

ABSTRACT

The increasing popularity of cushion foundation products has led to extensive advertising efforts on e-marketplaces. However, concerns regarding misleading claims, non-compliant advertisements, and the safety of ingredients have emerged, prompting the need for regulatory evaluation. Despite the implementation of regulations by BPOM (Badan Pengawas Obat dan Makanan), non-compliance with advertising and cosmetic safety guidelines persists, potentially misleading consumers. This study aims to evaluate the compliance of cushion product advertisements with BPOM regulations and assess the safety of their claimed ingredients.

This study employed a qualitative descriptive approach to assess cushion product advertisements on the Shopee e-marketplace. Data were collected using an observation sheet based on BPOM Regulation No. 32 of 2021 on cosmetic advertising, BPOM Regulation No. 3 of 2022 on technical requirements for cosmetic claims, and BPOM Regulation No. 17 of 2022 on cosmetic ingredient safety. A selection process was conducted to filter advertisements that met inclusion and exclusion criteria, followed by compliance analysis and descriptive data presentation in tabular format. To ensure the reliability of the research instrument, a validity test was conducted using the Kappa Agreement method, which involved two reviewers and resulted in kappa value between 0.895–1.0, which indicates a very good strength of agreement.

This study revealed that a significant portion of cushion product advertisements on Shopee do not fully comply with BPOM regulations. An analysis of 50 cushion product advertisements revealed varying levels of compliance. Specifically, 15 advertisements (30%) achieved full compliance (100%), 18 advertisements (36%) demonstrated a compliance rate of 95.83%, 10 advertisements (20%) complied at a rate of 91.67%, 6 advertisements (12%) met 87.50% compliance, and 1 advertisement (2%) reached a compliance rate of 83.33%. The most frequent violations include the use of unverified claims such as "organic," "safe for sensitive skin," and "100% pure," as well as failure to provide proper certification for safety-related claims. Furthermore, some advertised products were not registered with BPOM, raising concerns about their safety and regulatory oversight. These results highlight the need for stricter enforcement of regulations and increased consumer awareness regarding misleading cosmetic advertisements.

Keywords: Cushion product, cosmetic advertisement, regulatory compliance, e-marketplace, BPOM regulations.

ABSTRAK

Meningkatnya popularitas produk cushion foundation telah mendorong upaya promosi yang masif di berbagai e-marketplace. Namun, muncul kekhawatiran terkait klaim yang menyesatkan, iklan yang tidak sesuai peraturan, serta keamanan bahan yang digunakan, sehingga diperlukan evaluasi regulasi. Meskipun BPOM telah mengeluarkan sejumlah peraturan, pelanggaran terhadap pedoman iklan dan keamanan kosmetik masih sering terjadi, yang berpotensi menyesatkan konsumen. Penelitian ini bertujuan untuk mengevaluasi kepatuhan iklan produk cushion terhadap peraturan BPOM serta menilai keamanan bahan-bahan yang diklaim.

Penelitian ini menggunakan pendekatan deskriptif kualitatif untuk menilai iklan produk cushion di e-marketplace Shopee. Data dikumpulkan menggunakan lembar observasi berdasarkan Peraturan BPOM No. 32 Tahun 2021 tentang periklanan kosmetik, Peraturan BPOM No. 3 Tahun 2022 tentang klaim teknis kosmetik, dan Peraturan BPOM No. 17 Tahun 2022 tentang keamanan bahan kosmetik. Proses seleksi dilakukan untuk memilih iklan yang memenuhi kriteria inklusi dan eksklusi, dilanjutkan dengan analisis kepatuhan dan penyajian data secara deskriptif dalam bentuk tabel. Untuk memastikan keandalan instrumen penelitian, dilakukan uji validitas menggunakan metode Kappa Agreement oleh dua penilai, yang menghasilkan nilai kappa antara 0,895–1,0, menunjukkan tingkat kesepakatan yang sangat baik.

Hasil penelitian menunjukkan bahwa sebagian besar iklan produk cushion di Shopee belum sepenuhnya mematuhi peraturan BPOM. Dari 50 iklan yang dianalisis, ditemukan tingkat kepatuhan yang bervariasi: 15 iklan (30%) patuh sepenuhnya (100%), 18 iklan (36%) memiliki tingkat kepatuhan 95,83%, 10 iklan (20%) sebesar 91,67%, 6 iklan (12%) sebesar 87,50%, dan 1 iklan (2%) mencapai 83,33%. Pelanggaran yang paling umum meliputi penggunaan klaim tidak terverifikasi seperti "organik," "aman untuk kulit sensitif," dan "100% murni," serta tidak adanya sertifikasi yang sesuai untuk klaim terkait keamanan. Selain itu, beberapa produk yang diiklankan belum terdaftar di BPOM, menimbulkan kekhawatiran terkait keamanan dan pengawasan regulasinya. Temuan ini menekankan pentingnya penegakan regulasi yang lebih ketat dan peningkatan kesadaran konsumen terhadap iklan kosmetik yang menyesatkan.

Kata kunci: Produk cushion, iklan kosmetik, kepatuhan regulasi, e-marketplace, peraturan BPOM.