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Overclaim Skincare Products: Legal Implementation and Protection of Consumer Rights

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ABSTRACT

Overclaim is the action of business actors who make excessive, misleading, and inconsistent claims in the promotion of their products. This practice not only creates a risk of loss for consumers, but also violates the principles of transparency and honesty in trading activities. In this writing, we discuss the case of *overclaim* carried out by business actors with the example of one of the *skincare* brands in Indonesia, namely Azarine. This study aims to analyze the legal implementation of overclaim practices in the world of skincare and examine the legal protection provided to consumers in Indonesia. This research uses normative juridical with a qualitative approach carried out by involving relevant laws and regulations, case studies and other literature in accordance with the title taken. Although there are legal frameworks such as the Consumer Protection Law and the regulations of the Food and Drug Supervisory Agency (BPOM), there are still gaps in the supervision and enforcement of the law on claims that there is a need for increased strict regulations and consumer education so that their rights can be optimally protected. In addition, consumers must be able to be more thorough and understand more in choosing *skincare* products to be purchased by looking at the product content and benefits of the product.

Keywords: overclaim; skincare; consumer protection law.

INTRODUCTION

In recent years, the *skincare* industry has experienced significant growth, as public awareness of self-care and appearance increases. The rapid development of the e-commerce industry in Indonesia has made it easy for consumers to access various products, including skincare products, online. *Skincare* products have become part of daily lifestyles, both for women and men of various ages. The increasing demand has encouraged the growth of the cosmetics industry, especially skincare, both in terms of the number of products and brands circulating in the market.

Skincare in general is the activity of taking care of the outer skin of the body by using certain products. Usually women often do this, although it is possible that there are also men who do it.

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According to *the Oxford dictionary*, *skincare* is the use of creams and special products to care for the skin. Furthermore, *skincare* or skin care is understood as a series of activities that support skin health, improve appearance and alleviate skin conditions. *Skincare* can include nutrients for the skin to avoid the negative effects of excessive sun exposure.¹

However, behind the emergence of various *skincare* products in Indonesia, many business actors carry out fraudulent practices such as making excessive claims on the products they sell in *e-commerce*, which is commonly known as *overclaim*. Dishonest or exaggerated claims are usually about the content of the product, for example the packaging contains 10% niacinimide. In fact, after a lab test, the contents stated on the packaging are not true and the lab test results show a lower figure. This can be a challenge for the authorities in protecting consumer rights.

This act of *overclaiming skincare products* is a marketing strategy in the skincare product sales market. For example, in an advertisement it is stated that the *skincare product* has too much content and benefits for a cosmetic product, or the percentage of active ingredients that turns out to be not in accordance with the claims in the advertisement or packaging. This overclaim action can certainly make consumers have an interest in buying and using these *skincare* products. So, it needs to be an appeal that there are negative impacts in using *overclaimed skincare* products, including ineffective products and materially harming consumers, irritation to the skin, changes in skin texture, long-term damage, and hormonal disorders.²

Consumer protection is a term used to describe the legal protection provided to consumers in an effort to meet their needs from things that are detrimental to the consumers themselves.³ Legal protection for consumers not only involves formal legal aspects, but also aims to build trust in the market through fair and transparent regulation and ensure that consumers are not at a disadvantage in economic transactions.

Providing information on products *Skincare* as a consumer basis to determine product choices *Skincare* tailored to the needs of the skin. When the product *Skincare* Not in accordance with the promises given can result in consumers suffering from product mismatches *Skincare* on the skin, such as irritation and others.⁴ Overclaim actions *Skincare* This is a form of product marketing that indirectly deceives consumers who want to take care of themselves with the content of a product. This can result in

¹ Irwanto and Laurensia Retno, "The Use of Skincare and the Application of the Beauty 4.0 Concept on Social Media (A Netnography Study of Women Instagram Users)", *Journal of Communication*, 11.2 (2020), pp. 119-28.

² Rafyanka Ivana Putri Ngabito, "Analysis of Legal Liability for the Distribution of Skincare Products Proven to Overclaim," *Law, Development & Justice Review* 7 (2024): 284-301.

³ Esther Masri, *Consumer Protection Law Textbook* (Surabaya: CV. Jakad Media Publishing, 2023).

