

## **Abstract**

This research was conducted to see to what extent the effectiveness of BPOM's supervision of the distribution of illegal cosmetics on e-commerce platforms as a form of government business. There is a certain reason for the formation of BPOM as a government institution, namely providing standards for what cosmetic products are suitable for use by consumers that can be sold online and what obstacles can be a factor in the distribution of illegal cosmetics on e-commerce platforms. One of the efforts made by BPOM itself is to monitor what cosmetics are circulating on the online market and whether these products comply with the standards they have created. Because there is still a lot of news about the circulation of illegal cosmetics on the market, one of which is on e-commerce platforms. For this reason, it is necessary to be very strict in order to minimize this problem. The method used to answer the problems in this research is a qualitative method with the research instrument using interviews with BPOM employees. The results of this research cannot be said to be effective in monitoring BPOM regarding the distribution of illegal cosmetics on e-commerce platforms, and this is due to the lack of experts carrying out supervision and special training to improve the performance of these experts. This means that illegal cosmetics are still being distributed.

**Keywords:** supervision of BPOM, factors affecting supervision, effectiveness