

Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon

Volume: 05

Issue: 04

Year: 2025

Page: 839-848

Citation:

Wiyardhani, L.,
Wibriansyah, A., & Payuti,
Y. (2025). Legal protection
for consumers against
hazardous skincare
products. *Research Horizon*,
5(4), 839-838.

Article History:

Received: May 27, 2025

Revised: June 24, 2025

Accepted: June 27, 2025

Online since: June 30, 2025

Legal Protection for Consumers Against Hazardous Skincare Products

Laras Wiyardhani^{1*}, Akbar Wibriansyah¹, Yuyut Payuti¹

¹ Universitas Islam Nusantara, Bandung, Indonesia

* Corresponding author: Laras Wiyardhani (laraswiyardhani@uninus.ac.id)

Abstract

The proliferation of unregistered skincare products in Indonesia presents a critical legal issue concerning consumer safety and regulatory enforcement. Despite the presence of Law Number 8 of 1999 on Consumer Protection, the circulation of unauthorized cosmetics continues to endanger public health and disrupt market order, as evidenced by national agency of drug and food control 2024 data reporting over 1,000 confiscated illegal products valued in the tens of billions of rupiah. This research addresses the legal question of how effectively current consumer protection laws safeguard individuals from the risks posed by illegal skincare products. The study aims to analyze the normative foundation of consumer protection, evaluate enforcement challenges, and propose strategies to enhance regulatory efficacy. Using a normative juridical method, the research relies on statutory analysis, case studies, and conceptual interpretation based on primary, secondary, and tertiary legal sources. The findings reveal that although the legal framework is normatively adequate, its implementation is hindered by low public awareness, limited digital oversight, and fragmented institutional coordination. The study concludes by recommending integrated digital supervision, strengthened inter-agency collaboration, and continuous consumer legal education as essential measures to reinforce legal protection and curb the spread of unauthorized skincare products in Indonesia.

Keywords

Consumer Protection, Digital Platforms, Illegal Skincare, Product Supervision.

1. Introduction

The skincare industry in Indonesia has grown rapidly in recent years, with the national cosmetics sector increasing by 7% and reaching a market value of IDR 20 trillion, driven by rising skincare awareness, healthy lifestyle trends, and social media influence. However, this growth has also led to serious consumer safety concerns. According to a 2024 report by National Agency of Drug and Food Control (*Badan Pengawas Obat dan Makanan/BPOM*), over 1,000 illegal cosmetic products valued in the tens of billions of rupiah were confiscated. These products often lack distribution permits, contain harmful substances like mercury, hydroquinone, and tretinoin, or are produced without adhering to Good Cosmetic Manufacturing Practices (*Cara Pembuatan Kosmetika yang Baik/CPKB*) (Normalita et al., 2022; Hertina & Wulandari, 2022).

One notable case of harmful cosmetic contamination involves “FF Day Cream Glowing,” which was found to contain mercury a banned substance due to its health risks. Although initially registered and deemed safe by BPOM, hazardous ingredients were later added after the pre-market inspection phase. The rise of technology and e-commerce has further complicated the issue, as digital platforms enable the widespread and hard-to-control distribution of illegal skincare products. Irresponsible sellers exploit regulatory gaps by offering unregistered products at lower prices, making false claims, and even faking BPOM license numbers. The health consequences are severe, with BPOM recording over 1,000 adverse effect reports in 2023, including cases of hyperpigmentation, contact dermatitis, and kidney damage due to mercury exposure (Maulida et al., 2013; Hasrudin & Sagena, 2023; Triyani & Muliya, 2023).

Law Number 8 of 1999 concerning Consumer Protection has actually provided a strong legal basis to protect the interests of consumers. Article 8 paragraph (1) letter a expressly prohibits business actors from producing and/or trading goods that do not meet the required standards. However, the implementation of this law still faces various challenges, ranging from limited supervisory resources, lack of coordination between related institutions, to low public legal awareness (Juanda, 2022; Fawaid et al., 2024).

