

## **ABSTRACT**

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### **CONSUMERS PROTECTION AGAINST THE CIRCULATION OF COSMETICS WITHOUT MARKETING AUTHORIZATION FOOD AND DRUG AGENCY IN TANGERANG DISTRICTS**

Cosmetic is daily necessities and regularly used for care and beauty purposes. The presence of various cosmetics products provide hope for women to look more beautiful and attractive. But often, many cosmetics product have no marketing authorization from Food and Drug Agency (BPOM). Motivated by big profits, the entrepreneurs did not register their products for further assessment. When it comes to offline or online market, the products are without standard authorization, even in the other cases using fictitious marketing authorization numbers. Whereas the entrepreneurs are obliged to register their cosmetics product before publicly distributed to protect consumers rights. In this research, author uses a type of normative-empirical research method that refers to legislation related to legal facts that occur in the society against the circulation of cosmetics without marketing authorization, carried out through a literature review and interview with Head of LOKA POM in Tangerang Districts. Act number 8 of 1999 concerning Consumer Protection can protect consumers victimized by entrepreneurs who produced and circulated cosmetics product without marketing authorization. Based on the results of the research, consumers are protected by law and BPOM has a specific role to supervising the circulation of cosmetics specifically cosmetics without marketing authorization and in 2022 LOKA POM in Tangerang District were collaboration with young generation to be Cosmetics Ambassador and an agent to educate teenager how to choose a safe cosmetic.

Keywords: Cosmetic, Consumer Protection, Marketing Authorization, BPOM.

References: 42 (1999-2022)