

## **Media, Cosmetics Dangerous, NA-DFC (The National of Drug and Food Agency)/Badan Pom Republik Indonesia**

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**Abstract:** Indonesia is a developing country, it also the country with the largest population in Southeast Asia. Most female population the use of cosmetics in everyday life. Unfortunately, many dangerous cosmetic products on the market. In general, dangarous cosmetic products dominated by the dye content is prohibited (red K3, rhodamine), contamination of heavy metals Pb and whitening (mercury). Selling whitening cosmetic products can not be separated from the public perception that beautiful is white. NA-DFC. The National of Drug and Food Agency has attempted to tackle the circulation of these products in the market. This study discusses: use of cosmetics female Indonesian nation; Triple M theory; some research on dangarous cosmetics. The results of this discussion is the mass media (television) take part in instilling the perception that a beautiful woman is white skin, smooth, slim as an advertising model on the face whitening products. Study Triple M theory explains that the mass media (television and web pages BPOM/NA-DFC), social (relationships groups or individuals) and culture (values, habits, perception) is a continuous unitary spawned use dangarous cosmetic products as well overcome.

**Key words:** Dangerous cosmetics, Triple M theory, BPOM RI/NA-DFC, beautiful concept, social

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### **INTRODUCTION**

Indonesia is the largest country and its population was highest in Southeast Asia. In general, the Indonesian people, especially women use cosmetics products. The percentage or population by province and sex shown in Table 1. The use of cosmetic products has been accustomed to be used by women in Indonesia. Evidently, when we are in Indonesia, seen many women who use cosmetic products. For example mike up, lipstick, eye shadow and others. The use of cosmetics is influenced by advertisements in the mass media. Furthermore, these ads can create beautiful concept through the products offered by the company. There are five largest beauty products in Indonesia, among others: maybelline, pixy, caring, revlon and mustika ratu. Public perception of beauty products in Indonesia, researched by Kinanti. Kinanti (2013) explanation as follows: “respondent’s perception of cosmetic products which is the object of this study is not only formed on the positioning that is created by the manufacturer but also shaped by experiences and impressions of the respondents”. The diversity of beauty products provide opportunities for Indonesian women to choose these products. The selection of products is influenced by several factors among others: the quality of products, product pricing and product benefits.

The use of products is also influenced by the concept of beauty that they believe. One of the beautiful concept is women who use the cosmetic products. Research cosmetic products related to the concept of beautiful, researched by Suryaningrum as follows: “The act of wearing the cosmetic aims to satisfy needs of daily life in women of Arab descent, so use the cosmetic can show self-image of women. The use of the cosmetic is also to gain confidence because of job demands, the influence of the media and social environment, this is due to the intensity of social interaction”. Reality, there are some cosmetic products in Indonesia has been a dangerous. The National of Drug and Food Agency/Badan POM RI Indonesia announced dangerous cosmetics among others: are lipstick, mike up and others (Table 2). The following excerpt from the The National of Drug and Food Agency/Badan POM RI the title cosmetics contain dangerous substances: ‘The findings identified cosmetics contain dangerous substances during the year 2014 was dominated by the dye content is prohibited (red K3, rhodamine), contamination of heavy metals Pb and bleach (mercury). Trends circulation of cosmetics contain dangerous substances are included in the list of public warning is the result of monitoring conducted by NA-DFC and NA-DFC cooperation between ASEAN member countries’.

