



The Role of Law In Safeguarding Consumers In The Fast Beauty Industry: A Legal Analysis on Product Safety and Quality

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Abstract: The growth of the fast beauty industry in Indonesia presents serious challenges to consumer protection, particularly related to the circulation of illegal cosmetics, overclaims, and low understanding of product quality standards. This study aims to examine the implementation of consumer legal protection for fast beauty products in Kudus Regency, as well as to evaluate the extent to which ISO 9001:2015 quality standards are understood and implemented by business actors. This study uses an empirical legal approach with a qualitative design, and data collection techniques through in-depth interviews and documentation studies of regulations, business actors, regulators, medical personnel, and consumers. The research results indicate that consumer protection has not been optimally implemented due to weak oversight, limited resources, and low consumer literacy regarding product legality and safety. The implementation of ISO 9001:2015 is still limited to large-scale businesses, while small businesses do not yet understand the basic principles of quality management. These findings indicate the importance of integrating national legal regulations and international quality standards as a preventive strategy in the consumer protection system. In conclusion, consumer protection in the fast beauty industry requires a holistic legal approach based on regulation, quality, and education. This research contributes to broadening the conceptual framework of consumer protection law and provides a basis for policymakers to formulate more adaptive strategies to the dynamics of the modern cosmetics market. Future research is recommended to expand the geographic scope and use mixed methods to enhance the validity and generalizability of the findings.

Keyword: Consumer Protection, Fast beauty Cosmetic Products, ISO 9001:2015

INTRODUCTION

The development of digital technology has transformed people's behavior, including consumption patterns of beauty products. Social media trends and instant lifestyles have given rise to the fast beauty phenomenon, a model of rapid cosmetic production and distribution to meet market demand. In Indonesia, this phenomenon is evident in the increasing number of local and imported cosmetic brands competing fiercely, particularly since the COVID-19 pandemic, which accelerated the digital transformation of beauty product marketing.

The fast beauty industry drives consumer behavior, especially among younger generations exposed to online advertising and promotions (Nurhayati, 2025). Beauty products are no longer seen simply as aesthetic necessities, but also as symbols of a modern lifestyle. However, behind their popularity lies serious issues such as the circulation of products without marketing authorization, overclaims, and the potential use of hazardous materials. This poses a real risk to consumer health and challenges the effectiveness of existing regulations (Nawiyah et al., 2023).

Normatively, consumer protection is regulated by Law Number 8 of 1999 concerning Consumer Protection (UUPK), which guarantees consumers' rights to comfort, security, safety, and accurate information regarding products (Purwito, 2023). Furthermore, the BPOM, as a state agency, is mandated to conduct supervision both before and after product distribution (pre-market and post-market control). However, the reality on the ground shows that there are still gaps in implementation, with fast beauty products being widely circulated despite not meeting quality and safety standards (Prayuti et al., 2024).

Kudus Regency was chosen as the research location because the region is experiencing rapid growth in the beauty industry, both in the form of beauty clinics and cosmetic stores. This rapid growth reflects how the fast beauty trend has penetrated the region and brought regulatory challenges that are no less complex than those faced by large cities (Ahaddin et al., 2024). This situation is relevant for study to determine the effectiveness of consumer legal protection at the regional level.

The research problem is formulated into two main questions. First, how is the implementation of supervision in consumer legal protection for fast beauty products? Second, do fast beauty products meet safety and quality standards as stipulated by applicable laws and regulations? This formulation is aimed at finding empirical and normative answers regarding the extent to which consumers are protected amidst the rapid flow of fast beauty (Rachmawati, 2023).

This study aims, first, to determine the implementation of supervision in consumer legal protection for fast beauty products. Second, to assess whether fast beauty products have met safety and quality standards according to national regulations, specifically the Consumer Protection Law and BPOM regulations, and to compare them with international quality standards such as ISO 9001:2015 (Ivada et al., 2015). These objectives are expected to contribute to both academic and practical aspects, especially for policymakers and business actors.

Theoretically, this research is expected to expand the study of consumer protection law from remedial to preventive aspects by emphasizing quality control and production standards. Practically, the research results can serve as policy recommendations for local governments, the Food and Drug Authority (BPOM), and provide understanding to businesses and consumers regarding the importance of meeting fast beauty product safety standards (Wicaksono & Suryono, 2024). Therefore, this research seeks to provide more progressive regulatory and managerial solutions to address the challenges of consumer protection in the fast beauty era.

METHOD

This research uses an empirical (non-doctrinal) juridical approach with a qualitative approach. This approach was chosen to examine the implementation of consumer protection laws in the field, particularly regarding fast beauty products, and to analyze the effectiveness of regulations through the direct experiences of stakeholders in this field.

The research was conducted in Kudus Regency, Central Java, a study area representing the dynamic growth of the local beauty industry. Data collection took place from February to May 2025.

The population in this study comprised five main groups: regulators (BPOM), business licensing actors (DPMPTSP), medical personnel (dermatologists), cosmetic business actors, and consumers in Kudus. The sample selection technique used purposive sampling, selecting informants deemed relevant and with direct knowledge of the research subject. A total of 10 informants were interviewed, representing the five groups.

