

INTISARI

Industri kosmetik di Indonesia terus berkembang seiring meningkatnya minat masyarakat terhadap produk perawatan kulit, salah satunya adalah *sunscreen* yang banyak digunakan, karena Indonesia sebagai negara beriklim tropis menerima paparan sinar matahari tinggi sepanjang tahun. Perkembangan teknologi informasi dan komunikasi telah mentransformasi sektor perdagangan dengan pemanfaatan *e-commerce* seperti Shopee yang membuka peluang besar bagi pelaku usaha dalam memasarkan produknya. Namun, pada praktiknya periklanan kerap menghadapi permasalahan terkait ketidaksesuaian informasi dalam iklan dengan regulasi yang berisiko menimbulkan kerugian bagi konsumen. Penelitian ini bertujuan untuk mengevaluasi kesesuaian informasi dalam iklan dengan regulasi periklanan kosmetik di Indonesia dan mengetahui poin regulasi yang paling banyak dilanggar oleh iklan produk *sunscreen* di *e-commerce* Shopee.

Penelitian ini menggunakan pendekatan non-eksperimental dengan metode deskriptif kualitatif. Sampel penelitian sebanyak 307 iklan diperoleh melalui proses seleksi iklan berdasarkan kriteria inklusi dan eksklusi yang telah ditetapkan. Instrumen penelitian berupa lembar *checklist* yang terdiri dari 5 domain dan 26 poin aturan, disusun berdasarkan Peraturan Badan Pengawas Obat dan Makanan Nomor 18 Tahun 2024 tentang Penandaan, Promosi, dan Iklan Kosmetik untuk mengetahui kesesuaian informasi dalam iklan dengan regulasi. Data dianalisis secara kualitatif dan disajikan secara deskriptif.

Hasil penelitian dari 307 iklan produk *sunscreen* di *e-commerce* Shopee menunjukkan rata-rata persentase kesesuaian iklan sebesar 93,18%. Persentase kesesuaian iklan berada pada rentang 100%-76,92%, dengan frekuensi tertinggi pada persentase 96,15%. Dari kelima domain aturan, ketidaksesuaian tertinggi terletak pada domain Data Riset dan Statistika yaitu pada poin aturan nomor 20 “Iklan yang mencantumkan manfaat kosmetik harus mempunyai bukti yang dapat dipertanggungjawabkan” dengan persentase sebesar 92,83% atau sebanyak 285 dari 307 iklan melanggar poin aturan ini.

Kata kunci: *E-commerce*, Iklan, Regulasi BPOM, Shopee, *Sunscreen*

ABSTRACT

The cosmetics industry in Indonesia continues to grow along with the increasing public interest in skincare products, one of which is sunscreen, widely used due to Indonesia's tropical climate with high sun exposure throughout the year. The development of information and communication technology has transformed the commercial sector through the utilization of e-commerce platforms such as Shopee, which provides significant opportunities for businesses to market their products. However, in practice, advertising often faces issues related to information inconsistency with existing regulations, posing potential risk and harm to consumers. This study aims to evaluate the conformity of information in information in advertisements with cosmetic advertising regulations in Indonesia and to identify the regulatory points most frequently violated by sunscreen product advertisements on the Shopee e-commerce platform.

This research employs a non-experimental approach using a qualitative descriptive method. A total of 307 advertisements were obtained through a selection process based on predetermined inclusion and exclusion criteria. The research instrument consisted of a checklist comprising 5 domains and 26 regulatory points, developed based on the Indonesian Food and Drug Authority (BPOM) Regulation No. 18 of 2024 concerning Labeling, Promotion, and Advertising of Cosmetics to assess the conformity of advertisements information with existing regulations. Data were analyzed qualitatively and presented descriptively.

The result of the study on 307 sunscreen product advertisements on Shopee showed an average conformity rate of 93,18%. The compliance percentage ranged from 76,92% to 100%, with the highest frequency observed at 96,15%. Among the five regulatory domains assessed, the highest level of non-compliance was found in the Research Data and Statistics domain, specifically in rule number 20, "Advertisements that include cosmetic benefits must be supported by verifiable evidence" with a percentage of 92,83% or 285 out of 307 advertisements violating this rule.

Keywords: *Advertisement, BPOM Regulation, E-commerce, Shopee, Sunscreen*