. Hal ini menyebabkan pelanggaran pada Pasal 4 dan Pasal 8 ayat (1) UUPK. Di sisi lain, BBPOM DI Yogyakarta memiliki keterbatasan kewenangan sehingga pengawasan kosmetik tanpa izin edar belum optimal.

Kata Kunci: Perlindungan Hukum; Konsumen; Kosmetik; Tanpa Izin Edar

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***CONSUMER LEGAL PROTECTION TO THE COSMETIC PRODUCTS
WITHOUT DISTRIBUTION PERMIT BY DI YOGYAKARTA FOOD AND
DRUG AUTHORITY***

***(Case Study of Cosmetic without Distribution Permit's Consumers
in Faculty of Law, Gadjah Mada University)***

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ABSTRACT

This legal research aims to identify and examine the implementation of legal protection for cosmetic consumers in Faculty of Law, Gadjah Mada University regarding illegal cosmetic products without distribution permit based on Law No. 8 of 1999 about Consumer Protection. This legal research also aims to identify and examine the role of DI Yogyakarta Food and Drug Supervisory Agency as government's representative in anticipating business actors selling cosmetic products without distribution permit and when consumers suffer losses due to its.

The nature of this legal research is descriptive. This is a juridical empirical research. The research was conducted in two stages. First, library research was conducted by literature studies of primary, secondary, and tertiary legal materials. Second, field research by doing interviews. Interview attendees are three of non distribution permit cosmetic consumers and one representative from DI Yogyakarta Food and Drug Supervisory. This research used purposive sampling method. The data were analyzed qualitatively to produce a description of the research results.

Results showed that illegal cosmetics with non distribution permit still found in Faculty of Law, Gadjah Mada University. The main obstacle of this issue is the knowledge and ignorance of both business actors and consumers towards the cosmetic distribution permit regulation. This causes violations of Article 4 and Article 8 paragraph (1) UUPK. On the other hand, BBPOM DI Yogyakarta has limited authority so that supervision of cosmetics without a distribution permit is not optimal.

Keywords: Legal Protection; Consumers; Cosmetics; Non Distribution Permit