

THE ROLE OF THE FOOD AND DRUG ADMINISTRATION (BPOM) IN MONITORING COSMETIC PRODUCTS CONTAINING HARMFUL SUBSTANCES IN PALANGKA RAYA

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Abstract

This study aims to analyze the role of the Food and Drug Administration (BPOM) in monitoring cosmetic products containing hazardous substances in Palangka Raya. The research problem raised in this study is how BPOM monitors hazardous cosmetics and what challenges are faced in carrying out this task. The objective of this study is to examine the challenges faced by BPOM in carrying out the monitoring of hazardous cosmetics in Palangka Raya and to provide recommendations for improving the effectiveness of monitoring. This study uses a descriptive qualitative method, with an empirical juridical approach combining secondary data analysis and direct observation of monitoring practices. The results show that although BPOM has carried out various monitoring efforts, such as cyber patrols, distribution inspections, and public education, the main challenges faced include environmental factors, limited human resources, and lack of public awareness about the dangers of illegal cosmetics. This study recommends the need for better cooperation between BPOM, local government, and the public, as well as increased use of technology and educational programs to strengthen the monitoring of hazardous cosmetics in Palangka Raya.

Keywords: *BPOM, Harmful Cosmetics, Supervision.*

INTRODUCTION

Adolescents are a social group highly influenced by lifestyle trends. Cosmetics, as part of their lifestyle, are often followed by trends in makeup and popular beauty products to achieve the ideal appearance. A variety of cosmetic products are offered for various age ranges, including body care, skincare, and makeup, making them vulnerable to purchasing these products.¹ Referring to the provisions in Presidential Regulation Number 80 of 2017, BPOM is a non-ministerial government institution with the mandate to regulate and supervise the circulation of medicines and food products in Indonesia.² Regulation BPOM Number 17 of 2014 establishes that the maximum mercury (Hg) content in cosmetic products is 1 mg per kilogram. Furthermore, through Regulation BPOM Number 18 of 2015, the use of mercury in cosmetics is completely prohibited due to its toxic nature, even at low concentrations. Cosmetics containing mercury can cause various health issues, such as itching, red spots on the skin, allergic reactions, irritation, as well as damage to the nervous system, brain, and kidneys. In addition, mercury can also potentially interfere with fetal development and damage internal organs in a short period if exposed to high amounts.³ Hydroquinone is a whitening agent commonly used and found in cosmetics to slow down melanin production. This compound is highly toxic and works by inhibiting the enzyme tyrosinase, which reduces melanin. Long-term use of hydroquinone can be harmful. Therefore, its use should be monitored by a doctor with a

¹ Nurul Aisyah, Muh. Akil Rahman, and Sitti Aisyah, 'Analisis Islamic Branding Terhadap Keputusan Pembelian Kosmetik Wardah Melalui Brand Awareness Sebagai Mediasi Pada Remaja Wanita Di Kota Makassar', *Jurnal Sipakalebby*, 5.2 (2021), 180–96 <<https://doi.org/10.24252/sipakalebby.v5i2.25752>>."

² 'Profil | Balai Besar POM Di Palangkaraya' <<https://palangkaraya.pom.go.id/profil>> [accessed 29 June 2025]."

³ Baiq Rimala Purnawijaya, Anne Yuliantini, and Winasih Rachmawati, 'Review: Analisis Zat Berbahaya Pada Kosmetik Krim Pemutih Dengan Metode Aas Dan Spektrofotometri Uv-Vis', *JOPS (Journal Of Pharmacy and Science)*, 5.1 (2021), 9–18 <<https://doi.org/10.36341/jops.v5i1.1923>>."

concentration of 2-4% and for no more than 6 months.⁴ Sensitive skin to parabens can experience dermatitis and irritation when exposed directly. Parabens are used in cosmetics to prevent bacterial contamination. BPOM sets the safe limit for parabens at 0.4% for single preservatives and 0.8% for mixtures. Exceeding these limits can cause irritation and allergies.⁵ A careful examination of the retail price is the first step in determining the authenticity of a cosmetic product. It is reasonable to question the legitimacy of a product sold at a very low price or with a very high discount. Information regarding the product identity, type of cosmetic, manufacturer code, and notification number can be found on the packaging, which also contains the registration or notification number. This information can be checked for further verification. Verifying the product's validity requires this information. As part of regulations and consumer protection measures, the product label must include information such as: product name, size, ingredients, distribution permit number, production code, product function, and expiration date.⁶

