

ABSTRACT

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“LEGAL PROTECTION FOR CONSUMERS AGAINST THE CIRCULATION OF COSMETICS WITH DANGEROUS MATERIALS”

Along with the development of human social life, people are highly increasing paying attention to human lifestyles, especially women. Women have a desire to look more beautiful, attractive and even perfect in front of others, this is because it can increase women's confidence to look beautiful in public when they learn how to apply make-up and maintain a variety of cosmetic products. Currently there are various kinds of cosmetic products with various uses or functions from various companies circulating in the market which are increasingly increasing technological advances in the field of cosmetics today, but many people abuse it by circulating illegal cosmetics that contain hazardous ingredients. To overcome this problem, the government with the help of the BPOM has begun to deal with this problem. With the explanation of the previous background, the author is interested in making a written paper in the form of a thesis with the title Consumer Legal Protection Against the Circulation of Cosmetics With Dangerous Materials who knows how the role of BPOM is in the distribution of dangerous cosmetics and consumer efforts to avoid harmful cosmetic products. The technique of data collection is to collect data by obtaining information from the literature study about problems with legal approaches and interviews. The results of the research are the role of BPOM in supervising the circulation of cosmetics made from hazardous materials by conducting periodic supervision and socialization and education about dangerous products through public warnings that are disseminated on the official BPOM website. The existence of the BPOM Agency is a preventive measure by carrying out supervision and repressive efforts with follow-up if there are producers who are still circulating dangerous products, they will be given strict sanctions. As for the efforts that need to be taken as an important action in overcoming the circulation of dangerous cosmetics by participating consumers in defending their rights, they must also carry out their obligations as consumers by trying to familiarize themselves with paying attention to product information first with the CekKLIK culture in order to avoid harmful cosmetic products.

Keywords: Role, BPOM, Consumers, Cosmetics