The complexity of this problem is also exacerbated by several socio-economic factors, such as: An economic gap that encourages consumers to seek products at a lower price without considering the safety aspect. Lack of digital literacy that makes consumers easily influenced by misleading advertising on social media. Weak surveillance system in border areas that allows the entry of illegal products from abroad. Lack of public education on how to identify legal and safe cosmetic products (Maulida et al., 2013; Ameliani, 2022; Laksana, 2024).

According to consumer protection laws in Indonesia, business actors have legal responsibility for any losses suffered by consumers due to the use of unsafe products. However, in practice, the implementation of this responsibility still faces many obstacles, including a lack of consumer awareness to demand their rights, weak supervision of illegal business actors, and difficult legal processes for consumers who want to sue civilly. Although existing regulations such as Law Number 8 of 1999 on Consumer Protection provide a formal legal framework, there remains a critical gap between normative provisions and their practical enforcement particularly concerning hazardous skincare products circulated through digital platforms (Rahmawati et al., 2019; Sommaliagustina et al., 2024). The law does not yet comprehensively regulate mechanisms for cross-border digital trade, traceability of unregistered sellers, or platform liability, creating a regulatory vacuum that allows illegal products to proliferate with minimal legal consequence. Moreover, enforcement agencies often lack adequate digital surveillance tools and inter-agency coordination to monitor e-commerce environments effectively. Specific empirical

research examining how legal protections are operationalized in the context of online distribution of unsafe cosmetics is still limited. This legal and empirical gap underscores the urgency of re-evaluating current regulatory strategies and enforcement mechanisms to better align with the realities of the digital marketplace and safeguard consumer health. Without timely intervention, the continued exposure to unsafe skincare products may lead to escalating public health risks and declining public trust in legal institutions. Therefore, more systematic efforts are needed to strengthen regulations and improve law enforcement so that consumer protection can be more optimal (Gondokesumo & Amir, 2021; Sumintardirja & Muliya, 2023; Prasetyo & Gunadi, 2024).

This study formulates the following research questions: (1) What form of legal protection is available to consumers who use skincare products containing hazardous ingredients? and (2) How is the law enforced against business actors who market skincare products with harmful substances? The primary objective of this research is to explore the legal protection afforded to consumers affected by the use of such products and to analyze the enforcement of laws against businesses that distribute skincare products containing dangerous ingredients.

2. Literature Review

Several studies highlight ongoing challenges in the implementation and supervision of cosmetic regulations in Indonesia. Buloto et al. (2025) state that despite the strong legal foundation provided by Law Number 8 of 1999, weak enforcement allows illegal cosmetic products to continue circulating. Similarly, BPOM Regulation Number 12 of 2020, which governs cosmetic registration, has not been fully effective in addressing unlicensed products (Paramita & Yasa, 2015; Adjeng et al., 2023). Andira et al. (2025) compare Indonesian and U.S. regulations, noting that the U.S. FDA's requirement for pre-market reporting of ingredients and product safety has proven more effective, highlighting legal gaps in the Indonesian system.

Research by Agustin et al. (2024) reveals that illegal skincare products containing hazardous substances like mercury and hydroquinone can cause severe side effects, including dermatitis, hyperpigmentation, and internal organ damage. Andini (2023) adds that most Indonesian consumers lack the literacy to identify illegal products and are easily misled by social media advertising. BPOM's 2023 report recorded around 1,000 cases of adverse effects from illegal skincare, mainly involving allergic reactions and skin infections. According to Syafitri and Dewi (2022), increasing consumer education is key to reducing such risks (ab Aziz & Othman, 2020). Supervision is also hampered by the ease of access to illegal products via e-commerce platforms like Shopee, Tokopedia, and TikTok Shop, prompting calls for stricter verification systems (Daeng et al., 2023; Prayuti et al., 2024). Azizah (2024) further note that weak BPOM oversight, regulatory gaps, and low public legal awareness remain key barriers to effective consumer protection (Setiadi, 2012; Carma, 2018; Marsela et al., 2024).

