

INTISARI

Basic skincare merupakan langkah perawatan dasar yang berfungsi untuk membersihkan, melindungi, serta menutrisi kulit agar tetap sehat. Penggunaan produk *basic skincare* telah menjadi bagian yang hampir tidak terpisahkan dari gaya hidup mahasiswa termasuk mahasiswa dari klaster non kesehatan. Sebelum menggunakan produk *basic skincare* diperlukan pengetahuan, sikap dan praktik yang memadai mengenai efektivitas serta keamanan produk agar sesuai dengan jenis kulit dan kebutuhan masing-masing individu. Penelitian ini bertujuan untuk mengeksplorasi pengetahuan, sikap, dan praktik mahasiswa klaster non kesehatan di Yogyakarta terkait efektivitas dan keamanan penggunaan *basic skincare*.

Penelitian ini merupakan penelitian non-eksperimental dengan rancangan deskriptif kuantitatif menggunakan pendekatan *cross sectional*. Penelitian ini dilaksanakan di Universitas Gadjah Mada (UGM), Universitas Negeri Yogyakarta (UNY), Universitas Sanata Dharma (USD), dan Universitas Islam Indonesia (UII) pada bulan Oktober - November 2025. Populasi penelitian adalah seluruh mahasiswa klaster non kesehatan yang pernah atau sedang menggunakan *basic skincare*. Pengambilan sampel dilakukan secara online dan offline. Instrumen penelitian berupa kuesioner yang disebarluaskan melalui platform *Google Form* yang terdiri atas lima bagian yaitu pendahuluan, data sosiodemografi, pengetahuan dasar, sikap, dan praktik. Data yang diperoleh dianalisis secara deskriptif kuantitatif melalui analisis univariat dan disajikan dalam bentuk tabel distribusi frekuensi dan persentase.

Hasil penelitian menunjukkan bahwa mahasiswa klaster non kesehatan memiliki pengetahuan baik (54%), pengetahuan cukup baik (35%) dan kurang baik (11%). Pada aspek sikap, mahasiswa klaster non kesehatan menunjukkan sikap baik (81%), sikap cukup baik (14%) dan sikap kurang baik (5%). Pada aspek praktik, sebagian besar responden konsisten menggunakan *basic skincare* dan mengevaluasi produk *basic skincare* yang digunakan. Secara keseluruhan mahasiswa klaster non kesehatan memiliki pengetahuan, sikap, dan praktik yang baik dalam penggunaan *basic skincare* tetapi masih perlu adanya peningkatan pemahaman terkait aspek efektivitas dan keamanan serta penggunaan produk *basic skincare* dengan tepat.

Kata kunci: *Basic skincare*, pengetahuan, sikap, praktik

ABSTRACT

Basic skincare is a fundamental routine designed to cleanse, protect, and nourish the skin to maintain its health. The use of basic skincare products has become an almost inseparable part of the lifestyle of university students, including those from non-health-related study programs. Before using skincare products, adequate knowledge, attitude, and practice regarding the effectiveness and safety of the products are required to ensure proper suitability with each individual's skin type and needs. This study aims to explore the knowledge, attitude, and practice of non-health major university students in Yogyakarta regarding the effectiveness and safety of basic skincare use.

This study employed a non-experimental design with a descriptive quantitative approach using a cross-sectional method. The study was conducted at Universitas Gadjah Mada (UGM), Universitas Negeri Yogyakarta (UNY), Universitas Sanata Dharma (USD), and Universitas Islam Indonesia (UII) from October - November 2025. The study population consisted of non-health cluster students who had previously used or were currently using basic skincare products. Data were collected online and offline. The research instrument was a questionnaire distributed via Google Forms, comprising five sections: introduction, sociodemographic data, basic knowledge, attitudes, and practices. Data were analyzed descriptively using univariate analysis and presented as frequency and percentage distributions.

The results showed that non-health cluster students had good knowledge (54%), moderate knowledge (35%), and poor knowledge (11%). In terms of attitudes, 81% of respondents demonstrated good attitudes, 14% moderate attitudes, and 5% poor attitudes toward the effectiveness and safety of basic skincare products. Regarding practice, most respondents consistently used basic skincare products and evaluated the products they used. Overall, non-health cluster students demonstrated fairly good levels of knowledge, attitudes, and practices in the use of basic skincare. However, improvements are still needed in understanding product effectiveness, safety aspects, and appropriate use of basic skincare products.

Keywords: Basic skincare, knowledge, attitude, practice