

# Dampak kebijakan notifikasi kosmetika antar negara asean terhadap keamanan kaum perempuan di DKI Jakarta dalam menggunakan kosmetika = Impact of the cosmetic notification policy under asean to ensure the safety of women in DKI Jakarta in using cosmetics

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## Abstrak

### [<b>ABSTRAK</b><br>

Dengan diterapkannya kebijakan notifikasi kosmetika di negara ASEAN, maka produsen bertanggung jawab penuh terhadap mutu dan keamanan produknya. Selain itu, kosmetika semakin mudah beredar dan konsumen memiliki beragam pilihan kosmetika. Tanpa pengetahuan yang memadai, konsumen terutama kaum perempuan masih banyak menggunakan kosmetika yang mengandung bahan berbahaya.

Penelitian ini bertujuan untuk menganalisis kebijakan notifikasi kosmetika dalam memberikan perlindungan bagi kaum perempuan dari produk kosmetika yang tidak aman. Penelitian dilakukan dengan survei rumah tangga di 5 wilayah di DKI Jakarta dengan responden 200 orang kaum perempuan. Hasil penelitian ini adalah kebijakan notifikasi kosmetika belum sepenuhnya efektif dalam memberikan perlindungan bagi kaum perempuan dari produk kosmetika yang tidak aman. Masih banyaknya kosmetika yang tidak memiliki izin edar atau nomor notifikasi, palsu, dan mengandung bahan yang dilarang menandakan bahwa produsen atau importir kosmetika belum sepenuhnya bertanggung jawab terhadap mutu dan keamanan dari kosmetika yang diedarkan.

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Due to the implementation of cosmetic notification policy in ASEAN countries, cosmetic industries haven been considered to have higher responsibility for both the quality and safety of their products. In addition to this, cosmetics are easier to be distributed and consumers have a various option of cosmetics. Without adequate knowledge, consumers, especially women, remain to use cosmetics that contain hazardous substances. This study aims to analyze the cosmetic notification policy under ASEAN to protect women from consuming unsafe cosmetics. This study conducted with field survey of households in five areas in Jakarta with 200 women respondents. The result shows that cosmetic notification policy has not been fully effective in giving protection for women from unsafe cosmetics. Moreover, many cosmetics which have been distributed, have no registration or notification number, counterfeiting, containing hazardous materials indicated that the manufacturers or importers of cosmetics do not reflecting responsibility of the quality and safety of those products, Due to the implementation of cosmetic notification policy in ASEAN countries, cosmetic industries haven been considered to have higher responsibility for both the

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