

Unraveling The Efforts of Gorontalo's POM Office Against Consumers Who Are Lost Due to Problematic Cosmetics Promotion on *Instagram*

Yustika Fitriani Tomoolango¹, Mutia Cherawaty Thalib², Sri Nanang Meiske Kamba²

¹ Faculty of Law, Universitas Negeri Gorontalo, Indonesia. E-mail: yustikatomoolango01@gmail.com

² Faculty of Law, Universitas Negeri Gorontalo, Indonesia. E-mail: mutia.thalib@ung.ac.id

³ Faculty of Law, Universitas Negeri Gorontalo, Indonesia. E-mail: meiskekamba@gmail.com

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ABSTRACT

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The purpose of this study was to find out how the Gorontalo's POM Office efforts towards consumers who were harmed by the promotion of problematic cosmetics on Instagram. This study uses an empirical legal research method, which puts field facts as data. Sources of data used are primary data as the main data (the results of observations and interviews in the field), and secondary data such as legislation, and scientific works. Meanwhile, the population and the sample used were Gorontalo POM Office. The results showed that the efforts made by Gorontalo POM Office against consumers who were harmed by the promotion of cosmetics on Instagram were carried out in 2 (two) ways, namely legal protection with preventive measures by carrying out socialization, and other actions deemed correct and relevant; and legal protection with repressive measures carried out by providing guidance to business actors, confiscation of goods, to imposing sanctions and other measures deemed relevant.

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1. Introduction

Social media as a promotional medium has various kinds, including Facebook, Twitter, websites, Instagram, and others. Instagram is one of the media whose active users reach 400 million users globally. Recorded in Indonesia, Instagram is a social media that is often visited with a percentage of 79% of other social media.¹

In September 2020, Instagram opened its platform to businesses large and small around the world and offers advertising solutions (promotion of goods and services). This is an opportunity that can be used by business actors to market/promote various products, one of which is cosmetics through Instagram social media. In addition, the existence of this opportunity is certainly expected to benefit all parties, including consumers.

Many selling products that use Instagram as a platform to promote their products with a large number of Instagram users today shows that this platform is one of the best social media to show their wares, ranging from home products, household foods, and to beauty products. Unfortunately, there are still business actors who use Instagram media to promote sales by only thinking about profits, which will have a unilateral impact on consumers.

Many of the products sold on Instagram, especially cosmetic products, are still found to be problematic in the market, either because of their distribution permit, their composition, or the condition of the goods that are not up to standard, this results in unilateral losses to consumers.² If referring to the provisions that have been regulated in Law no. 8 of 1999 concerning Consumer Protection (hereinafter abbreviated as the Consumer Protection Law), there are provisions that stipulate that business actors are obliged to guarantee that their merchandise is safe and that it has gone through established procedures.³ In addition, business actors are also prohibited from taking actions that can unilaterally harm consumers.⁴

Cases as above also occurred in Gorontalo City, regarding problematic beauty products (cosmetics) being marketed in Gorontalo Province. According to the records of the Gorontalo Food and Drug Supervisory Agency (hereinafter abbreviated as Balai POM Gorontalo), there are several problematic products but are still being marketed in the Gorontalo Province, namely in 2019 there were 6 (six) products, 2020 there were 68 (sixty-eight) products. problematic and marketing on various social media.⁵ According to data obtained from

¹ Quoted from a news article with the title: The 10 Most Used Social Media in Indonesia in 2020. (<https://databoks.katadata.co.id/datapublish/2020/02/26/10-media-social-yang-most-often-digunakan-di-indonesia>), accessed on 08 September 2021. At 21.21 WITA

²Dedi Krismawan. Consumer Protection Law. (Malang: Sinar Graphic. 2010), 17.

³See article 7 of the Consumer Protection Law

⁴Article 8 of the Consumer Protection Law

⁵Source: Gorontalo POM Hall, 2021.