⁴ Adinda Ayu Puspita Kuncoro and M. Syamsudin, "Consumer Protection Against Overclaim of Skincare Products," *Proceedings of the Aktua Law Seminar* Vol. 2 No., no. September (2024): 82.

consumers experiencing material and immaterial losses, namely lost money, wasted time, loss to the skin, and emotional disappointment. In addition to having a detrimental impact on consumers, the practice of overclaim also clearly violates the provisions stipulated in Law Number 8 of 1999 concerning Consumer Protection.

The Consumer Protection Law (UUPK) contains legal rules on consumer protection in the form of an umbrella for other laws that concern consumers, as well as integrating these laws so as to strengthen law enforcement in the field of consumer protection.⁵ Article 1 paragraph 1 of the Consumer Protection Law provides the understanding that Consumer Protection is all efforts that ensure legal certainty to provide protection to consumers. Consumer protection has a wide scope, including consumer protection of goods and services to the consequences of the use of these goods and services.

The Consumer Protection Law also includes the obligation of business actors to provide true, clear and honest information about the condition of the products they sell and provide explanations regarding use, repair and maintenance. This is especially important in *e-commerce* transactions, where consumers cannot see or try directly before buying. In *e-commerce* transactions, the information conveyed by business actors must be clear about the product content, benefits, and side effects of the products sold. Business actors must be transparent, so that there are no fraudulent acts with excessive claims that harm consumers.

However, even though there is already a legal framework regarding consumer protection, in its implementation this legal protection still faces various obstacles. One of the problems is the lack of supervision from the authorities regarding *skincare products* circulating in *e-commerce*. Therefore, in addition to the UUPK, there needs to be effective supervision by the authorities such as the Food and Drug Administration Agency (BPOM). There is cooperation between the government, business actors and consumers to reduce this fraudulent practice.⁶ BPOM plays a role as a party to supervise and limit products that *overclaim* and spread in *e-commerce*. In addition, BPOM can provide education to consumers to increase awareness of the importance of knowing the ingredients contained in *skincare products*.

In supporting this research, the researcher refers to several studies, including by Shifa Nuraini with the thesis title "Skincare Marketing by *Overclaiming* in *E-Commerce* (Perspective of Fatwa DSN MUI and Law 10 on Consumer Protection)" in the Sharia Economic Law Study Program. Where this thesis examines the regulation of marketing

⁵ Anak Agung Sagung Ngurah Indradewi, CONSUMER PROTECTION LAW (Udayana University Press, 2020), Page 61.

⁶ Heni Marlina and others, 'Legal Protection for Consumers for Overclaiming Skincare Products on E-Commerce Platforms, *Legal Dignity*, 3 (2025), pp. 10-23.

systems through *e-commerce* in the DSN MUI Fatwa and how to overclaim marketing skincare products in accordance with the DSN Fatwa and Laws and Regulations. From the results of the study, it is concluded that the DSN MUI Fatwa No. 114 of 2021 aims to provide guidance for consumers and business actors in carrying out digital transactions and this fatwa emphasizes the importance of fair, transparent, and in accordance with Islamic sharia in the *marketplace ecosystem*. This research is more focused on marketing *skincare products* by overclaiming them that are not in accordance with the DSN MUI Fatwa, Law No. 8 of 1999, and Law No. 17 of 2023.

The next research was entitled "*Overclaim Through Celebrity Promotion Services from The Perspective of Islamic Buying and Selling Law According to Wahbah Az-Zuhaili and Law Number 8 Of 1999 Concerning Consumer Protection*" by Nadhimatu Authoriyah Istna Alfain at the Islamic Public Law Study Program. The difference from this thesis is that it examines the analysis of celebrity promotions using *the overclaim method* on a product in accordance with the legal theory of Islamic buying and selling. It can be concluded that this study states that *overclaim* is directly proportional to the explanation of Islamic legal theory of buying and selling regarding the concept of Gharar. Meanwhile, in the thesis, the researcher examines more about how legal protection for consumers according to applicable laws and how the impact on consumers from overclaims on *skincare products*.

RESEARCH METHODS

This study uses a normative juridical method with a qualitative approach. Normative juridical is research that examines legal issues that are conceptualized as norms or rules that apply in society, and become a reference for everyone's behavior.⁷ This approach involves analysis of relevant laws and regulations and case studies. **The data used in this study consisted of primary, secondary, and tertiary legal materials.** Primary legal materials include laws and regulations, court decisions, and official documents related to the object of research. Secondary legal materials are in the form of legal textbooks, scientific journals, research results, and opinions of legal experts who support the discussion. Tertiary legal materials are used as support, such as legal dictionaries and encyclopedias.