In the past three years, in 2022, BBPOM Palangka Raya discovered 439 violation links in the field of Medicines and Food through cyber patrols. In 2023, 86 cosmetic distribution facilities were inspected, and 11 violating facilities were found, with products destroyed on-site. Meanwhile, in 2024, 106 facilities were inspected, 18 violating facilities were found, and intensive monitoring of beauty clinics in the area was carried out.⁷ BPOM has a public literacy and education program called the KIA Program (Safe Medicine and Food Information Campaign). This program previously involved community leaders, including members of the parliament, who invited thousands of people every year. In this program, BPOM emphasizes the importance of choosing safe medicines and food. KIA itself is managed by the information and communication division of BPOM.⁸

The urgency of this research lies in the role of BPOM Indonesia in safeguarding public health, particularly concerning cosmetic products. The circulation of harmful cosmetics, such as excessive mercury, hydroquinone, and parabens, can pose health risks to consumers. This research focuses on BPOM's efforts to monitor harmful cosmetics in Palangka Raya, which faces challenges in addressing the circulation of illegal products. The findings of this research are crucial for improving BPOM regulations to be more effective in reducing the risks of harmful cosmetics. This research also encourages collaboration between BPOM, local government, consumers, and relevant stakeholders to enhance consumer protection. Furthermore, this research emphasizes the importance of continuous monitoring and public education to create a safer and healthier community. The aim of this research is to examine the challenges faced by BPOM Palangka Raya in carrying out its duties as the supervisor of cosmetic products in Palangka Raya that contain potentially harmful substances.

LITERATURE REVIEW

Research analysis by Arfiah Aliya Andi Kunna titled 'The Role of the Food and Drug Administration in the Widespread Circulation of Illegal Cosmetics in Palopo' shows that BPOM in Palopo is obligated to ensure the quality and safety of cosmetic products sold in Indonesia. Technical standards for cosmetic materials, the registration process, and import monitoring are established by BPOM in its capacity as a supervisory body. To ensure that their products are safe and of high quality, companies in the cosmetics business are required to comply with all relevant regulations.⁹

The research by Arfiah Aliya Andi Kunna and this study share similarities, as both discuss the role of BPOM in supervising cosmetic products containing harmful substances in Indonesia, as well as the risks of harmful materials and the importance of BPOM regulations to ensure the safety of circulating cosmetics. Both studies also use a qualitative approach to analyze BPOM's supervision of illegal cosmetics. However, there are differences between the research by Arfiah Aliya Andi Kunna and this study. This study focuses more on detailed data regarding

⁴ Ine Suharyani and others, 'Analisis Kualitatif Dan Kuantitatif Hidrokuinon Dalam Sediaan Kosmetika', *Journal of Pharmacopolium*, 4.3 (2022), 162-73 <<https://doi.org/10.36465/jop.v4i3.807>>."

⁵ Rahmadani Rahmadani, Ihda Syifa El Rahma, and Putri Rizky Amalia, 'Sosialisasi Bahaya Kandungan Paraben Pada Kosmetik', *JKMI (Jurnal Pengabdian Kepada Masyarakat Indonesia)*, 2.3 (2021), 209-14 <<https://doi.org/10.36596/jpkmi.v2i3.179>>."

⁶ Melati Aprilliana and Agitya Resti, 'Edukasi Dampak Bahaya Kosmetik Palsu Dan Identifikasi Keaslian Kosmetik Di Desa Lerep', 1.2 (2024), 4-8."

⁷ 'Berita | Balai Besar POM Di Palangkaraya' <<https://palangkaraya.pom.go.id/berita/laporan-tahunan>> [accessed 26 June 2025]."

⁸ Wawancara Dengan Badan Pengawas Obat Dan Makanan 26 Juni, 2025."

⁹ A A A Kunna, 'Peran Badan Pengawas Obat Dan Makanan Terhadap Maraknya Peredaran Kosmetik Ilegal Di Kota Palopo', 2023 <[http://repository.iainpalopo.ac.id/id/eprint/7615/1/ARFIAH ALIYA ANDI KUNNA %28MBS 2019%29.PDF](http://repository.iainpalopo.ac.id/id/eprint/7615/1/ARFIAH%20ALIYA%20ANDI%20KUNNA%202019%29.PDF)>."

violations and challenges faced by BPOM in Palangka Raya, while the research by Arfiah Aliya Andi Kunna emphasizes BPOM's role as a regulator in Palopo, without including field data or concrete facts. This study also addresses challenges or obstacles faced by BPOM in Palangka Raya, such as the lack of public understanding and economic issues driving the circulation of illegal cosmetics, which were not discussed in depth in Arfiah Aliya Andi Kunna's research.