Balai POM, in 2020, there are 37 problematic cosmetics on Instagram social media.

Gorontalo POM Office is one of the agencies given the authority to supervise food and medicine, especially cosmetics. In addition to the authority given by the regulation that specifically regulates BPOM, there is a regulation that mandates the role of Gorontalo POM, namely the Consumer Protection Law.

Specifically, the authority of the Gorontalo POM Office to carry out supervision is in Article 4 of BPOM Regulation Number 12 of 2018 concerning Organization and Work Procedure of Technical Implementing Units within the Food and Drug Supervisory Agency, which among other things mentions that Gorontalo POM has the task of supervising and investigating as well as taking action against violations of drug and food circulation that do not have distribution permits and or other problems as stipulated in the regulations. legislation. In addition, the provisions of the authority possessed by Balai POM Gorontalo can also be understood as an effort to provide legal protection to consumers.

Article 10 of the Consumer Protection Law states that business actors in offering goods and services are prohibited from offering, promoting, advertising, or making statements that are not true or regarding the dangers of using goods and services. In principle, a medicinal product, especially cosmetics, must obtain a permit from BPOM as a form of legal protection, and provide legal certainty to consumers regarding the product to be used.⁶

The provisions of Article 10 of the Consumer Protection Law can be understood as an effort to see how the polarization of the implementation of the duties and authorities of the Gorontalo POM in terms of carrying out thorough supervision of the circulation of drugs and food (especially cosmetics) which are marketed in the Gorontalo area with various media, such as Instagram. . In addition, this research is also intended to see how the role of Gorontalo POM in providing legal protection to consumers, and to see how the responsibility of business actors for the promotion of goods on Instagram social media does not have a permit or has problems.

Based on the background that has been described, the formulation of the problem to be answered in the next chapter is what are the efforts of Balai POM Gorontalo towards consumers who are harmed by the promotion of problematic cosmetics on social media Instagram?

⁶Gunawan Widjaja and Ahmad Yani. Law on Consumer Protection, (Jakarta, PT. Gramedia Pustaka Utama, 2000), 42.

2. Research methods

This type of research is empirical legal research, which includes research on legal identification (unwritten) and research on legal effectiveness.⁷ The data sources used are primary data which includes the results of interviews, and field observations, and secondary data consisting of legal products, scientific articles and other data sources deemed relevant to the research being conducted..

3. Gorontalo's POM Office Efforts Against Consumers Who Are Lost Due to Problematic Cosmetics Promotion on Instagram

The most important principle with the presence of the Consumer Protection Act is how to protect the rights of the parties, both consumers and business actors. In addition, the concept of the fulfillment and protection of rights knows no boundaries, both in terms of age, gender, and so on.⁸ Specifically, the existence of the Consumer Protection Law regulates and provides direction on what things need to be considered in a transaction of buying and selling goods and services between the two parties. In addition, the existence of the Consumer Protection Law can also protect consumers from things that can deceive and mislead.⁹ The parties should comply with and comply with the provisions and formulation of norms that have been stipulated in the Consumer Protection Law, such as consumer rights and obligations which have been regulated in articles 4 and 5 of the Consumer Protection Law, while the rights and obligations of business actors are regulated in articles 6 and 7 of the Consumer Protection Law. Consumer.

According to the provisions of Article 3 of the Consumer Protection Law, the objectives of consumer protection are to:

- a. Increase awareness, and ability, and independence of consumers.
- b. Raising the dignity of consumers.
- c. Improve and seek consumer empowerment.
- d. Strive for a consumer protection system for the sake of upholding legal certainty for consumers.
- e. Fostering a sense of awareness for business actors of their responsibilities.

⁷Mukti Fajar and Yulianto Ahmad. *Dualism of Normative and Empirical Legal Research*. (Yogyakarta: Student Library, 2010), 47.

