

## INTISARI

Pertumbuhan industri kosmetik semakin meningkat seiring adanya peningkatan permintaan dan ketertarikan masyarakat terhadap produk kecantikan. Salah satu kosmetik yang efektif untuk kulit kering dan kusam adalah *peel-off mask*. Di era digital, keberadaan *e-commerce*, seperti Shopee, menawarkan kemudahan akses untuk membeli kosmetik dengan pilihan yang beragam. Maraknya iklan produk kosmetik di *e-commerce* menimbulkan praktik *overclaim* yang berpotensi menyesatkan. Berdasarkan data BPOM, masih terdapat banyak iklan kosmetik yang tidak memenuhi ketentuan dan paling banyak ditemukan di media daring. Penelitian ini bertujuan untuk mengevaluasi kesesuaian iklan dengan regulasi serta mengevaluasi kesesuaian klaim pada iklan produk *peel-off mask* dengan pengalaman pribadi pengguna produk *peel-off mask*.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan desain studi kasus. Sampel diperoleh dengan menyeleksi iklan berdasarkan kriteria yang sudah ditetapkan, lalu dianalisis menggunakan instrumen yang terdiri dari 27 domain berdasarkan Peraturan BPOM Nomor 18 Tahun 2024 tentang Penandaan, Promosi, dan Iklan Kosmetik serta Peraturan BPOM Nomor 3 Tahun 2022 tentang Persyaratan Teknis Klaim Kosmetika. Data disajikan dalam bentuk tabel persentase kesesuaian masing-masing iklan dan secara akumulatif terhadap instrumen yang digunakan, sekaligus poin peraturan mana saja dengan tingkat ketidaksesuaian terbesar. Ulasan konsumen ditinjau menggunakan analisis tematik untuk mengetahui kategori tema yang paling sering muncul. Data nantinya disajikan secara kualitatif dengan penyajian deskriptif.

Hasil penelitian terhadap 417 iklan produk *peel-off mask* di Shopee menunjukkan nilai rata-rata kesesuaian iklan sebesar 91,59% dengan rentang 62,96-100%. Poin 17 dalam domain pernyataan yang terkait klaim kosmetika menjadi poin yang paling banyak dilanggar dengan persentase ketidaksesuaian sebesar 62,59%. Di samping itu, tinjauan terhadap 2054 ulasan konsumen menunjukkan tema klaim/manfaat produk menjadi tema yang paling banyak dibahas dengan persentase 38,75% dan efek samping menjadi tema yang paling sedikit dibahas dengan persentase 2,19%. Hasil penelitian diharapkan mampu menjadi bahan evaluasi bagi para pelaku usaha sehingga dapat lebih cermat dalam membuat iklan, guna menghindarkan konsumen dari risiko berbahaya.

**Kata Kunci :** iklan, kosmetika, *peel-off mask*, regulasi, ulasan konsumen

## ABSTRACT

*The growth of the cosmetic industry continues to increase along with rising consumer demand and interest in beauty products. One cosmetic product considered effective for dry and dull skin is the peel-off mask. In the digital era, e-commerce platforms such as Shopee provide convenient access to a wide variety of cosmetic products. The widespread promotion of cosmetic products on e-commerce platforms has led to the emergence of overclaim practices that may potentially mislead consumers. Based on data from the Indonesian Food and Drug Authority (BPOM), a considerable number of cosmetic advertisements still do not comply with regulatory requirements, with the highest number of violations occurring in online media. This study aims to evaluate the compliance of peel-off mask advertisements with existing regulations and to assess the conformity between advertising claims and the actual experiences of peel-off mask users.*

*This study employed a qualitative descriptive approach with a case study design. Samples were obtained by selecting advertisements based on predetermined criteria and were analyzed using an instrument consisting of 27 regulatory domains derived from BPOM Regulation No. 18 of 2024 concerning Cosmetic Labeling, Promotion, and Advertising, as well as BPOM Regulation No. 3 of 2022 concerning Technical Requirements for Cosmetic Claims. The data were presented in percentage tables showing the level of compliance of each advertisement individually and cumulatively with the applied instrument, including identification of regulatory points with the highest levels of non-compliance. Consumer reviews were analyzed using thematic analysis to identify the most frequently occurring themes, and the data were presented descriptively in a qualitative manner.*

*The analysis of 417 peel-off mask advertisements on Shopee showed an average compliance rate of 91.59%, with a range of 62.96% to 100%. Point 17 within the domain related to cosmetic claims was identified as the most frequently violated provision, with a non-compliance rate of 62.59%. In addition, the review of 2,054 consumer reviews indicated that product claims/benefits were the most frequently discussed theme (38.75%), while side effects were the least discussed theme (2.19%). The findings of this study are expected to serve as an evaluation reference for business actors to improve advertising practices, thereby reducing potential risks and protecting consumers from misleading cosmetic advertisements*

**Keywords:** *advertising, cosmetics, costumer review, peel-off mask, regulation*