

## INTISARI

Penggunaan *skincare*, terutama *basic skincare* mengalami peningkatan pesat, terutama di kalangan remaja. Peningkatan ini tidak selalu diikuti dengan pemahaman yang memadai mengenai pemilihan dan penggunaan produk yang aman dan sesuai dengan kebutuhan kulit. Remaja sering kali memilih produk *basic skincare* berdasarkan tren yang berkembang, media sosial, maupun rekomendasi dari lingkungan sekitar, tanpa mempertimbangkan aspek efektivitas dan keamanannya. Kondisi tersebut menunjukkan perlunya kajian yang dapat menggambarkan bagaimana pengetahuan, sikap, dan praktik remaja terkait penggunaan *basic skincare*. Oleh karena itu, penelitian ini bertujuan untuk mengetahui dan menggambarkan pengetahuan, sikap, dan praktik remaja mengenai efektivitas dan keamanan penggunaan *basic skincare*.

Penelitian ini merupakan penelitian non-eksperimental dengan desain *cross-sectional*. Pengumpulan data dilakukan pada periode Oktober – November 2025 menggunakan kuesioner yang disebarakan secara *online* melalui Google Form kepada siswa SMA negeri dan swasta di Kabupaten Sleman, yaitu SMA N 1 Sleman, SMA N 1 Godean, SMA Budi Utama, SMA Adisutjipto. Instrumen penelitian memuat pertanyaan mengenai karakteristik sosiodemografi serta aspek pengetahuan, sikap, dan praktik responden terkait efektivitas dan keamanan penggunaan *basic skincare*. Data yang diperoleh merupakan data primer yang direkap dianalisis secara deskriptif kuantitatif (univariat) dengan Microsoft Excel dan disajikan dalam bentuk distribusi frekuensi dan persentase.

Hasil penelitian pada 117 responden menunjukkan bahwa pengetahuan siswa SMA di Kabupaten Sleman mengenai efektivitas dan keamanan *basic skincare* berada pada kategori cukup baik, dengan skor rata-rata 75%, meskipun masih terdapat variasi pengetahuan terkait faktor penentu efektivitas produk dan potensi risiko penggunaan. Sikap siswa terhadap efektivitas dan keamanan *basic skincare* berada pada kategori baik dengan skor rata-rata  $\geq 80\%$ , namun sebagian masih menilai efektivitas produk berdasarkan hasil instan dan harga produk. Praktik penggunaan *basic skincare* menunjukkan bahwa mayoritas siswa telah menerapkan praktik yang mendukung efektivitas dan keamanan. Secara keseluruhan, penelitian ini menggambarkan adanya variasi pengetahuan, sikap, dan praktik siswa dalam efektivitas dan keamanan *basic skincare*.

**Kata kunci:** *Basic Skincare*, Pengetahuan, Sikap, Praktik, Remaja.

## ABSTRACT

The use of basic skincare products has increased rapidly among adolescents. This increase is not always accompanied by adequate understanding of how to select and use products that are safe and effective for individual skin needs. Adolescents often choose skincare products based on trends, social media, and recommendations from their surroundings, without sufficient consideration of product effectiveness and safety. This condition highlights the need for studies that describe adolescents' knowledge, attitudes, and practices regarding basic skincare use. This study aimed to describe adolescents' knowledge, attitudes, and practices related to the effectiveness and safety of basic skincare.

This study used a non-experimental cross-sectional design. Data were collected between October and November 2025 using an online questionnaire distributed via Google Form to senior high school students from both public and private schools in Sleman Regency. The research instrument included questions on sociodemographic characteristics as well as respondents' knowledge, attitudes, and practices regarding the effectiveness and safety of basic skincare. The data were primary data and were analyzed using descriptive quantitative (univariate) analysis with Microsoft Excel, presented as frequency and percentage distributions.

The results from 117 respondents showed that students' knowledge of the effectiveness and safety of basic skincare was generally categorized as moderate, with an average score of 75%, although variations remained in understanding factors influencing product effectiveness and potential risks of use. Students' attitudes toward basic skincare effectiveness and safety were categorized as good, with an average score above 80%; however, some students still tended to assess product effectiveness based on instant results and higher product prices. Basic skincare practices indicated that most students had applied practices supporting effective and safe use. Overall, this study demonstrates variations in adolescents' knowledge, attitudes, and practices regarding the effectiveness and safety of basic skincare.

**Keywords: Basic Skincare, Knowledge, Attitude, Practice, Adolescents.**