DISCUSSION

The idea of consumer protection arose because of the position of consumers who tend to be weaker compared to business actors. In this case, the law is the main means to provide protection to the weak, including consumers, because one of the functions

⁷ Vicky Srivastava, *Legal Research Methods Textbook* (Yogyakarta: Publika Global Media, 2024).

and objectives of the law is to protect and protect the community. According to Inosentius Syamsul, consumer protection law includes laws and regulations, both in the form of laws and other regulations, as well as court decisions that regulate and protect the interests of consumers.⁸

Consumer protection is based on principles that are made to ensure the fulfillment of consumer rights and realize a balance between the interests of consumers and business actors. The principles include the following:⁹

1. Principles of Protection of Consumer Security and Safety

Every consumer has the right to security and safety in using goods or services. Business actors have an obligation to make products that meet safety standards, and cannot pose a bad risk to consumers.

2. The Principle of Justice and Balance of Rights and Obligations

Consumer protection has the main goal of establishing a balance between the rights and obligations owned by consumers and business actors. The principle of justice needs to be used as a basis in every transaction activity so as not to cause losses for one of the parties.

3. Principle of the Right to Information

Every consumer has the right to obtain accurate, transparent, and non-misleading information about the product to be purchased, including aspects of price, use, and potential risks. This information must be conveyed in an informative manner to support consumers in making the right decisions.

4. The Principle of Consumer Freedom in Choosing

Consumers have the freedom to make choices about goods and/or services according to their needs and preferences. Business actors are prohibited from coercing or restricting consumer access to goods and/or services available in the market.

5. Principle of Guarantee of Adequate Legal Protection

Consumers have the right to obtain proper legal protection in the event of a violation of their rights. In this case, the state is obliged to provide an effective legal system as a means for consumers to enforce and defend their rights.

In the context of legal protection for consumers, the urgency of legal protection arises because of the weak bargaining position of consumers in relation to business actors. According to Sudaryatmo, legal protection for consumers must be on the side of consumers who are structurally in an unbalanced position. The Consumer Protection Law (UUPK) is here to provide legal certainty in order to protect consumers, with the

⁸ Hulman Panjaitan, *Consumer Protection Law* (Jala Permata Aksara, 2021), p. 82.

⁹ Mohd Yusuf Daeng, *Consumer Protection Law* (Pekanbaru: Taman Karya, 2024).

main goal of ensuring protection for vulnerable parties in transactions. Law Number 8 of 1999 concerning Consumer Protection expressly regulates the rights and obligations of consumers and business actors, accompanied by provisions regarding the role of the government in guidance and supervision.

Therefore, the Consumer Protection Law is designed to ensure the protection of the rights of consumers, including those who purchase imported cosmetic products through online media, by providing legal guarantees that ensure these rights remain protected. This protection includes the right to correct information, product safety guarantees, and access to legal remedies in the event of losses due to products that do not comply with the claim or endanger health.

One of the government's efforts to provide preventive legal protection is to issue several rules related to a quo case. One of them is Regulation of the Food and Drug Control Agency Number 31 of 2018 concerning Processed Food Labels. Article 24 paragraph (2) states that "the inclusion of the names of ingredients in the list of ingredients must be arranged sequentially starting with the ingredients used the most with the exception for vitamins, minerals, and/or BTP". This provision stipulates that in the composition list, the ingredients with the highest amount must be listed first, except for ingredients classified as vitamins, minerals, and/or Food Additives (BTP).¹⁰

Consumer protection is all efforts that ensure legal certainty, which is expected to be a fortress to strengthen consumers and be able to eradicate arbitrary actions that harm consumers. According to Janus Sidabalok in his book *Consumer Protection Law in Indonesia*, consumer protection law is a law that regulates efforts to ensure the realization of legal protection for consumer interests.¹¹ Based on Article 2 of the Consumer Protection Law, the principles of consumer protection are based on the following:

1. The Principle of Benefit aims to ensure that all forms of efforts in the implementation of consumer protection must provide the greatest benefit for the interests of consumers and business actors as a whole;
2. The principle of justice is intended so that the participation of all Indonesian people is realized to the maximum and provides opportunities for consumers and business actors to obtain their rights and carry out their obligations fairly. In addition, the principle of justice also demands through consumer protection legal regulations so that business actors and consumers can act fairly through the acquisition of rights and obligations.