Complementing this, Legal System Theory identifies three components that are essential for effective law enforcement: legal structure (institutions such as BPOM and the courts), legal substance (statutory regulations), and legal culture (public attitudes toward the law). This framework is important for understanding the challenges of law enforcement surrounding illegal cosmetics in Indonesia (Friedman, 1975; Ningsih et al., 2024; Makalam & Khairunnisa, 2024).

Legal Structure, which is an institution or institution that carries out law enforcement functions, such as BPOM, the Police, and the Court. In the context of illegal cosmetics, the weak supervisory capacity of BPOM and the limitations of law enforcement officials are significant obstacles in cracking down on violations. Legal Substance, which is the applicable legal rules, such as the Consumer Protection Law,

BPOM regulations, and digital trade regulations. The disharmony between conventional regulations and the development of digital technology often creates legal loopholes that are exploited by rogue business actors. Legal Culture, which includes public awareness, attitudes, and behaviors towards the law.

The rampant spread of illegal cosmetics is exacerbated by low public legal literacy and weak consumer awareness. Setiadi (2012), aligning with Friedman, argues that law enforcement depends not only on legal norms but also on socio-economic and political conditions. Weak oversight, poor legal culture, and slow regulatory adaptation to digital and consumerist trends are key barriers

3. Methods

This study adopts a normative juridical approach, emphasizing a legal analysis focused on consumer protection in relation to the distribution and use of illegal skincare products. The legal framework used includes Law Number 8 of 1999 concerning Consumer Protection, as well as relevant sectoral regulations such as BPOM Regulation Number 12 of 2020 on Cosmetic Safety Requirements. This approach aims to assess how existing legal norms are applied in protecting consumers from products containing harmful substances such as mercury, hydroquinone, and tretinoin. Data collection is conducted through a literature review involving three types of legal materials. Primary legal sources include statutes and official government regulations relevant to consumer protection and cosmetic safety. Secondary legal sources consist of academic journals, legal commentaries, books, and previous research that critically examine the application and limitations of these regulations. Tertiary legal materials, such as legal encyclopedias and dictionaries, are used to clarify legal terminology and conceptual understanding. The data obtained is then analyzed using a descriptive-analytical technique, which seeks to describe, interpret, and evaluate legal norms and their enforcement mechanisms in a structured and factual manner. In addition to the statutory and conceptual analysis, this study also incorporates a comparative approach by examining how other jurisdictions, such as the European Union or the United States, regulate the safety and distribution of cosmetic products, particularly with respect to platform accountability and cross-border enforcement

The urgency of this research stems from the rapid growth of the skincare industry in Indonesia. According to the Ministry of Industry, the national cosmetics sector expanded by 7% in 2024, with a market value reaching IDR 20 trillion. This growth is driven by increasing public awareness about skincare, lifestyle shifts, and social media influence. However, it has also resulted in the proliferation of illegal skincare products that endanger consumer health and safety. A 2024 BPOM report stated that over 1,000 illegal cosmetics, valued at tens of billions of rupiah, were confiscated for containing banned substances or lacking proper licensing. Cases such as the “FF Day Cream Glowing” highlight the flaws in current supervision systems. Although initially deemed safe by BPOM, the product was later found to contain mercury due to post-approval tampering. The spread of illegal cosmetics has been further exacerbated by the rise of e-commerce, where sellers exploit digital platforms to market unlicensed products using misleading claims or forged registration numbers.

Despite the existence of Law Number 8 of 1999, its implementation faces several practical challenges, including weak inter-agency coordination, limited supervisory resources, and low public legal literacy. These challenges are compounded by socio-economic factors such as the affordability gap, poor digital literacy, and weak border surveillance. By analyzing these issues within the normative juridical framework, this study seeks to evaluate the effectiveness of legal protections and identify strategic recommendations for strengthening law enforcement mechanisms related to consumer safety in the skincare sector, especially in the digital marketplace.

