

INTISARI

Industri kosmetik di Indonesia terus menunjukkan pertumbuhan seiring meningkatnya kesadaran masyarakat terhadap perawatan diri. Namun, perkembangan ini juga diiringi dengan maraknya promosi dan iklan yang memuat klaim berlebihan akibat persaingan, salah satunya klaim kosmetik sebagai “penghilang bekas luka” yang berpotensi menyesatkan konsumen karena menyerupai klaim terapeutik obat. Permasalahan ini menuntut pengawasan ketat terhadap iklan di ranah digital. Penelitian ini bertujuan untuk menganalisis kesesuaian iklan kosmetik dengan klaim penghilang bekas luka terhadap ketentuan regulasi Badan Pengawas Obat dan Makanan (BPOM).

Penelitian ini menggunakan model non-eksperimental dengan pendekatan deskriptif kualitatif dan metode observasi terstruktur pada iklan kosmetik produk penghilang bekas luka berbentuk *oil* di *e-commerce* Shopee, Tokopedia, dan TikTok Shop. Data dikumpulkan melalui penelusuran produk menggunakan kata kunci “*oil penghilang bekas luka*”, kemudian dianalisis menggunakan lembar observasi yang disusun berdasarkan ketentuan dalam Peraturan BPOM Nomor 18 Tahun 2024 tentang Penandaan, Promosi, dan Iklan Kosmetik serta Peraturan BPOM Nomor 3 Tahun 2022 tentang Persyaratan Teknis Klaim Kosmetika yang telah diuji validitas dan reliabilitasnya.

Hasil penelitian terhadap 249 iklan menunjukkan rata-rata tingkat kesesuaian sebesar 87,86% dengan rentang kesesuaian antara 72%-100%. Meskipun sebagian besar iklan telah sesuai dengan regulasi, masih ditemukan pelanggaran, terbanyak pada penggunaan istilah yang bermakna pencegahan dan/atau pengobatan penyakit di luar fungsi kosmetika dengan persentase pelanggaran sebesar 54,22%. Selain itu, pelanggaran juga ditemukan pada penggunaan kata-kata berlebihan seperti “aman”, “bebas”, “tidak berbahaya”, “tidak ada efek samping”, “ampuh”, serta klaim absolut seperti “100%”, “murni”, dan “asli”. Hasil penelitian ini diharapkan dapat menjadi masukan perbaikan bagi platform *e-commerce* dan pelaku usaha agar meningkatkan kepatuhan, sekaligus melindungi masyarakat dan konsumen dari misinformasi dan klaim kosmetik yang menyesatkan.

Kata Kunci: Iklan, Kosmetik, Penghilang Bekas Luka, Regulasi, *E-commerce*.

ABSTRACT

The cosmetics industry in Indonesia continues to grow alongside increasing public awareness of personal care. However, this development is accompanied by widespread promotions and advertisements containing exaggerated claims due to market competition, including claims of cosmetics as "scar removers," which may mislead consumers as they resemble therapeutic drug claims. This issue necessitates strict oversight of digital advertising. This study aims to analyze the compliance of cosmetic advertisements claiming scar removal with the regulations set by *Badan Pengawas Obat dan Makanan* (BPOM).

This research is a non-experimental design with a qualitative descriptive approach and structured observation methods on cosmetic advertisements for oil-based scar treatment products on e-commerce platforms such as Shopee, Tokopedia, and TikTok Shop. Data were collected through product searches using the keyword "oil penghilang bekas luka" and analyzed using an observation sheet developed based on *Peraturan BPOM Nomor 18 Tahun 2024 tentang Penandaan, Promosi, dan Iklan Kosmetik*, and *Peraturan BPOM Nomor 3 Tahun 2022 tentang Persyaratan Teknis Klaim Kosmetika*, which have been validated for reliability and validity.

The results of the study on 249 advertisements showed an average compliance rate of 87.86%, with a compliance range between 72% and 100%. Although most advertisements were in accordance with the regulations, violations were still identified, primarily involving the use of terms implying disease prevention and/or treatment beyond the cosmetic function, with a violation rate of 54.22%. In addition, violations were also found in the use of exaggerated claims such as "safe," "free," "harmless," "no side effects," "effective," as well as absolute claims such as "100%," "pure," and "original." Furthermore, the findings are expected to serve as recommendations for e-commerce platforms and industry actors to improve compliance, while protecting the public and consumers from misleading information and deceptive cosmetic claims.

Keywords: Advertisement, Cosmetics, Scar Remover, Regulation, E-commerce.