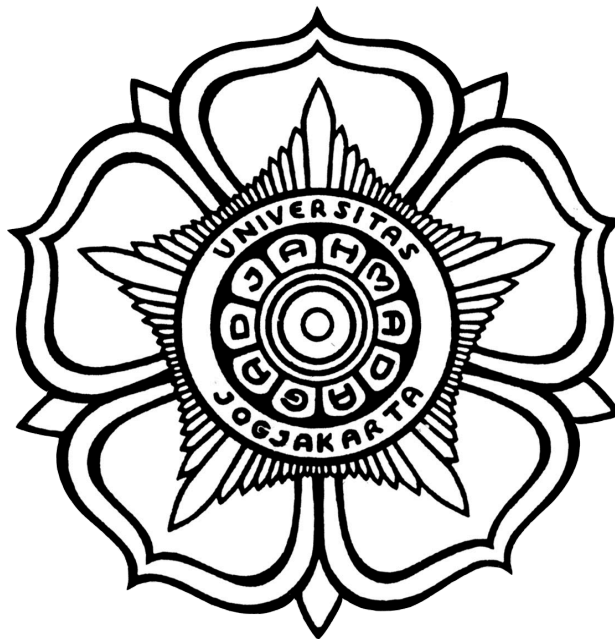


**EVALUATION OF COSMETIC CLAIM POLICY COMMUNICATION  
BASED ON THE PYRAMID MODEL OF PUBLIC RELATIONS RESEARCH**

SKRIPSI

Diajukan sebagai syarat memperoleh gelar Sarjana Ilmu Politik



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## **Evaluation of Cosmetic Claim Policy Communication Based on the Pyramid Model of Public Relations Research**

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### **Abstract**

In recent years, public interest in cosmetic products has increased rapidly. In Indonesia, although there are policies that regulate the cosmetic industry, such as BPOM Regulation Number 3 of 2022 concerning cosmetic claims, violations such as overclaims still occur. This study aims to evaluate the policy communication carried out by BPOM in communicating BPOM Regulation Number 3 of 2022. This evaluation uses the case study method with primary and secondary data sources. Primary data were obtained from BPOM representatives and representatives of cosmetic industry organizations. Meanwhile, secondary data was obtained from the official websites and archives of documentation of BPOM activities. The data was analyzed using indicators in the Pyramid Model of PR Research concept, which consists of input, output, and outcome stages. The results of the study indicate that BPOM has not been optimal in evaluating policy communication activities carried out in communicating BPOM Regulation Number 3 of 2022 because it does not carry out specific measurements and evaluations at each stage of communication and does not use any of the methods in the Pyramid Model of PR Research. The study in this research is a consideration for the government, as they need to communicate policies and evaluate the communication activities carried out regarding the regulations issued.

### **Keywords:**

cosmetic claim policy; communication policy evaluation; pyramid model of PR research

### **Introduction**

Recently, the world's population has exploded interest in using beauty products, such as cosmetics and skincare products. According to data from Statista, revenue from Indonesia's beauty and personal care market in 2022 was US\$7.23 billion and increased in 2023 to US\$8.78 billion (Katadata, 2022). In addition, the pandemic that hit the world's citizens from 2020 to 2022 did not stop the trend of selling these cosmetic products because buying and selling activities can be freely carried out offline or online. Data on the Statista page reveals that as much as 23.3% of total revenue is predicted to be obtained from online