4. Results

4.1. Consumer Legal Protection Based on Law Number 8 of 1999

Consumer rights as stipulated in Article 4 of Law Number 8 of 1999 concerning Consumer Protection include several fundamental entitlements. These rights encompass the right to security, comfort, and safety in consuming goods and/or services; the right to choose goods and/or services and obtain them in accordance with the exchange rate and the promised conditions and guarantees; and the right to receive true, clear, and honest information about the conditions and guarantees of goods and/or services. Additionally, consumers have the right to voice complaints regarding the goods and/or services they use, as well as the right to advocacy, protection, and appropriate dispute resolution efforts in matters of consumer protection. Other rights include the right to consumer guidance and education, the right to be treated properly, honestly, and without discrimination, and the right to receive compensation, indemnification, and/or reimbursement if the goods and/or services provided are not in accordance with the agreement or as they should be. Consumers are also entitled to other rights as governed by relevant statutory provisions. Legal protection for consumers who use illegal skincare products can thus be pursued through several key aspects namely Administrative Law, Criminal Law and Civil Law.

According to Article 60 paragraph (2) of the Consumer Protection Law, business actors found in violation may face administrative penalties, including fines of up to IDR 200 million. The resolution of such administrative matters can be handled through the Consumer Dispute Settlement Agency (*Badan Penyelesaian Sengketa Konsumen/BPSK*). Criminal sanctions are regulated in Articles 62-63 of the Consumer Protection Law which include the imposition of additional penalties such as confiscation of goods, revocation of business licenses, and termination of activities that are detrimental to consumers. This applies to business actors who produce or distribute dangerous skincare products, such as those containing addictive substances or other harmful ingredients. A civil lawsuit based on Article 1365 of the Civil Code can be filed by aggrieved consumers to obtain compensation for losses due to the use of illegal products.

The dispute resolution mechanism can be carried out through litigation (court) or non-litigation, such as mediation, arbitration. However, the implementation of this legal protection is often hampered by weak supervision and lack of education for consumers. BPOM Regulation Number 12 of 2020 explains the regulations and requirements related to beauty products, which emphasizes that the registration of beauty products must be carried out before being used by consumers. Registration of beauty products can be done through the application that has been provided by BPOM.

According to product rules in Indonesia, there is a regulation from Regulation number 12 of 2020 from the Head of the Food and Drug Supervisory Agency discussing how to notify the use of cosmetics. In part 2 paragraph 1, it is explained that business parties must ensure that the cosmetics they make for sale domestically or imported for sale in Indonesia must meet certain standards, including criteria, safety, benefits, marking quality, and claims (Soemarwi & Ridzki, 2023).

4.2. Law enforcement obstacles

Although Law No. 8 of 1999 has provided a strong legal foundation for consumer protection, its implementation in the field still encounters various challenges. One major obstacle is the sub-optimal supervision carried out by the Food and Drug Supervisory Agency. With limited human and technological resources, BPOM struggles to monitor the vast number of skincare products circulating in the market, especially on fast-moving e-commerce platforms where new products and sellers emerge rapidly. This makes it difficult to ensure that every product being sold has

undergone proper evaluation and meets safety standards. Another critical issue is the low level of consumer awareness. Many users do not realize the potential health dangers of illegal skincare products, such as exposure to harmful chemicals like mercury and hydroquinone. Additionally, there is a general lack of knowledge among consumers about how to check the legality of products, including the use of BPOM registration numbers or accessing official verification platforms. This knowledge gap often leads consumers to choose products based solely on price or popularity on social media, without understanding the safety implications.

