

INTISARI

Peningkatan konsumsi produk *skincare* berpotensi menimbulkan masalah kesehatan maupun lingkungan apabila tidak disertai praktik yang tepat dalam memperoleh, menggunakan, menyimpan, dan membuang (DAGUSIBU) produk. Penelitian ini bertujuan untuk menggambarkan praktik pelajar SMA di Kota Yogyakarta dalam penerapan prinsip DAGUSIBU pada penggunaan produk *basic skincare*.

Penelitian ini menggunakan metode deskriptif kuantitatif dengan pendekatan *cross-sectional*. Pemilihan responden dilakukan menggunakan metode *non-probability sampling* dengan teknik *convenience sampling*. Data dikumpulkan melalui kuesioner yang telah diuji validitasnya. Analisis data dilakukan secara deskriptif melalui narasi, tabel frekuensi, dan histogram untuk menggambarkan praktik responden pada seluruh aspek DAGUSIBU.

Didapatkan hasil penelitian sebanyak 150 responden pelajar SMA di Kota Yogyakarta yang menunjukkan bahwa praktik memperoleh produk didominasi oleh pembelian melalui *e-commerce* (72,7%). Sebagian besar responden memperhatikan identitas dan kandungan produk (92%) serta memastikan legalitas melalui *website*. Cek BPOM (50,7%). Pada aspek penggunaan, responden yang selalu membaca label mencapai (65,3%), memperoleh informasi penggunaan dari media digital (84,7%), dan mengikuti aturan pakai (76,7%). Dalam aspek penyimpanan, sebagian besar responden memperoleh informasi melalui media digital (76,7%), menyimpan produk sesuai petunjuk kemasan (78%), dan rutin memeriksa PAO (65,3%). Pada aspek pembuangan, responden yang membuang produk setelah habis digunakan tercatat sebesar (92,7%), memperoleh informasi pembuangan dari media digital (72%), dan masih terdapat responden yang membuang produk tanpa memisahkan jenis kemasan (53%). Temuan ini memberikan gambaran faktual mengenai praktik pelajar SMA di Kota Yogyakarta dalam menerapkan prinsip DAGUSIBU pada penggunaan produk *basic skincare*.

Kata kunci: Praktik, DAGUSIBU, Basic Skincare , SMA, Yogyakarta.

ABSTRAK

Increased consumption of skincare products has the potential to cause health and environmental problems if it is not accompanied by proper practices in obtaining, using, storing, and disposing of (DAGUSIBU) products. This study aims to describe the practice of high school students in Yogyakarta City in the application of the DAGUSIBU principle in the use of basic skincare products.

This study uses a quantitative descriptive method with a cross-sectional approach. The selection of respondents was carried out using a non-probability sampling method with a convenience sampling technique. Data is collected through a questionnaire that has been tested for validity. Data analysis was carried out descriptively through narratives, frequency tables, and histograms to describe respondents' practices on all aspects of DAGUSIBU.

The results of a study of 150 respondents of high school students in Yogyakarta City showed that the practice of obtaining products was dominated by purchases through e-commerce (72.7%). Most respondents pay attention to the identity and content of the product (92%) and ensure legality through the website. Check BPOM (50.7%). In terms of use, respondents who always read labels reached (65.3%), obtained information on use from digital media (84.7%), and followed the rules of use (76.7%). In terms of storage, most respondents obtained information through digital media (76.7%), stored products according to packaging instructions (78%), and regularly checked PAO (65.3%). In the disposal aspect, respondents who disposed of products after being used were recorded as (92.7%), obtained disposal information from digital media (72%), and there were still respondents who disposed of products without separating the type of packaging (53%). This finding provides a factual overview of the practice of high school students in Yogyakarta City in applying the DAGUSIBU principle to the use of basic skincare products.

Keywords: Practice, DAGUSIBU, Basic Skincare, High School, Yogyakarta.