¹⁰ Lasmi Dewi Santika and others, 'Consumer Legal Protection against Overclaims on Skincare Products in Online Transactions', *Journal of Law, Humanities and Politics (JIHHP)*, 5 (2024), pp. 1039–45.

¹¹ Salamiah, "Legal Protection for Consumers in Buying and Selling Activities," *Al' Adl* 6, no. 12 (2014).

3. The principle of balance is intended to provide a balance between the interests of consumers, business actors, and the government. This means that the interests of consumers, business actors, and the government are regulated and must be realized in a balanced manner between their respective rights and obligations in the life of the nation and state.
4. The principles of consumer security and safety are intended to provide guarantees of security and safety to consumers in the use, use, and utilization of the goods and/or services used. There is a legal guarantee that consumers will benefit from the products used, and the products will not threaten consumer safety.
5. The principle of legal certainty aims to ensure that business actors and consumers comply with the law and obtain justice in the implementation of legal protection for consumers. In this case, the state also guarantees the existence of legal certainty.¹²

In this era of digitalization, information conveyed by business actors on social media will spread very quickly to their target consumers. Conveying diverse information such as the advantages of a product and affordable prices is one of the marketing strategies that are often carried out by business actors. Usually, business actors do marketing in various *e-commerce* in various ways such as live and endorsements. But behind that, there are still many business actors who commit fraudulent practices by exaggerating information on a product, or often called *overclaim*.

Overclaim in the world of beauty, especially in *skincare* products, refers to the practice of business actors who use their marketing strategies by spreading information that is inaccurate, excessive, or not supported by lab test results. *This overclaim* promises a product with incorrect information and can mislead consumers. The practice of *overclaiming* can create expectations that consumers are interested in buying, but these expectations cannot be achieved due to excessive information. This practice violates the rights of consumers as stated in the Consumer Protection Law, one of which is to obtain clear and honest information. Therefore, *overclaims* are contrary to the applicable legal rules. Various regulations governing the beauty industry in Indonesia, especially *skincare* or *skincare*, aim to protect consumers from products with excessive claims and ensure that the products are safe to use.¹³

¹² Renata Christha Auli, 3 Principles and 5 Principles of Consumer Protection Law, <https://www.hukumonline.com/klinik/a/3-prinsip-dan-5-asas-hukum-perlindungan-konsumen-lt62e0d9cc75e23/>, [accessed June 15, 2025].

¹³ Joedy Rodrick Pakaila, Rafael Muhammad Aydin, and Syahira Wanda Abbiyya, "Overclaim Trends in Beauty Industry Advertising: An Analysis of Applied Ethics on Skincare Products In Indonesia", *Kabillah: Journal of Social Community*, 9, no. 14 (2024): 504-10.

Examples of overclaim skincare cases in Indonesia have appeared, one of which is the case of azarine products that have been dismantled by one of the content creators with the username Detective Doctor. The Detective Doctor is dr. Amira Farahnaz, Dipl. AAAM, a beauty doctor based in Surabaya, East Java. She uses a GIS laboratory that has been verified by BPOM with the UPLC (*Ultra Performance Liquid Chromatography*) method to test the content of skincare products.¹⁴ Products that are considered overclaimed are products that contain retinol and niacinamide. In one of the packaging of retinol products, azarine claims that the product contains 1% emcapsultaed retinol. However, after lab tests were carried out, the results of the tests showed a much lower number that the product only contained 0.00096% retinol.¹⁵

The second product from azarine that is considered *overclaimed*, namely the marvel series serum which also claims 10% niacinamide, turns out to have the same result even lower, only 0.45%. After going viral on social media, then azarine made a clarification on the TikTok account containing an apology regarding the difference in laboratory test results on their product formulation and azarine said that it would carry out a retesting process on azarine products, withdraw the products issued and change the packaging on the product.¹⁶

In addition to Azarine, Brand *Elsheskin* on the product *Retinol Rejuvenating Night Serum* on *Packaging* listed as having a content of 2% *Encapsulated Retinol*. *Elsheskin* gave a claim on the product with the content stated on the packaging and promotional advertisements on social media. However, after a lab test by one of the beauty doctors, it showed disappointing results. The result was lower than the claim made by the *Elsheskin* which is 0.000037%, with the retinol content in the product will not benefit anti-aging treatments. Therefore, *Elsheskin* deemed to have committed *Overclaim* on the product *Retinol Rejuvenating Night Serum*, which makes exaggerated claims about the retinol content listed on packaging and promotional ads on social media.