Tracking down illegal business actors also presents a significant challenge. These individuals or entities often do not operate from fixed physical locations and may use false identities or multiple online accounts to avoid detection. This makes legal action and law enforcement difficult, as authorities must first identify and locate the perpetrators. Moreover, the absence of a comprehensive database of verified sellers adds to the complexity of enforcement efforts. Lastly, the lack of consistent education and dissemination of information exacerbates the problem. Public campaigns and formal education regarding the dangers of illegal skincare products are still relatively limited, especially in rural or underserved areas. Without adequate outreach and continuous public education, consumers remain vulnerable to misinformation and the temptation of cheaper, unsafe products. Strengthening consumer awareness, enhancing institutional capacity, and expanding legal literacy are therefore key to improving the implementation of the law and ensuring better protection for the public.

4.3. Consumer Protection Strategy

To improve consumer protection, a comprehensive strategy involving multiple stakeholders is essential. First, consumer education must be prioritized. Governments and relevant agencies should intensify public awareness through campaigns, social media, and consumer education programs that emphasize the dangers of illegal skincare products. This includes educating consumers on how to verify the legality of products, such as checking the BPOM registration number and understanding product labeling (Adjeng et al., 2023). Second, supervision must be strengthened. The Food and Drug Supervisory Agency should collaborate closely with digital platforms like e-commerce marketplaces to detect and remove illegal products, as well as to trace and penalize offending business actors. The use of digital technology, including detection algorithms and automated monitoring systems, can support this effort by identifying suspicious advertisements and sales patterns (Ameliani, 2022).

Third, strict law enforcement plays a critical role. Implementing heavier sanctions and ensuring swift legal action against violators can serve as a strong deterrent. Effective enforcement also requires improved inter-agency coordination among BPOM, the police, and the Ministry of Trade to ensure a unified and efficient response (Soemarwi & Ridzki, 2023). Lastly, community collaboration should be enhanced. Public participation is key in identifying and reporting illegal skincare products, and consumers must be encouraged to use official reporting channels such as consumer complaint applications or BPOM's online platform. Community initiatives that assist in uncovering and reporting cases of harmful products can also be supported as part of broader preventive efforts (Paramita & Yasa, 2015; Adjeng et al., 2023). Collectively, these strategies can significantly bolster the legal and practical mechanisms that protect consumers from hazardous skincare products.

5. Discussion

According to Normalita et al. (2022), the growth of the skincare industry in Indonesia, which reached 7% and a total market value of IDR 20 trillion, was influenced by increased awareness of a healthy lifestyle and the massive role of social

media. However, this progress was accompanied by a surge in the circulation of illegal cosmetics that threatened consumer safety. The 2024 BPOM report recorded that more than 1,000 illegal products were confiscated because they contained hazardous materials such as mercury, hydroquinone, and tretinoin, and did not meet the standards of Good Cosmetic Manufacturing Practices (Hertina & Wulandari, 2022). As explained by Maulida et al. (2013), cases such as “FF Day Cream Glowing” show that products that initially passed BPOM verification can be modified with hazardous materials after the pre-market stage. This shows weak post-market supervision and loopholes in the regulatory system. Triyani and Muliya (2023) added that business actors often take advantage of legal loopholes by selling unregistered products on e-commerce through false claims and the use of fictitious distribution permit numbers.

According to Juanda (2022), although Law Number 8 of 1999 has provided a strong legal basis, its implementation in the field still faces serious obstacles such as limited supervisory resources, weak coordination between institutions, and low public legal awareness. In practice, Sumintardirja and Muliya (2023) show that many consumers do not understand their rights and do not know how to claim compensation for losses due to the use of hazardous products. Research by Agustin et al. (2024) proves that hazardous ingredients in illegal skincare such as mercury and hydroquinone can cause serious side effects, including dermatitis and damage to internal organs. According to Andini (2023), the majority of Indonesian consumers tend not to understand how to identify illegal products and are easily influenced by misleading advertisements on social media. For this reason, Syafitri and Dewi (2022) emphasize the importance of consumer education as a preventive measure, which is also supported by ab Aziz and Othman, (2020) in their study in Malaysia.