METHOD

This study uses a descriptive qualitative method, which is effective for addressing complex research problems. This method relies on descriptive data obtained through observation of the research subjects.¹⁰ The qualitative research method uses an approach that generates descriptive data through the observation of research subjects, including written, spoken, or behavioral forms.¹¹ According to Sugiyono, the qualitative research method is used to study objects in their natural condition, not through experiments. In this method, the researcher plays an active role in collecting data, which is done through triangulation or the combination of various data sources. Data analysis is conducted inductively, and the primary focus of this study is on understanding meaning, rather than generalizing results.¹² The approach used in this study is an empirical juridical approach.¹³ Empirical research is identified by the difference between theory (*das solen*) and reality or fact (*das sein*).¹⁴ According to Soerjono Soekanto, the juridical approach is a legal research method conducted by analyzing bibliographic materials or secondary data as the foundation for the research. This approach can also be understood as a scientific procedure for seeking truth based on legal scientific logic from a normative perspective.¹⁵

RESULTS AND DISCUSSION

The Duties and Authorities of the Food and Drug Monitoring Agency (BPOM) in Palangka Raya.

In 2000, President Abdurrahman Wahid, commonly known as Gus Dur, signed Presidential Decree No. 166, which was later amended by Presidential Decree No. 178, establishing the National Food and Drug Monitoring Agency (BPOM) as an independent government agency. This decree regulates the structure and governance of the institution, including its position, responsibilities, authority, and activities. BPOM, which reports directly to the president, is responsible for representing the government in regulatory matters. According to Regulation No. 80 of 2017, the Indonesian National Food and Drug Agency (Badan POM) has the duty and responsibility to implement the head of state's regulations on food and medicines for the benefit of the public and consumers through consumer legal protection. There are tasks, duties, and authorities within the Badan POM.

Based on the Head of BPOM Regulation No. 12 of 2018 and BPOM Regulation No. 29 of 2019, which amended BPOM Regulation No. 12 of 2018, the Palangka Raya BPOM office performs its duties and functions as a Technical Implementing Unit of BPOM. These regulations discuss the organization and operational procedures of the technical implementing units within BPOM.¹⁶ The Directorate of Traditional Medicine and Health Supplements Supervision is responsible for creating and enforcing policies, standards, procedures, and criteria; providing technical guidance; supervising, monitoring, evaluating, and reporting matters related to the supervision of traditional medicine and health supplements; and so on, as outlined in Articles 67 and 68 of the Indonesian National Food and

¹⁰ N Zari - 2022 - books.google.com SP Nadirah, ADR Pramana, *Metodologi Penelitian Kualitatif, Kuantitatif, Mix Method (Mengelola Penelitian Dengan Mendeley Dan Nvivo)*."

¹¹ Marinu Waruwu, 'Pendekatan Penelitian Kualitatif: Konsep, Prosedur, Kelebihan Dan Peran Di Bidang Pendidikan', *Afeksi: Jurnal Penelitian Dan Evaluasi Pendidikan*, 5.2 (2024), 198–211 <<https://doi.org/10.59698/afeksi.v5i2.236>>."

¹² Lia Riesta Dewi and Eki Furqon, 'Peran Dinas Komunikasi Dan Informatika Kota Serang Dalam Penyebarluasan Informasi Dan Tata Kelola Pemerintah Daerah', *Indonesian State Law Review (ISLRev)*, 3.1 (2020), 9–22 <<https://doi.org/10.15294/islrev.v3i1.48950>>."

¹³ Lia Riesta Dewi And Eki Furqon, 'Peran Dinas Komunikasi Dan Informatika Kota Serang Dalam Penyebarluasan Informasi Dan Tata Kelola Pemerintah Daerah', *Indonesian State Law Review (Islrev)*, 3.1 (2020), 9–22 <<https://doi.org/10.15294/islrev.v3i1.48950>>."

¹⁴ Ida Ayu Kade and others, 'Peranan Bpom Kabupaten Buleleng Dalam Hal Pengawasan Obat Dan Makanan Dalam Perlindungan Konsumen', *Jurnal Ilmu Hukum Sui Generis*, 3.4 (2023), 13–23 <<https://ejournal2.undiksha.ac.id/index.php/JIH/article/view/2767/1343>>."

¹⁵ Rangga Suganda, 'Metode Pendekatan Yuridis Dalam Memahami Sistem Penyelesaian Sengketa Ekonomi Syariah', *Jurnal Ilmiah Ekonomi Islam*, 8.3 (2022), 2859 <<https://doi.org/10.29040/jiei.v8i3.6485>>."

¹⁶ 'Profil | Balai Besar POM Di Palangkaraya'."

Drug Agency Regulation No. 21 of 2020.¹⁷ Compliance with all applicable regulations is a top priority in the supervision of medicines and food. The term 'medicines and food' includes various products, such as pharmaceuticals, psychotropics, traditional medicines, food supplements, cosmetics, processed foods, and narcotics.