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¹⁴ Character Profile, 2025 "Docive Profile, Detective Doctor Who is Now Viral on Tiktok" <https://kumparan.com/profil-tokoh/profil-doktif-dokter-detektif-yang-kini-viral-di-tiktok-24MB55pr4Wi/full> [accessed on May 15, 2025].

¹⁵ Nisa Handayani, 2024 <https://www.hops.id/unik/29413784645/dokter-detektif-sebut-produk-azarine-overclaim-kandungannya-tak-sesuai-ini-tanggapan-langsung-dari-pihak-azarine> [accessed on May 15, 2025].

¹⁶ Ibid

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The steps taken by the trademark owners are in accordance with the provisions of the applicable law, namely the Consumer Protection Law. The Azarine brand, for example, provides clarification on the alleged practice *Overclaim* by taking tangible actions, such as pulling related products from across the *E-commerce platform* and reformulated the product to match the claims based on laboratory test results. Not only Azarine, the *Elsheskin* brand also showed a thoughtful response to the findings *Overclaim* in one of its serum products by providing an opportunity for consumers who feel disadvantaged to exchange the product with the latest version that has been adjusted in content.

In the context of law, the practice of *Overclaim* is very contrary to the provisions of Law No. 8 of 1999 concerning Consumer Protection. In article 10 of the UUPK, business actors are prohibited from offering, promoting, advertising or making false or misleading statements about:

- a. The price or tariff of a good and/or service;
- b. The use of a good and/or service;
- c. Conditions, dependencies, guarantees, rights or indemnities for goods and/or services;
- d. Discount offers or attractive prizes offered;
- e. Danger of using goods and/or services.

In addition, article 17 of the UUPK also states that business actors are prohibited from deceiving, containing inappropriate information, and violating legal ethics related to advertising. This is intended to prevent mislead consumers in making purchase decisions. Inaccurate or manipulative information in advertising can be detrimental to consumers, both economically and healthily, especially if the products consumed do not match the claims provided. Therefore, this article emphasizes the importance of honesty and transparency in the delivery of product information, as well as demands that business actors be responsible for the impact of the advertising content they disseminate.

Law No. 8 of 1999 concerning Consumer Protection also regulates consumer rights. In the case of *overclaim*, consumer rights are violated by business actors that can harm consumers. The following are the consumer rights in article 4, which are as follows:

1. the right to comfort, security, and safety in consuming goods and/or services;
2. the right to make a choice for goods and/or services and to obtain such goods and/or services in accordance with the promised exchange rates, conditions, and guarantees;

3. the right to receive accurate, clear, and honest information about the conditions and guarantees of the goods and/or services offered;
4. the right to express opinions and complaints about the use of goods and/or services used;
5. the right to obtain advocacy, legal protection, and fair dispute resolution in the event of a violation of consumer rights;
6. the right to education and coaching related to the role and responsibilities of consumers;
7. the right to be served fairly, honestly, and free from discriminatory treatment in every transaction;
8. the right to receive compensation, indemnity and/or reimbursement if the goods and/or services received are not in accordance with the agreement or do not meet the standards they should have;
9. rights regulated in the applicable laws and regulations.

In practice, consumers are not always in a position to be able to protect themselves from various forms of violations committed by business actors, such as misleading information or *Overclaim*. This weakness of the position of consumers demands an effective and easily accessible protection system so that consumer rights are protected. Therefore, legal and institutional mechanisms are needed that allow consumers to obtain justice and protection effectively when harmed by a product or service.