According to Buloto et al. (2025), regulations such as BPOM Regulation No. 12 of 2020 has indeed set cosmetic safety standards, but its effectiveness has not been maximized in dealing with the rampant illegal products in digital market. Andira et al. (2025) added that the FDA system in the United States is stricter because it requires reporting of raw materials before products are marketed, making it more effective than the system in Indonesia which is still vulnerable to abuse. Based on Friedman's Legal System Theory (1975), the effectiveness of law enforcement depends on three components: legal structure, legal substance, and legal culture. In this context, Makalam and Khairunnisa (2024) stated that BPOM as a legal structure faces limited resources in supervision. Legal substances such as the Consumer Protection Law have not been fully adapted to digital dynamics. Meanwhile, the legal culture of society—which reflects attitudes and legal awareness—is still weak. Setiadi (2012) agrees that socio-economic factors and consumer culture also hinder the effectiveness of the law.

According to Adjeng et al. (2023), consumer protection strategies must start with public education about the risks of illegal cosmetics and how to check the legality of products through BPOM numbers. Ameliani (2022) suggests the use of digital technology such as automatic detection algorithms to help BPOM monitor advertising and sales in e-commerce. Furthermore, Soemarwi and Ridzkie, (2023) emphasizes the importance of strict sanctions and cross-agency coordination so that a deterrent effect on perpetrators can be achieved. Paramita and Yasa, (2015) states that community involvement in reporting illegal products also plays an important role in community-based supervision.

6. Conclusion

This study finds that while consumer protection against illegal skincare products is formally guaranteed under Law Number 8 of 1999 on Consumer Protection, its practical implementation remains ineffective. Key contributing factors include inadequate supervision of digital platforms, limited enforcement capacity within

BPOM, and low public legal awareness. These weaknesses have allowed hazardous skincare products to remain accessible in the market, posing serious health risks and creating unfair competition for compliant businesses.

Despite the availability of administrative, criminal, and civil sanctions, the deterrent effect is minimal due to poor coordination among institutions and the lack of integrated technological enforcement tools. This highlights a pressing need for regulatory reform, particularly in adapting legal mechanisms to the digital marketplace. Effective implementation requires multi-stakeholder cooperation, including BPOM, the Ministry of Trade, Financial Services Authority (*Otoritas Jasa Keuangan/OJK*), and digital commerce platforms, to ensure real-time monitoring and the swift removal of illegal products. In this context, digital innovations, such as automated detection systems and database synchronization, could serve as critical tools for enhancing regulatory oversight. Additionally, consumer empowerment is essential. Public education initiatives must be intensified to raise legal literacy and encourage civic participation in identifying and reporting violations. Building a culture of compliance requires not only strong institutions but also an informed and proactive consumer base.

Theoretically, this study reinforces the view that effective law enforcement extends beyond statutory provisions; it depends on the capacity of legal institutions and the prevailing legal culture. The Indonesian case illustrates the challenges of aligning existing legal frameworks with the evolving dynamics of digital trade. However, the normative-juridical focus of this study limits its ability to assess on-the-ground realities. Therefore, future research should employ empirical or mixed-method approaches to evaluate the actual effectiveness of legal norms, institutional coordination, and digital interventions in curbing the proliferation of unregistered and unsafe skincare products.