⁸Dolot Alhasni Bakung & Sri Nanang Meieske Kamba. (2020). *Constitutional Study on the Fulfillment of Children's Rights in Polygamous Marriages*. *Journal of the Assembly: Media of Constitutional Aspirations*. Ed. 8, 17-32.

⁹Nova Lestari. (2020). *Efforts to Take Actions by BPOM Palembang Against Expired Food in the Perspective of Law Number 8 of 1999 concerning Consumer Protection and Islamic Law*. Essay. UIN Raden Fatah Palembang, 8.

- f. Striving for the quality of goods/services from business actors to be marketed.

Broadly speaking, the Consumer Protection Law provides space for parties to transact in a healthy and mutually beneficial manner to both parties. In the world of E-commerce transactions, such as using intermediary media such as Instagram, there are indeed no restrictions as long as the rights and obligations between the parties, both business actors and consumers, can be fulfilled with sound principles. In addition, the transactions that occur must also be well received by both parties. Therefore, both business actors and consumers can be mutually accountable in a transaction, either offline or online.

Deky Pariadi, in his research, suggests that in an online transaction process in Indonesia, both the buyer and the seller adhere to the principle of trust.¹⁰ So that between the two parties there is no doubt about the goods to be purchased. This means that mutual trust has indeed grown as a form of good faith between buyers and sellers. Therefore, the goods and services to be promoted must also be in accordance with the agreement between the parties.

The case as described in the previous chapter regarding the misuse of buying and selling cosmetic products on Instagram social media, of course, results in unilateral losses to consumers. Therefore, it is important to protect the rights of consumers as legal subjects that have been determined in the laws and regulations, especially the Consumer Protection Law. According to the provisions and formulation of norms in the Consumer Protection Law, one of the rights of consumers is how to obtain legal protection, advocacy, and other efforts such as resolving disputes with business actors.¹¹

Consumers have the right to get protection against buying and selling transactions if the goods received result in unilateral losses to consumers.¹² A consumer should get a guarantee that the goods being promoted are either offline or online through media/platforms such as Instagram. Therefore, consumers should be given legal certainty by the agency or agency in charge of providing legal protection to the parties, especially consumers.

The agency in charge of providing legal protection to consumers is the Food and Drug Administration (hereinafter abbreviated as BPOM). Because according to statutory provisions, BPOM is tasked with taking action against violations to monitor drugs and food circulating in the community.¹³ Substantively, this agency is not only tasked with supervising, but also how to

¹⁰Deky Pariadi. (2018). E Commerce Supervision in the Trade Law and Consumer Protection Act. *Journal of Law & Development*. 48(2), 651-669.

¹¹See the provisions of article 4 letter e of the Consumer Protection Act.

¹²See also the provisions of article 4 letter a of the Consumer Protection Act.

¹³Article 3 Paragraph (1) letter g of Presidential Regulation No. 80 of 2017 concerning BPOM.

provide legal protection by following up if there is a violation in an unhealthy transaction between the buyer and seller.

In considering the provisions of Presidential Decree No. 80 of 2017 concerning BPOM, it is stated that in the context of and efforts to improve the quality of supervision of the circulation of an item, both food, and medicine, it is necessary to have a body that supervises it as a form of formulation of a strategy for controlling an item on the market. Substantively, the supervision by BPOM on the circulation of drugs and food is another effort to protect consumer rights and provide legal certainty to parties, both consumers and business actors.

In carrying out its function as a supervisory agency in the field of medicine and food, BPOM is authorized by the following laws and regulations:¹⁴

1. Issuing product distribution permits and certificates by following per under the standards and provisions of laws and regulations.
2. Carry out investigations and intelligence on drug and food control by following per under applicable regulations.
3. Provide sanctions by following per under the applicable standard provisions.

From the above provisions, it can be seen that the authority possessed by BPOM is to issue distribution permits for goods, be it drugs or food, conduct investigations and impose sanctions on perpetrators of drug and food violations. BPOM is mandated to follow up if there are goods in the form of drugs and food that are not by following per under standards or do not have a distribution permit from BPOM. In this context, a follow-up to business actors with losses experienced by consumers in an effort to protect consumers related to their rights as legal subjects.