The main instrument used was an in-depth interview guideline compiled based on consumer protection indicators according to Law Number 8 of 1999 and the principles of ISO 9001:2015. Instrument validity was maintained through content testing based on legal regulations and scientific principles, while reliability was strengthened through data triangulation from various sources (documents, informants, and field observations).

Data collection techniques were carried out through two main methods: (1) in-depth interviews with regulators, health workers, business actors, and consumers, and (2) documentation and literature studies of relevant regulations, official reports, and academic articles. Interview procedures were conducted face-to-face and recorded and transcribed for analysis purposes.

The data obtained were analyzed using a descriptive qualitative analysis approach. Primary data from interviews were analyzed through thematic coding. Secondary data were analyzed through normative juridical analysis using systematic and teleological interpretation techniques of applicable laws and regulations. The entire analysis focused on assessing the alignment of consumer protection practices in the cosmetics sector with legal norms and international quality standards.

RESULTS AND DISCUSSION

Implementation of Supervision in Legal Protection of Consumers for Fast Beauty Products

Supervision of fast beauty products in Indonesia is carried out through pre-market and post-market mechanisms by the Food and Drug Monitoring Agency (BPOM). Pre-market functions to ensure that only products that meet administrative, safety, and quality requirements are distributed, while post-market focuses on monitoring products already in circulation. Interviews with BPOM officials indicate that many fast beauty products are still circulating without official notification, indicating weak compliance among some businesses (Salsabila & Fitria, 2023).

In Kudus Regency, the fast beauty phenomenon is quite widespread, evident in the numerous cosmetics stores and beauty clinics offering fast-acting products with intensive promotions through social media. However, regional oversight still faces challenges due to limited human resources and limited cross-agency coordination. This allows some illegal products to still penetrate the local market.

Business owners interviewed acknowledged that the licensing process is often considered complicated and time-consuming, leading some to opt for informal distribution channels without BPOM distribution permits. On the other hand, consumers tend to be less critical and prioritize price and product popularity over safety. This situation indicates a gap in legal culture, as Friedman noted, where public legal awareness has not been properly internalized (Tilaar et al., 2023).

The Kudus Regency Investment and One-Stop Integrated Services Agency (DPMPTSP) emphasized that business licensing through the OSS-RBA has simplified the legalization process, but still requires business actors to commit to complying with production standards. Unfortunately, some local cosmetics businesses still view legality as merely a formality, not a substantive obligation to protect consumers.

Interviewed consumers revealed that they rarely check the BPOM notification number before purchasing beauty products. They generally trust social media reviews or friends'

recommendations. This suggests that, in addition to regulatory oversight, public education is crucial in preventing the use of harmful products (Maghfira, 2023).

From a legal perspective, the implementation of oversight has a strong foundation, ranging from the Consumer Protection Law (UUPK) to BPOM Regulation No. 18 of 2024. However, its effectiveness depends heavily on the synergy between regulatory agencies, businesses, and consumers. If any one component is not functioning optimally, oversight will be less effective.

Friedman's legal theory clearly explains this situation. The legal structure, through the Food and Drug Monitoring Agency (BPOM) and the Department of Public Works and Public Housing (DPMPTSP), is in place, and the legal substance in the form of regulations is quite comprehensive. However, the legal culture among both consumers and businesses remains weak. This means strengthening legal awareness and education is necessary to ensure more effective oversight.

From Radbruch's perspective, business actors' non-compliance with regulations demonstrates a weak legal certainty. Consumers harmed by illegal products lose their right to justice, while legal benefits (utilities) are not achieved because the public remains exposed to health risks. This demonstrates that basic legal values have not been fully realized in fast beauty oversight practices (Tilaar et al., 2023).

Therefore, implementing oversight requires a holistic approach, encompassing not only repressive measures such as product recalls or sanctions, but also preventive measures such as simplifying licensing processes, disseminating regulations, and empowering consumers to be more critical. This approach can achieve optimal consumer legal protection.

In conclusion, oversight of fast beauty products in Kudus Regency still faces significant challenges. Although regulations are in place, implementation has been suboptimal due to resource constraints, weak business compliance, and low consumer literacy. This underscores the need for strengthened collaborative-based regulations and a stronger legal culture within the community.

Understanding and Implementation of ISO 9001:2015 Quality Standards in the Cosmetics Industry

Meeting the safety and quality standards for fast beauty products is a crucial aspect of consumer protection. The primary applicable standards are Good Cosmetic Manufacturing Practices (CPKB) regulated by the Food and Drug Authority (BPOM), and the international quality standard ISO 9001:2015, which, although voluntary, can strengthen product quality governance. Research shows that not all cosmetic businesses in Kudus Regency consistently implement these standards.

The Food and Drug Authority (BPOM) has emphasized that the implementation of CPKB is mandatory for the cosmetics industry, encompassing aspects of production, sanitation, storage, and distribution. However, some local producers and distributors still focus solely on market trends without considering safety. As a result, cases of cosmetics being distributed without distribution permits or containing prohibited hazardous materials have been discovered (Ridson Wartuny et al., 2018).