Table 1: The percentage o population by province and sex 2009-2013

| Provinces                 | Men   |       |       | Women |       |       |
|---------------------------|-------|-------|-------|-------|-------|-------|
|                           | 2011  | 2012  | 2013  | 2011  | 2012  | 2013  |
| Aceh                      | 50.09 | 50.04 | 49.90 | 49.91 | 49.96 | 50.10 |
| Sumatera Utara            | 50.69 | 49.94 | 49.88 | 49.31 | 50.06 | 50.12 |
| Sumatera Barat            | 50.64 | 49.60 | 49.67 | 49.36 | 50.40 | 50.33 |
| Riau                      | 51.22 | 51.51 | 51.37 | 48.78 | 48.49 | 48.63 |
| Jambi                     | 51.23 | 51.12 | 51.04 | 48.77 | 48.88 | 48.96 |
| Sumatera Selatan          | 51.25 | 50.90 | 50.81 | 48.75 | 49.10 | 49.19 |
| Bengkulu                  | 51.28 | 51.12 | 51.01 | 48.72 | 48.88 | 48.99 |
| Lampung                   | 51.68 | 51.48 | 51.32 | 48.32 | 48.52 | 48.68 |
| Kepulauan Bangka Belitung | 51.75 | 51.91 | 51.87 | 48.25 | 48.09 | 48.13 |
| Kepulauan Riau            | 50.01 | 51.35 | 51.16 | 49.99 | 48.65 | 48.84 |
| DKI Jakarta               | 50.05 | 50.69 | 50.36 | 49.95 | 49.31 | 49.64 |
| Jawa Barat                | 50.96 | 50.88 | 50.74 | 49.04 | 49.12 | 49.26 |
| Jawa Tengah               | 49.80 | 49.69 | 49.60 | 50.20 | 50.31 | 50.40 |
| DI Yogyakarta             | 48.64 | 49.43 | 49.39 | 51.36 | 50.57 | 50.61 |
| Jawa Timur                | 49.46 | 49.36 | 49.33 | 50.54 | 50.64 | 50.67 |
| Banten                    | 51.01 | 51.16 | 51.03 | 48.99 | 48.84 | 48.97 |
| Bali                      | 50.42 | 50.40 | 50.32 | 49.58 | 49.60 | 49.68 |
| Nusa Tenggara Barat       | 47.82 | 48.53 | 48.48 | 52.18 | 51.47 | 51.52 |
| Nusa Tenggara Timur       | 49.43 | 49.67 | 49.55 | 50.57 | 50.33 | 50.45 |
| Kalimantan Barat          | 51.34 | 51.11 | 50.98 | 48.66 | 48.89 | 49.02 |
| Kalimantan Tengah         | 51.64 | 52.16 | 52.18 | 48.36 | 47.84 | 47.82 |
| Kalimantan Selatan        | 50.20 | 50.63 | 50.60 | 49.80 | 49.37 | 49.40 |
| Kalimantan Timur          | 52.26 | 52.64 | 52.55 | 47.74 | 47.36 | 47.45 |
| Sulawesi Utara            | 51.08 | 51.09 | 51.03 | 48.92 | 48.91 | 48.97 |
| Sulawesi Tengah           | 51.31 | 51.26 | 51.15 | 48.69 | 48.74 | 48.85 |
| Sulawesi Selatan          | 48.84 | 48.85 | 48.81 | 51.16 | 51.15 | 51.19 |
| Sulawesi Tenggara         | 50.03 | 50.26 | 50.21 | 49.97 | 49.74 | 49.79 |
| Gorontalo                 | 50.32 | 50.18 | 50.10 | 49.68 | 49.82 | 49.90 |
| Sulawesi Barat            | 50.35 | 50.20 | 50.13 | 49.65 | 49.80 | 49.87 |
| Maluku                    | 50.20 | 50.56 | 50.47 | 49.80 | 49.44 | 49.53 |
| Maluku Utara              | 51.80 | 51.16 | 51.02 | 48.20 | 48.84 | 48.98 |
| Papua Barat               | 51.73 | 52.91 | 52.69 | 48.27 | 47.09 | 47.31 |
| Papua                     | 52.85 | 53.16 | 52.84 | 47.15 | 46.84 | 47.16 |
| Indonesia                 | 50.37 | 50.35 | 50.25 | 49.63 | 49.65 | 49.75 |

Susenas 2009-2012, 2014; (bps. 2014)

Table 2: Public warning no.hm.03.03.1.43.12.14.7870, December 19, 2014, from NA-DFC/badan Pom RI. cosmetics containing dangerous materials (specially mercury)

| Name of cosmetics                          | No. marketing authorization/notification, name and address of producers/importer/distributor | Containing dangerous materials (Hg) |
|--|--|-------------------------------------|
| Han's skin care trial flawless night cream | Malaysia   | Mercury                             |
| Han's skin care flawless night cream       | Malaysia   | Mercury                             |
| Platinum cream malam                       | -  | Mercury                             |
| Meili frekle                               | -  | Mercury                             |
| Cosmedic cream 4 pagi sore                 | -  | Mercury                             |
| Sari daily cream for only skin             | NA 18120100071/PT.Star Abadi Ratu Indonesia, Bogor   | Mercury                             |
| Sari daily cream for only skin             | NA 18120100290/PT.Star Abadi Ratu Indonesia, Bogor   | Mercury                             |
| Sari sabun muka lime                       | NA 18120101137/PT.Star Abadi Ratu Indonesia, Bogor   | Mercury                             |
| Sary daily cream for normal skin           | NA 18120100072/PT.Star Abadi Ratu Indonesia, Bogor   | Mercury                             |
| Sari night cream for normal skin           | NA 18120100291/PT.Star Abadi Ratu Indonesia, Bogor   | Mercury                             |
| Sari sabun muka pepaya+honey               | NA 18120101627/PT.Star Abadi Ratu Indonesia, Bogor   | Mercury                             |

It is not known the name and address of producer/importer /distributor; (Badan Pom RI. 2014)

## MATERIALS AND METHODS

The NA-DFC/Badan POM RI has the ask center/POM (Technical Implementation Unit). Task to implement the policy in the field of supervision which includes, supervision of therapeutic products, narcotics,

psychotropic drugs, addictive substances, traditional medicines, cosmetics, complement and oversight of food safety and hazardous materials'. The NA/DFC/Badan POM RI is an executive agency official in Indonesia which supervise about creating/materials in a modern or traditional medicine.