References

- Ab Aziz, A., & Othman, N. N. B. (2020). Legal control for the safety of cosmetic products application use in Malaysia. *Journal of Halal Industry & Services*, 3(5), 234-243.
- Adjeng, A. N. T., Koedoes, Y. A., Ali, N. F. M., Palogan, A. N. A., & Damayanti, E. (2023). Edukasi bahan dan penggunaan kosmetik yang aman di desa suka banjar gedong tataan kabupaten pesawaran. *Jurnal Kreativitas Pengabdian Kepada Masyarakat (PKM)*, 6(1), 89-102.
- Agustin, E. W., Tumangger, M. H., Nurmaliyah, A., Maudy, N. S., Lubis, C. M., Izzaty, S. U. N., ... & Sakti, E. P. (2025). Studi literatur kandungan zat berbahaya pada skincare dan dampaknya terhadap kesehatan kulit. *An-Najat*, 3(1), 01-10.
- Ameliani, P., Iskandar, H., & Wardana, D. J. (2022). Perlindungan hukum bagi konsumen terhadap produk kosmetik yang tidak terdaftar BPOM. *AL-MANHAJ: Jurnal Hukum Dan Pranata Sosial Islam*, 4(2), 653-660.
- Andini, F., & Zulham, Z. (2023). Pertanggungjawaban dokter kecantikan terhadap konsumen pada informasi produk cream wajah. *Journal of Education Research*, 4(2), 706-714.
- Andira, A., Muhammad, D. W., Apriana, A. L., & Saifuddin, S. S. (2025). Kosmetik ilegal hukum, regulasi dan pengawasan. *CV. Strata Persada Academia* 4(3), 1-66.
- Azizah, S. (2024). Perlindungan hukum bagi konsumen terhadap produk kosmetik impor tanpa izin bpom yang dijual online di Indonesia. *Jurnal JURISTIC*, 5(01), 98-118.
- Buloto, A. V., Pulu Hulawa, F. U., & Mantali, A. R. Y. (2025). Penguatan regulasi dan penegakan hukum terhadap peredaran kosmetik ilegal di Indonesia dan Singapura. *Sinergi: Jurnal Riset Ilmiah*, 2(2), 691-703.

- Carma, G. O. D. (2018). *Pelaksanaan Perlindungan Hukum Terhadap Korban Tindak Pidana Terorisme Di Bali* (Doctoral dissertation, UAJY).
- Daeng, Y., Usti, A., Sitorus, S., Syafran, S., Sani, A. A., Desrizal, D., & Dwi, D. (2023). Penguatan perlindungan konsumen dalam transaksi online: kajian terhadap strategi hukum dan kesadaran konsumen. *Innovative: Journal of Social Science Research*, 3(6), 3012-3018.
- Fawaid, B., Manan, A. F., & Indriyanto, I. (2024). Analysis of business actors' perceptions of intellectual property legal protection in digital business. *Research Horizon*, 4(5), 77-86.
- Friedman, L. M. (1975). *The legal system: A social science perspective*. New York: Russell Sage Foundation.
- Gondokesumo, M. E., & Amir, N. (2021). Consumer protection against the circulation and supervision of online-based drug sales. *Soepra Jurnal Hukum Kesehatan*, 7(2), 302-311.
- Hasrudin, T., & Sagena, U. (2023). The role of Indonesian government policy in shaping the competitive landscape of the southeast Asian beauty industry. *Research Horizon*, 3(4), 433-444.
- Hertina, D., & Wulandari, D. (2022). Pengaruh harga, kualitas produk dan brand image terhadap keputusan pembelian. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(12), 5379-5384.
- Juanda, J., & Untari, D. T. (2022). Legal protection for consumers against illegal cosmetic products. *International journal of health sciences*, 6(S4), 4344-4348.
- Laksana, T. G. (2024). Perlindungan hukum konsumen e-commerce pada produk kesehatan: pembelajaran pada kejahatan siber. *Indo Green Journal*, 2(1), 31-44.
- Makalam, F. R., & Khairunnisa, Y. (2024). Analisis peran regulasi dan etika dalam pengawasan kosmetik berbahaya. *Kabillah: Journal of Social Community*, 9(2), 510-521.
- Marsela, D., Yudhistira, Y., & Fawaid, B. (2024). Legal protection of consumers in online business: a criminal law perspective in handling fraud and identity theft. *Research Horizon*, 4(3), 99-106.
- Maulida, H., Wiletno, S., & Mahmudah, S. (2013). Implementasi Undang-undang Nomor 8 tahun 1999 tentang perlindungan konsumen dalam peredaran kosmetik yang mengandung bahan kimia berbahaya. *Diponegoro Law Journal*, 2(2), 1-10.
- Ningsih, F. D., Dewi, E. A., Mawahib, M., Prabowo, M. S., & Kustanto, A. (2024). Analysis of differences in legal protection towards consumers in business transactions based on different types of contracts. *Research Horizon*, 4(3), 91-98.
- Normalita I, Septianingrum N made ayu N, Anti Hapsari WS. (2022). Gambaran pengetahuan masyarakat terhadap penggunaan produk pencerah kulit. *journal syifa sciences and clinical research* 4(3)108-117.
- Paramita, N. D., & Yasa, N. N. K. (2015). Sikap dalam memediasi hubungan kesadaran lingkungan dengan niat beli produk kosmetik ramah lingkungan. *Jurnal Manajemen Dan Kewirausahaan*, 17(2), 187-195.
- Prasetyo, S. P., & Gunadi, A. (2024). Perlindungan hukum bagi konsumen terhadap produk kecantikan tidak terdaftar BPOM yang Beredar di E-Commerce. *Jurnal Hukum Lex Generalis*, 5(4), 45-58.
- Prayuti, Y., Parulian, A. T., Parulian, I., Fiter, J., & Jeremy, D. A. (2024). Perlindungan konsumen dalam transaksi produk kesehatan online: Analisis Regulasi Dan Praktik. *Syntax Idea*, 6(4), 87-98.
- Rahmawati, I. D., Udiana, I. M., & Mudana, I. N. (2019). Perlindungan hukum konsumen pengguna kosmetik tanpa izin edar dalam perspektif Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen. *Kertha Semaya: Journal Ilmu Hukum*, 7(5), 1-16.
- Setiadi, W. (2012). Pembangunan hukum dalam rangka peningkatan supremasi hukum. *Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional*, 1(1), 1-15.