Consumer protection is any effort that ensures legal certainty to provide protection to consumers. Legal protection is divided into two, namely preventive legal protection and repressive legal protection. Preventive legal protection is a form of legal protection made by the government as a preventive measure against the occurrence of a problem/dispute. Preventive legal protection is listed in written laws, by providing limits on possible violations. By providing limits on rules that can and cannot be done by the community which must then be complied with so that rights and obligations can be implemented. Repressive legal protection is legal protection created by the government to protect its citizens which can be in the form of fines, imprisonment, or other punishments. Repressive legal protection also aims to resolve a problem or dispute.¹⁷

Legal protection for consumers harmed by *Overclaim* can be done through several efforts. First, consumers can submit objections or complaints directly to business actors to demand accountability in the form of refunds, exchanges of goods, or other

¹⁷ Ni Komang Ari Mastrini, "LEGAL PROTECTION FOR CONSUMERS RELATED TO OVERCLAIMS ON SKINCARE PRODUCTS," *Scientific Journal of the Faculty of Social and Political Sciences, University of Mataram* 5 (2023).

compensation. If the business actor does not provide compensation in accordance with what is spent by the consumer, the business actor will be subject to administrative sanctions based on Article 60 paragraphs (1) and (2) with a maximum compensation determination of Rp. 200,000,000.00 (two hundred million rupiah).¹⁸ Second, consumers can ask for help from related institutions, which are as follows:¹⁹

1. Based on Article 1 number 11 of the UUPK, BPSK is the body tasked with handling and resolving disputes between business actors and consumers. One example of legal protection efforts carried out by the BPSK institution to consumers is in the form of resolving disputes between consumers and business actors, in addition to BPSK supervising all agreements that include standard clauses that are likely to harm consumers.²⁰
2. The Non-Governmental Consumer Protection Institute (LPKSM) is an institution recognized by the government to increase public participation in consumer protection efforts and disseminate information about awareness of consumer rights and obligations in consuming goods and/or services. LPKSM helps consumers to mediate and provide assistance in fighting for their rights as consumers.
3. The National Consumer Protection Agency (BPKN), which is an institution formed to answer the dynamics and needs of the community related to consumer protection. Consumers can complain about consumer protection reports about goods and/or services.
4. The Indonesian Consumer Institute Foundation (YLKI) is a non-profit and independent community organization engaged in consumer protection in Indonesia. YLKI plays a role in increasing consumer awareness of rights and obligations and helping to fight for consumer rights through advocacy, education, research and strengthening public policies.

However, effective protection requires synergy between regulations, consumer education, and the commitment of business actors to be ethical. The government also supervises and regulates the circulation of products *Skincare* through regulations related to licensing, product supervision, and correct label or advertising provisions, so that business actors do not practice *Overclaim*. This legal protection is an implementation of

¹⁸ Sri Astutik, Wahyu Prawesthi, and Fedianty Augustinah, "Consumer Legal Protection Against Overclaims for Skincare Products in Advertisements", *Journal of Economics, Management, Entrepreneurship, and Business (JEMEB)* 4, no. 2 (2024): 245-52.

¹⁹ Dwi Atmoko and Adhalia Septia Saputri, *Consumer Protection Law (CV. Literasi Nusantara Abadi, 2022)*, p. 103-105.

²⁰ Wahyu Prabowo, Rr Yunita Puspendari, and Kurnia Tri Latifa, "Legal Protection Against Misleading Advertising Information," *Volksgeist: Journal of Law and Constitutional Science* 5, no. 1 (2022): 81-96, <https://doi.org/10.24090/volksgeist.v5i1.6184>.

the principles of justice, benefits, and legal certainty as stated in the Consumer Protection Law, in order to create a balance between the rights and obligations of consumers and business actors. Therefore, it is necessary to increase education to consumers, strict supervision from the government, and awareness of business actors to comply with regulations to create a healthy and fair trade climate. Socialization of consumer rights and increasing literacy of cosmetic products need to be continuously improved so that consumers have higher awareness and awareness of irrational or potentially misleading product claims.

CONCLUSION

In marketing skincare products with excessive claims, it can harm consumers in terms of material. Promoting an item is of course followed by an explanation of the specifications of a product being traded, one of which is about the content of the product. Law No. 8 of 1999 concerning Consumer Protection is a legal framework that regulates and protects consumers from fraudulent practices carried out by business actors. Consumers have various rights that must be respected, such as the right to honest information, the right to security, and the right to compensation if harmed. Therefore, consumer protection mechanisms such as reporting to related institutions, one of which is BPOM. In addition, strict law enforcement and good cooperation between the government, business actors and consumers by educating the public are steps to prevent and overcome *overclaim practices* in the skincare world.

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