Atin Carolina Parei et al,¹⁵in a similar study, stated that one of the tasks of BPOM is how to carry out government affairs in the field of drug, and food supervision, and follow up if there is an irregularity in a product circulating in the market. Therefore, the supervision carried out by BPOM on food and medicine, especially cosmetic products promoted through social media Instagram involving the public as potential buyers (consumers), should take more serious action if a beauty product is found that does not comply with the standards set. has been determined by BPOM, does not have a distribution permit, is not feasible, and so on.

Efforts to take action by BPOM against business actors who do not comply with their obligations to promote goods on Instagram that do not comply with

¹⁴Article 4 BPOM Presidential Regulation.

¹⁵Atin Carolina Parei & Fitika Andraini. (2018). Functions and Roles of BPOM in Consumer Protection Against Foods Containing Hazardous Ingredients in Semarang City. *Journal of Legal Dynamics*. 21(2), 1-9.

standards, and other violations are an effort to protect consumer rights which have been determined and standardized in laws and regulations, especially the Consumer Protection Law. In addition, BPOM is the agency tasked with establishing standardization and registration, as well as other matters related to the circulation of goods, especially cosmetic products on the market (including on social media).¹⁶ Because of this, supervision of drugs and food, especially cosmetic products on Instagram social media, is an effort to legally protect consumers' rights.

In Gorontalo City, the supervision of the circulation of drugs and food is also carried out by BPOM through the Food and Drug Monitoring Agency (hereinafter abbreviated as Balai POM) Gorontalo. This agency, structurally, is an extension of the BPOM which is domiciled at the center to the regions to carry out the duties, functions, and authorities that have been given by the laws and regulations.

Theoretically, legal protection for parties, be it consumers or producers (business actors) requires some kind of means to actualize this form of legal protection. Legal protection facilities are divided into 2 (two) types, namely preventive legal protection facilities which emphasize the aspect that legal subjects have the opportunity to file objections before a court decision is made.¹⁷ In addition, the purpose of this type of legal protection advice is to prevent a dispute that may arise between the parties. Meanwhile, repressive legal protection is a means of legal protection caused by unfinished preventive legal action.¹⁸ The two types of legal protection facilities are also used by the Gorontalo POM in carrying out its duties to protect the parties, both consumers and business actors.

Broadly speaking, legal protection efforts for consumers by Gorontalo POM is carried out with 2 (two) methods, namely preventive legal protection efforts, and repressive legal protection efforts, which will be described as follows:

3.1. Preventive Legal Protection Efforts

In 2020, Balai POM Gorontalo found 37 (thirty-seven) cosmetic items/products that were circulated/promoted via social media Instagram.¹⁹ These cosmetic products have problems such as not having a distribution permit, and not by following per under the production standards that have been set and standardized in the regulations governing the procedures for the production of goods, especially cosmetics. Gorontalo POM Center continues to campaign and

¹⁶See article 13 letter b of Presidential Decree No. 80 of 2017 concerning BPOM

¹⁷Wahyu Simon Tampubolon, et al. (2016). Legal Protection Efforts for Consumers Judging from the Consumer Protection Act. *Scientific Journal of Advocacy*. 4(1), 53-61.

¹⁸*ibid.*

¹⁹Source: Gorontalo POM Hall, 2021.

socialize about the importance of safe cosmetic products and has gone through clinical trials.