- Soemarwi, V. W. S., & Ridzkiya, Y. (2023). Perlindungan hukum konsumen terhadap peredaran kosmetik palsu berdasarkan Uu Nomor 8 Tahun 1999 Tentang perlindungan konsumen dan peraturan BPOM Nomor 23 Tahun 2019. *Jurnal Rectum: Tinjauan Yuridis Penanganan Tindak Pidana*, 5(1), 995-1010.
- Sommaliagustina, D., Harniwati, H., & Nugraha, E. (2024). Perlindungan hukum terhadap konsumen produk kosmetik ilegal di kota padang. *Journal of Indonesian Comparative of Syari'ah Law*, 7(2), 175-188.
- Sumintardirja, A. F. H., & Muliya, L. S. (2023). Tanggungjawab pelaku usaha terhadap konsumen pengguna kosmetik berbahaya berdasarkan UU Nomor 8 Tahun 1999. *Jurnal Riset Ilmu Hukum* 7(4), 63-68.
- Syafitri, I., & Dewi, A. S. (2022). Analisis perlindungan hukum terhadap konsumen atas produk skincare ilegal. *Juripol (Jurnal Institusi Politeknik Ganesha Medan)*, 5(2), 124-133.
- Triyani, L., & Muliya, L. S. (2023, January). Perlindungan hukum bagi konsumen terhadap produk skincare dalam kemasan sampel (Share in Jar) di Onlineshop berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen. In *Bandung Conference Series: Law Studies*.
- Tirdasari, N. L., & Dhewanto, W. (2012). Family business succession in Indonesia: A study of hospitality industry. *Procedia-Social and Behavioral Sciences*, 57(1), 69-74.
- Ward, K. (2012). *Strategic management accounting*. New York: Routledge.

Acknowledgment

We gratefully acknowledge the contributions of individuals who supported the completion of this article.

Funding Information

This research did not receive any funding.

Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution-ShareAlike 4.0 International License (<https://creativecommons.org/licenses/by-sa/4.0/>).