How are the responsibility of the media and the company if there are consumers who feel aggrieved? It is inevitable that in Indonesia, as there are ads provide redundant information about certain products. Media and the company should be responsible for safety the products they advertise. Hendro explained as follows: 'The other thing that is prohibited and violate the law by businesses is to provide redundant information (puffery) regarding the quality, nature, usability, ability of goods and/or services and making comparisons of goods and/or services that mislead consumers'.

From the above discussion, the researchers assume that the visual mass media Indonesian encourage women to use dangerous cosmetics.

## RESULTS AND DISCUSSION

**Research the use of cosmetics:** Promotion of the cosmetic products affect the purchase of the cosmetic products, it is researched by Hanesty and Budi at beauty clinic Larissa Aesthetic Center, Semarang. Their research was conducted in Semarang, one of the major cities in Indonesia. Larissa Aesthetic Center is one of the beauty clinics that try to meet the needs of consumers for beauty treatments. using natural ingredients such as fruits, vegetables, tubers, stems and roots, better known by the concept of "back to nature". Here's the explanation: 'perceptions variable price, product quality, product differentiation, quality of service and the promotion of positive influence on purchase decisions. The variables that most influence on purchasing decisions is the promotion variable while the smallest effect variable is the variable quality of the product. Product purchasing decisions, influenced by promotional companies. This affects the quantity of product in the market. In Indonesia, many cosmetic products imported from other countries, domestic products are also very much (Table 2). Competition products, forcing the company to compete with each other.

Many studies of cosmetics, among others written Nurwulan entitled cosmetics and handling side effects, Nurwulan explains: 'some kind of sunscreen ingredients is forecast to be estrogenic, systemic complications that have been well known are damage to the kidneys nerves while corticosteroids are often used as a cosmetic for whitening effect contributed to the emergence of endrokinologis complications include hypertension diabete mellitus' (Nurwulan, 2010). Further, research written nurhayati entitled Analysis of Mercury in cream "A" "B" (not registered) that are bought through the internet (online). Nurhayati explanation as follows: 'according to the regulation supervision, The National of Drug and Food Agency (BPOM) based public

warning no. kh.00.01.43.2503 June 11, 2009 are banned from use in cosmetics, namely: mercury (Hg), hydroquinone >2%, retinoic acid, red dye K. 3 (15 585 C1), k. 10 red (rhodamine B) Orange K.1 (C112075). Mercury including hazardous metals in even small concentrations can be toxic. The use of mercury in whitening creams can cause side effects. Side effects include: irritation of the skin, the skin becomes red, burning, until the interference in the nervous system, brain and kidneys'. The study explains that a lot of cosmetic products in the market of Indonesia but not all of them are safe to use. And that is a problem, are they Indonesian women know that cosmetics were all safe or suitable for your skin?

**Beautiful concept:** In general, the Indonesian skin are brown. Along with the times. In some studies, the perception of some people is the concept of beauty is a woman with white skin color. So, many Indonesian women crave white skin and not brown skin. Icons beautiful that display in the media through a model identity as white skin, smooth delicate face, has a slim body and long straight hair. Damanik (2011) wrote an article entitled: perception of young women in ambon about risk exposure to hazardous cosmetics and behavior in choosing using cosmetics. Explaining beautiful concept is selecting using cosmetics as follows: 'Body image is described beatiful concept that can give a sense of satisfaction to understand the physical conditions. They have confidence in a relationship of friendship, especially the opposite sex. Icons beautiful that display in the media through a model identity as white skin, smooth delicate face, has a slim body and long straight hair. The contents of the message form judgments about the beautiful concept. Physical identity advertising star a change the paradigm of towards the beautiful concept teenager. Beautiful perceived need to have the same identity as the model in the ad' (Damanik, 2011).

The concept of a beautiful woman can be judged from the shape of her body which forms the body slim, beautiful and healthy. It is formed by the cosmetics industry through advertisements in the mass media. Muwarni explained as follows: 'The shape of the female body is constructed by the industries associated with the body and female beauty as the cosmetics industry, food and beverage, diet, etc'. Furthermore, it is also true concept of beauty is based on the principle of patriarchy (assessment men) industry's desire. Still, according Muwarni: 'female body shape shown in the advertising media is a social construction based on the assessment of men the desire of industry related to women's bodies'.