In carrying out its duties, Balai POM Gorontalo also carries out comprehensive supervision to prevent as a form of preventive legal protection for consumers if there are goods, both drugs, and food, that do not have distribution permits, do not have labels, or do not comply with the standard provisions set. This was also stated by Mr. Ferdiansyah, as Coordinator of the Enforcement Substance Group at the Gorontalo POM that the action was taken to eradicate irregularities related to the circulation of an inappropriate drug or food product.²⁰ In addition, he also wanted to add that the action taken in the field is not only a follow-up action, it is also an effort to protect consumer rights as mandated by the Consumer Protection Law.²¹

The duties and functions and rights of Balai POM, especially in Gorontalo have been regulated and determined in Article 4 of BPOM Regulation Number 12 of 2018, with the following details:

1. Develop a control program plan for drugs and food.
2. Carry out inspections of the production facilities/facilities of drug and food goods.
3. Carry out inspections of facilities/suggestions for the distribution of drug and food goods.
4. Carry out certification of products, and production/distribution facilities.
5. Carry out sampling (sample samples) of drugs or food.
6. Conduct drug and food testing.
7. Conduct investigations into violations in the production and distribution of drugs and food.
8. Manage information systems, education, and complaints from the public related to food and medicine.
9. Carry out coordination and partnerships in the field of food and drug control.
10. Conduct monitoring/evaluation and reporting.
11. Carry out household affairs.
12. Duties and other functions of the head of the agency.

From the above provisions, it can be seen that the implementation of the duties and functions by the Gorontalo POM as a whole can be understood as an effort to protect consumer rights regarding the accountability of business actors related to the products offered. Because the duties of the Gorontalo POM Center include the implementation of sampling which is then tested for drugs and food, and taking action by following per under the provisions of the

²⁰The interview was conducted on Tuesday, July 7, 2021. At 17.00 WITA

²¹The interview was conducted on Tuesday, July 7, 2021. At 17.00 WITA

applicable laws and regulations. Therefore, these efforts can be concluded as the implementation of legal protection to consumers by Balai POM Gorontalo.

according to the Coordinator of the Enforcement Substance Group (Mr. (Ferdiansyah) at Balai POM Gorontalo. In serving and protecting the public about to with concerning the circulation of a drug and food product, it is a concrete step in to protect the public as consumers whose rights are regulated in-laws and regulations, in particular the Consumer Protection Act.²² Therefore, BPOM and Balai POM Gorontalo continue to be committed to socializing about Generation Care for Drugs and Safe Food (GENPOPA), where this movement aims to empower the community in the field of medicine (especially cosmetics), and food that is widely circulated and freely marketed. In addition, Gorontalo POM through Mr. Ferdiansyah, in the interview also stated the following:²³

"So in us (Gorontalo POM Hall), we have a policy that states that every drug and food product that will be distributed, especially in the Gorontalo area, must be registered with us first. We also often do socialization with business actors so that all the products we want to distribute are safe and there are no problems."

Steps or actions taken by Gorontalo POM by conducting outreach to business actors is a step to protect consumer rights in a preventive manner because the means of legal protection in this way is to prevent drugs and food goods is circulated being truly safe, and have distribution license and there is no problem to be marketed freely. In addition, as an early prevention step and effort, the Gorontalo POM also has social media as a place to receive complaints and complaints from the public in the Gorontalo area. In addition to receiving complaints and complaints, the social media account belonging to the Gorontalo POM also functions to monitor the presence of food and medicine, especially problematic cosmetics, which are marketed/promoted in the Gorontalo area.

The role of Gorontalo POM in protecting the public as consumers have been confirmed by the Central BPOM through its official website. In the statement on the BPOM website, it is explained that consumer protection efforts are carried out as a form of responsibility and mandate of the laws and regulations.²⁴ Efforts to protect consumers are carried out by organizing (National Movement for Drug and Illegal Food Alert (GNWOMI), National Working Group on the Prevention of Traditional Medicines containing Medicinal Chemicals (Pokjanas Anti OTBKO), PJAS (School Food Snacks), Free Markets from Hazardous

²²The interview was conducted on Tuesday, July 6, 2021, at 17.20 WITA. See also BPOM's strategy in Consumer Protection (<https://www.pom.go.id/new/view/direct/hotissue-stranas>)

²³Interviews were conducted on Thursday, July 8, 2021, at 13.00 WITA

²⁴Diakes on www.pom.go.id with the article title: National Strategy for Consumer Protection

Substances, GKPD (Village Food Safety Movement), Indonesian Youth Anti-Smoking (RIKO) and Safe Cosmetics (COSMOSAFE).