Before and during the circulation of these products, BPOM is responsible for establishing the norms, standards, processes, and criteria for supervision, as well as implementing national policies. In addition, BPOM also collaborates with central and local government authorities in carrying out this supervision.¹⁸ Medicines, food, cosmetics, and other items in this category are subject to extensive regulations in Indonesia by the Food and Drug Monitoring Agency (BPOM). Several regulations govern this authority; Presidential Regulation No. 80 of 2017 concerning BPOM is one of these regulations.¹⁹ In accordance with the requirements for safety, efficacy, and quality, BPOM has the authority to conduct tests on medicines and food, as well as issue permits and product marketing certifications, as outlined in Article 4 of Presidential Regulation No. 80 of 2017. Intelligence and investigation in the supervision of medicines and food, administrative penalties, and coordination with the relevant federal and regional authorities to ensure effective supervision all fall under the scope of BPOM.²⁰

The Challenges of the Food and Drug Monitoring Agency (BPOM) in Palangka Raya.

The circulation of harmful cosmetics is a complex issue involving various factors and cannot be resolved with a single action. One of the causes of the widespread circulation of illegal drugs is the lack of public understanding about the impact of illegal drug use and its abuse, as well as the economic motives driving the growth of the illegal sector. Efforts by BPOM to enforce the law and protect consumer rights through legal actions serve as the foundation for creating an effective legal system to protect the public from health risks caused by harmful cosmetics. However, the synergy between the government, BPOM, consumers, and other stakeholders needs to be continuously improved to ensure better and more efficient consumer protection in Palangka Raya.²¹

The main challenges faced by BPOM in supervising cosmetic products containing harmful substances in Palangka Raya are as follows:

1. Environmental Factors

Environmental factors such as extreme weather and difficult accessibility to certain areas hinder the mobility of officers in conducting inspections, or the geographical conditions that are hard to reach. These uncertain environmental conditions obstruct the mobility of BPOM officers, making supervision of cosmetic products in certain areas less optimal.

2. Human Resources

The lack of public understanding and awareness about the dangers of cosmetics containing harmful substances becomes an obstacle for BPOM in carrying out supervision. The large number of illegal cosmetic products in the market is caused by the limited knowledge of the public in choosing safe products, making it difficult for BPOM to identify and monitor the circulation of these products.²²

CONCLUSION

The Food and Drug Monitoring Agency (BPOM) plays an important role in overseeing the circulation of harmful cosmetics in Indonesia, particularly in Palangka Raya. Although BPOM has carried out supervision through cyber patrols, distribution inspections, and public education programs such as the Safe Medicine and Food Information Campaign (KIA Program), challenges remain. The main obstacles include environmental factors, such as extreme weather and difficult-to-reach geographical conditions, as well as limited human resources. In addition, the lack of public awareness about the dangers of illegal cosmetics also poses a significant barrier. Therefore, the synergy between BPOM, the government, consumers, and other stakeholders needs to be improved to create a more effective and efficient monitoring system. To improve the effectiveness of monitoring harmful cosmetics in Palangka

¹⁷ "Tugas Pokok, Fungsi Dan Kewenangan - Direktorat Pengawasan OTSK - BPOM RI" <<https://ditwasotsk.pom.go.id/page/tugas-pokok-fungsi-dan-kewenangan?>> [accessed 26 June 2025]."

¹⁸ Apt Hermaniar, S.Farm., *Modul Pembelajaran : PROFIL BADAN PENGAWAS OBAT DAN MAKANAN*, 2021."

¹⁹ 'PERPRES No. 80 Tahun 2017' <<https://peraturan.bpk.go.id/Details/73132/perpres-no-80-tahun-2017>> [accessed 26 June 2025]."

²⁰ M S Hung, 'Efektivitas Penegakan Hukum Terhadap Produsen Makanan Berbahaya Menuju Indonesia Sehat 2025', *Jurnal Gagasan Hukum*, 02.02 (2020), 182-93 <<http://journal.unilak.ac.id/index.php/gh/article/view/8558>>."

²¹ Khairil Hidayat and Christiani Prasetyasari, 'MENGANDUNG BAHAN BERBAHAYA (STUDI PENELITIAN BPOM KOTA BATAM)', 5.3, 64-78."

²² Wawancara Dengan Badan Pengawas Obat Dan Makanan 26 Juni, 2025."

Raya, stronger collaboration between BPOM, local governments, and the public is necessary. The utilization of technology, such as cyber patrols and efficient reporting systems, will facilitate the detection and handling of illegal cosmetics circulation. In addition, BPOM must expand its education programs to raise consumer awareness in choosing safe cosmetic products. Enhancing human resource capacity and allocating a larger budget for supervision is also crucial to strengthen BPOM's role in protecting consumers from health risks posed by harmful cosmetics.

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