**Triple M theory; mass society, mass media and mass culture:** Triple M theory to discuss the reality of cosmetic

products used by women in Indonesia based on the results of research in Indonesia. Qualitative empirical explanation. The use of products by Indonesian women can not be separated from the cosmetic company, promotion, advertising, the quantity of cosmetic products on the market and the perception of the majority of women in Indonesia. Triple M theory to discuss the relationship of mass society, a group of women use products. Then, how perception settles background in mind and how advertising can influence perception.

Gudykunts describes the mass media, cultural and social as quoted by Kartika. The following explanation: (Fig. 1).

“Triple M theory” mass society, mass media and mass culture. Society refers to a relational system of interaction between individuals or groups and culture to the pattern of value, norms ideas and other symbols that shape the individual’s behavior. Thus, mass society refers to type of society in which the relations between individuals have assumed a mass character” (Kartika, 2013).

The first M is mass society. Interaction system is the relationship between individuals or groups. Cosmetic product user community, both allegedly using hazardous materials or not. In Damanik research is the students numbered 394 in the city of Ambon, 55.1% of that using cosmetics to white for body/face. The second M is mass media. One of the mass media is a web page pom, The National of Drug and Food Agency/Badan POM RI is <http://www.pom.go.id/>. Then television, especially the display ad impressions cosmetic products. The web page consists of several pages as contents, i.e: home, profile, products teregistrasi, services, PPID, reports, regulatory/JDIH, hall, consumer complaints. ‘Ball-Rokeach found that media were the most influential when people could not rely upon personal sources of information. In cases such as natural disasters or plane crashes, the media provide the best source of information because few people have direct experience of these kinds of events to share reliable information with their friends and families’. (John *et al.*, 2004). The third M is mass culture pattern of values, norms of ideas and symbols that shape the individual’s behavior. Behavior is behavior of people who tend to use whitening cosmetics. This trend can not be separated of most public perception that it is as advertisements in the mass media. This is evident of the research Damanik as follows: ‘It is evident from the results of a survey on 394 female students in mind that 76.6% use cosmetics for the skin; 69.0% for the scent; 62.7% to get rid of acne/blackheads; 55.1% to white for body/face. Increasing need for cosmetics then used by manufacturers “nakal/naughty” to gain huge profits then produce counterfeit cosmetics. Security is questionable

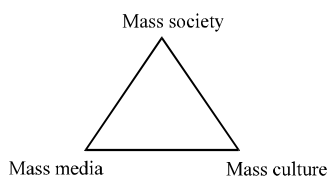


Fig. 1: Model Triple M theory

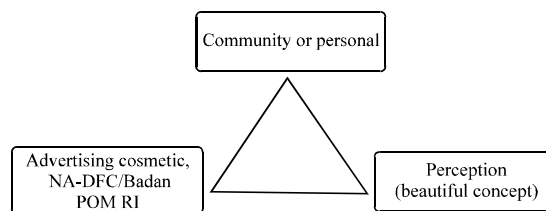


Fig. 2: Application Triple M theory

and dangerous to health because often there is the content of hard drugs industrial chemicals that should not be added. Cosmetics are used to remodel the face of to look white fine as talcum powder, soap as well as the selected face cream an indication to white for body soften the skin (Damanik, 2011).

Furthermore, the behavior is also derived of social learning process. If the color skin is considered beautiful by most people, so the passage of time, understanding of the beautiful concept is white, smooth, slim can be crystallized in people’s lives. Littlejohn following explanation: ‘another approach to attitude change, known as social learning theory (also social cognitive theory), argued that individuals learn by observing. People are seen as goal driven and they observe others to determine what actions would be of benefit to them. Albert Bandura thought that people gather information about the environment and behavior to serve as guides for action and observation could occur in a variety of contexts’ (Littlejohn and Karen, 2009). The following explanation application Triple M theory (Fig. 2).

## CONCLUSION

The use of cosmetics has been used some communities in Indonesia to keep up appearances. Cosmetic facial whitening is widely used but not all whitening cosmetic products are safe to use. In fact, there are facial whitening cosmetic products using mercury dangerous when used. Advertising cosmetic whitening facial affect a person’s role buy cosmetic products. To cope with the circulation of cosmetic products NA-DFC perform its function as an oversight body. However,

although, the National of Drug and Food Agency supervision function as supervision, still many outstanding dangerous cosmetic products on the market, to be traded. Indeed, beautiful shall be maintained not only limited to the skin or body but inside good behavior, emotional control is the perfection of itself.

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