Interviewed business owners stated that implementing CPKB requires significant costs and technical expertise. This presents a challenge for small and medium-sized cosmetics businesses. Some choose to take risks by producing without strict standards to meet the fast-paced beauty market.

The dermatologists interviewed emphasized the importance of meeting beauty product safety standards. Unstandardized fast beauty products can pose long-term risks such as irritation, allergies, or even organ damage. Therefore, complying with the CPKB (Certificate of Health and Safety) must be a priority, not simply an administrative obligation.

Furthermore, the ISO 9001:2015 standard can be a valuable asset for businesses. While not mandatory, ISO implementation demonstrates a company's commitment to quality, continuous improvement, and customer satisfaction. ISO can also enhance the competitiveness of local products in the global market, while strengthening consumer confidence in fast beauty products (Wulandari et al., 2024).

However, understanding of ISO among local cosmetics businesses remains low. Some consider ISO only for large industries and irrelevant to small businesses. However, ISO principles such as risk management, documentation, and customer focus can be adapted to suit a business's needs.

From a consumer protection law perspective, meeting product safety standards is a business's responsibility. Article 7 of the Consumer Protection Law clearly stipulates the obligation of business actors to guarantee product quality and safety. Failure to comply with standards is not only illegal but also places consumers at avoidable risks.

Analysis using Friedman's theory shows that despite the existence of legal structures and substance, the legal culture of business actors remains a major obstacle. Many business actors still view compliance as merely a burden, rather than a commitment to consumer protection. This reduces the effectiveness of quality standards implementation in the field (Yan, 2023).

Meanwhile, according to Radbruch's theory, non-compliance with the CPKB and quality standards demonstrates a lack of fairness for consumers. Consumers have the right to safe products, but violating standards negates that right. Legal certainty is also compromised when illegal products continue to circulate widely on the market, while the benefits of the law are not achieved because consumers continue to suffer losses.

Thus, meeting safety and quality standards for fast beauty products must be seen as an urgent need. The government needs to strengthen guidance, provide access to education and technology for businesses, and encourage the adoption of international quality standards. This way, consumer protection can be achieved through synergy between regulations, businesses, and public awareness (Ikhsan et al., 2023).

CONCLUSION

The conclusion of this study indicates that consumer legal protection in the fast beauty industry in Indonesia still faces various serious challenges. Normatively, regulations governing the safety and quality of cosmetic products are already quite comprehensive, including the Consumer Protection Law (UUPK), Law No. 17 of 2023 concerning Health, Regulation of the Food and Drug Supervisory Agency (PerBPOM) No. 33 of 2021 concerning Consumer Protection and Use of Goods, and Regulation of the BPOM No. 18 of 2024. However, at the implementation level, these regulations have not been fully effective due to weak oversight and low consumer legal awareness.

BPOM (Indonesian Food and Drug Authority) has implemented pre-market and post-market oversight, but its mechanisms remain administrative and reactive. Many fast beauty products without marketing authorizations continue to enter the market, particularly through digital platforms. Furthermore, post-market oversight tends to be conducted after problems are discovered, often exposing consumers to health risks. This indicates a gap between the ideals of regulation and the reality of implementation on the ground.

Consumers in Kudus Regency demonstrate that their preference for purchasing fast beauty products is more influenced by social media trends, low prices, and influencer recommendations than by the certainty of a product's legality. Consumers rarely check BPOM notifications, making them increasingly vulnerable to exposure to illegal or dangerous products. This phenomenon demonstrates a weak legal culture, both among businesses and

consumers, as emphasized in Friedman's theory regarding the imbalance between structure, substance, and legal culture.

From Gustav Radbruch's legal perspective, fast beauty consumer protection still suffers from an imbalance between justice, legal certainty, and utility. While regulations provide legal certainty, their implementation is inconsistent, resulting in consumers not fully experiencing the benefits of the law. As a result, consumers often suffer losses, while some businesses that violate the law can continue to operate without significant obstacles.

Based on these findings, several recommendations can be offered. First, pre-market supervision needs to be strengthened through a combination of document review and laboratory testing to ensure product safety from the outset. Second, the Food and Drug Authority (BPOM) needs to establish a digital patrol system based on cross-agency collaboration to suppress the circulation of illegal products in marketplaces and social media. Third, consumer education must be intensified with a creative approach through digital campaigns involving dermatologists, encouraging consumers to be more critical in choosing beauty products.

Furthermore, compliance with fast beauty product safety and quality standards needs to be improved through consistent implementation of the CPKB. Unannounced audits, routine certification, and a recall system must be strictly enforced. The adoption of international standards such as ISO 9001:2015 should also be encouraged, even if voluntary, as it can strengthen quality governance and business competitiveness. The government can also provide reputational incentives in the form of publishing a list of compliant companies to encourage healthy competition in maintaining product quality.

By strengthening oversight, increasing compliance with quality standards, and improving public legal culture, consumer legal protection in the fast beauty industry can be optimized. Ultimately, this will not only provide a sense of security for consumers but also encourage the creation of a healthy, competitive, and sustainable beauty industry.

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