In an interview with a Gorontalo POM employee (Mr. Fazrul Nanto Simbuka), explained that:²⁵

"Protection of the community as consumers, especially the people of Gorontalo City is their responsibility as an institution mandated to carry out supervision and action if there are medicinal or food items that are not by following per under standards or procedures that have been regulated and determined together."

According to Balai POM Gorontalo, the Coordinator of the Enforcement Substances Group (Mr. Ferdiansyah) stated that at Balai POM Gorontalo there are 5 (five) fields, each of which has the main task of functioning carrying out the duties and functions of Balai POM Gorontalo.²⁶ These fields carry out their functions starting from the stages of testing, inspection, to prosecution as an effort to oversee the circulation of drugs and food in Gorontalo City.²⁷ In his statement, an employee of Balai POM also stated that the supervision of drugs and food in Gorontalo City is also an effort to protect consumer rights which have been mandated by legislation.²⁸

Balai POM Gorontalo in carrying out its duties as a drug and food control agency in the Gorontalo area remains compliant with existing regulations. Supervision steps taken in practice will be carried out early prevention first for business actors not to produce medicinal or food goods that do not have a distribution permit. According to Balai POM Gorontalo, which was explained by one of its employees (Mr. Ferdiansyah) that Balai POM Gorontalo went down to pharmacies to carry out inspections and ascertain whether the drugs were being circulated were licensed or not, as a precaution against unsafe or even unsafe products. endanger.

Supervision using utilizing employing through early prevention is also constantly being pursued by the Gorontalo POM, which is also confirmed by Mr. Ferdiansyah, in his statement as follows:²⁹

"So before being distributed to the public an evaluation of medicinal and food products is carried out first. Now that it has been approved and it is confirmed that it is safe, it will be given permitted to be circulated to the public. We also ensure that the goods/products that are circulated are actually in the distribution channel."

²⁵Interview on Thursday 08 July 2021. At 13.00 WITA

²⁶Interview on Thursday 08 July 2021. At 13.00 WITA

²⁷Interview on Thursday 08 July 2021. At 13.00 WITA

²⁸Interview on Thursday 08 July 2021. At 13.00 WITA

²⁹Interview on Thursday 08 July 2021. At 13.00 WITA

Overall, the legal protection by Gorontalo POM using early prevention techniques has been optimized with various preventive measures to protect consumer rights so that they are safe and do not choose the wrong product, especially beauty products that are widely circulated in the community. In addition, early prevention efforts can also be understood as the commitment of the Gorontalo POM in maximizing efforts to control food and drugs, especially beauty products circulating in the market.

3.2. Repressive Legal Effort

In addition to legal protection by preventive means, Balai POM also carries out repressive legal protection which has also been mandated by legislation. Legal protection to consumers in a repressive manner is an effort to protect consumer rights by taking strict action to eradicate food and drug products, especially cosmetics that do not have a distribution permit and are not by following per under production standards, Balai POM follows up with a warning stage first, then proceed with confiscation, up to the imposition of sanctions if in the end the business actor who continues to run his business but is still wrong.³⁰In addition, Balai POM also stated that business actors would still be given guidance regarding any violations committed by them.

Balai POM Gorontalo in interviews and field observations (with Mr. Ferdiansyah), has made efforts to protect consumer rights as mandated by laws and regulations, particularly the Consumer Protection Law. However, a more appropriate strategy is needed so that the pattern of supervision that has been carried out so far will improve the quality of supervision so that it is more effective and to protect the rights of consumers as parties who have been harmed in the case of promotion of problematic cosmetic products such as not having a distribution permit, and not having a distribution permit. according to production standards.

