

INTISARI

Kepercayaan diri sangat dipengaruhi oleh kondisi kulit wajah, sehingga minat masyarakat terhadap produk skincare, terutama *sheet mask*, semakin tinggi dan banyak dipasarkan melalui *e-commerce* Shopee. Namun, maraknya iklan produk kosmetik menimbulkan praktik *overclaim* yang berpotensi menyesatkan konsumen. Berdasarkan data BPOM, terjadi peningkatan pelanggaran regulasi periklanan kosmetika pada produk yang beredar di *e-commerce*. Penelitian bertujuan mengevaluasi kesesuaian iklan produk *sheet mask* di *e-commerce* Shopee dengan regulasi periklanan kosmetika, mengidentifikasi poin-poin regulasi yang paling sering dilanggar, serta mengetahui respons pihak *e-commerce* Shopee terhadap pelanggaran tersebut.

Penelitian menggunakan pendekatan kualitatif dengan desain studi kasus pada iklan produk *sheet mask* yang diakses menggunakan laptop melalui website resmi Shopee dan diseleksi berdasarkan kriteria inklusi dan eksklusi pada 31 Oktober 2025. Penelitian dilakukan menggunakan instrumen berupa lembar observasi yang terdiri atas 22 pertanyaan dalam 7 domain, disusun berdasarkan Peraturan BPOM Nomor 32 Tahun 2021 tentang Pengawasan Periklanan Kosmetika dan Peraturan BPOM Nomor 3 Tahun 2022 tentang Persyaratan Teknis Klaim Kosmetika. Data dianalisis secara kualitatif dengan penyajian secara deskriptif sesuai domain regulasi periklanan kosmetika. Iklan yang tidak sesuai dengan regulasi dilaporkan melalui fitur yang tersedia untuk memperoleh respons dari pihak Shopee.

Hasil penelitian terhadap 328 iklan menunjukkan rata-rata kesesuaian evaluasi yang diperoleh sebesar 90,78%. Persentase tertinggi dan terendah kesesuaian iklan produk terhadap regulasi BPOM adalah 100% dan 59,09%. Dari 22 poin aturan, pelanggaran paling banyak terjadi pada domain Nomor Izin Edar, yaitu Kosmetika yang diiklankan wajib telah memperoleh izin edar berupa notifikasi atau Nomor Izin Edar (NIE) dengan persentase ketidaksesuaian 52,74%. Respons Shopee terhadap pelanggaran iklan *sheet mask* perlu ditingkatkan, terbukti dari 309 iklan produk yang dilaporkan, sudah ada 3 iklan yang ditindak, sementara 306 lainnya dibiarkan tanpa perubahan. Penelitian ini diharapkan menjadi bahan evaluasi pelaku usaha kosmetika agar lebih memahami regulasi periklanan kosmetika, serta mendorong pemerintah untuk memperketat pemantauan iklan yang beredar agar tidak merugikan konsumen.

Kata kunci: *e-commerce*, iklan, regulasi, *sheet mask*

ABSTRACT

Self-confidence is greatly influenced by facial skin condition, leading to increased public interest in skincare products, especially sheet masks, which are widely marketed through the Shopee e-commerce platform. However, the proliferation of cosmetic product advertisements has led to overclaim practices that may mislead consumers. According to BPOM data, there has been an increase in violations of cosmetic advertising regulations among products sold on e-commerce platforms. This study aims to evaluate the compliance of sheet mask advertisements on Shopee with cosmetic advertising regulations, identify the most frequently violated regulatory points, and understand Shopee's response to these violations.

The study employed a qualitative approach with a case study design focusing on sheet mask product advertisements accessed via a laptop through Shopee's official website. Advertisements were selected based on predefined inclusion and exclusion criteria. The research utilized an observation sheet consisting of 22 questions across 7 domains, developed with reference to BPOM Regulation No. 32 of 2021 on Cosmetic Advertising Supervision and BPOM Regulation No. 3 of 2022 on Technical Requirements for Cosmetic Claims. Data were analyzed qualitatively and presented descriptively according to the regulatory domains. Advertisements that did not comply with the regulations were reported through the available platform features to obtain responses from Shopee.

The results from evaluating 328 advertisements showed an average compliance rate of 90.78%. The highest and lowest compliance percentages were 100% and 59.09%, respectively. Among the 22 regulatory points assessed, the highest number of violations occurred in the domain of Product Notification Number, which requires advertised cosmetics to possess a valid notification or Product Notification Number (NIE), with a non-compliance rate of 52.74%. Shopee's response to the reported violations needs to be improved, because of the 309 advertisements reported, 3 advertisements were acted upon, while the remaining 306 showed no changes. This study is expected to serve as an evaluation for cosmetic businesses to enhance their understanding of cosmetic advertising regulations and to encourage the government to strengthen the monitoring of circulating advertisements to prevent consumer harm.

Keywords: e-commerce, advertisement, regulation, sheet mask