

ABSTRAK

Perkembangan industri kecantikan yang pesat mendorong peningkatan penjualan produk skincare melalui media sosial. Namun, banyak produk yang dipasarkan tanpa izin edar, sehingga berpotensi merugikan konsumen. Penelitian ini bertujuan untuk menganalisis praktik penjualan skincare tanpa izin edar di media sosial berdasarkan perspektif Hukum Islam dan Undang-Undang Perlindungan Konsumen.

Metode penelitian yang digunakan adalah pendekatan hukum empiris dengan teknik pengumpulan data melalui studi literatur, wawancara dan analisis peraturan perundang-undangan terkait. Hasil penelitian menunjukkan bahwa dalam perspektif Hukum Islam, praktik penjualan skincare tanpa izin edar bertentangan dengan prinsip keadilan dan kemaslahatan karena dapat membahayakan kesehatan konsumen. Sementara itu, dalam perspektif Undang-Undang Perlindungan Konsumen, praktik tersebut melanggar ketentuan Pasal 8 Undang-Undang Nomor 8 Tahun 1999 yang melarang peredaran barang yang tidak memenuhi standar keamanan dan kesehatan.

Dengan demikian, diperlukan pengawasan yang lebih ketat dari pemerintah serta peningkatan kesadaran konsumen agar lebih selektif dalam membeli produk skincare. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan regulasi yang lebih efektif dalam mengatasi peredaran produk ilegal di media sosial.

Kata Kunci: Penjualan Skincare, Izin Edar, Media Sosial, Hukum Islam, Perlindungan Konsumen.

ABSTRACT

The rapid development of the beauty industry has led to an increase in the sale of skincare products through social media. However, many products are marketed without a distribution license, which has the potential to harm consumers. This study aims to analyze the practice of selling skincare without a distribution permit on social media based on the perspective of Islamic Law and the Consumer Protection Law.

The research method used is an empirical legal approach with data collection techniques through literature studies, interviews and analysis of related laws and regulations. The results showed that in the perspective of Islamic Law, the practice of selling skincare without a distribution permit is contrary to the principles of justice and benefit because it can endanger consumer health. Meanwhile, in the perspective of the Consumer Protection Law, the practice violates the provisions of Article 8 of Law Number 8 of 1999 which prohibits the circulation of goods that do not meet safety and health standards.

Thus, stricter supervision from the government is needed as well as increased consumer awareness to be more selective in buying skincare products. This research is expected to contribute to the development of more effective regulations in addressing the circulation of illegal products on social media.

Keywords: *Skincare Sales, Circulation Permit, Social Media, Islamic Law, Consumer Protection.*