Consumer protection by taking action, confiscating, to providing sanctions and guidance as a form of repressive legal action against the existence of goods or products, especially cosmetics is the right step to protect consumer rights which have been specifically regulated in the Consumer Protection Law. Explicitly, consumers have the right to feel comfortable, safe, and secure when using cosmetic products. Therefore, with the supervision and action from Balai POM Gorontalo, this can indicate that these steps are a form of protection for consumers from business actors who do not include distribution permits or other problems such as not complying with production standards.

The Gorontalo POM Office through the Coordinator of the Enforcement Substance Group (Mr. (Ferdiansyah), emphasized:³¹

³⁰Interview was conducted on July 8, 2021. At 13.00 WITA

³¹Interview was conducted on July 8, 2021. At 13.00 WITA

“When conducting an inspection of medicinal and food products, and found irregularities such as the presence of inappropriate preservatives such as Formalin, they were immediately confiscated. In addition, if it has already been circulated in the community, then we have a cadre whose job is to carry out inspections on the market about products such as cosmetics. And action will be taken if there is a problem.”

Overall, Balai POM Gorontalo protects consumers by using repressive legal protection facilities or by taking strict action by involving authorities such as Law Enforcement Officials (APH). This was confirmed by Mr. Ferdiansyah as the Coordinator of the Enforcement Substance Group, as follows:³²

"If an irregularity (problem) is found in food and drug products, especially cosmetics, then immediate action is taken by way of reprimand, guidance, and the legal process. We leave that to the examining team (Law Enforcement Officials)."

Supervision by Balai POM Gorontalo on food and medicine such as problematic cosmetic products can be followed up with several types of sanctions, depending on the type of violation committed by business actors.³³ The sanctions given begin with the provision of warnings, guidance, warnings, administrative sanctions, to more stringent sanctions such as criminal sanctions.³⁴The granting of the various types of sacni has been based on the applicable provisions as regulated by laws and regulations. Legal protection efforts carried out by Balai POM by taking action and confiscating of goods to give sanctions and coaching are legal protection in a repressive manner.

Supervision of drugs and food which is considered as an effort to protect consumer rights needs to be reaffirmed, for example by conducting outreach to the public (consumers) and business actors who produce cosmetic goods that do not have a permit and do not comply with standardized production standards. in Balai POM regulations on drug and food production. In addition, the imposition of stricter sanctions is also the right step, to protect the rights of consumers from the circulation of food and medicine, especially cosmetic products that are dangerous or problematic, especially those promoted through social media such as Instagram.

Balai POM Gorontalo should also be able to build partnerships with local governments in the Gorontalo area as a form of commitment in carrying out the mandate of laws and regulations. In addition, local governments at both the provincial and district/city levels in the Gorontalo region need awareness in terms of providing legal protection to the people in Gorontalo City.

³²Interview was conducted on July 8, 2021. At 13.00 WITA

³³Interview was conducted on July 8, 2021. At 13.00 WITA

³⁴Interview was conducted on July 8, 2021. At 13.00 WITA

The Gorontalo Provincial Government, more specifically the City of Gorontalo can form a regional regulation that specifically discusses the importance of the dangers of drugs and food, by including sanctions for business actors. The inclusion of sanctions, especially criminal sanctions, is possible provided that it is recorded as "ultimum remedium".³⁵With these regulated provisions, it will certainly have an impact on the awareness pattern of each, especially business actors. Efforts to establish synergy between the local government and Balai POM Gorontalo by issuing this regional regulation will later be able to maximize efforts to control drugs and food,³⁶ especially cosmetics in the Gorontalo Province, and Gorontalo City in particular.

4. Conclusion

From the results of the discussion that has been described, it is concluded as follows:

1. Efforts made by Gorontalo POM for consumers who are disadvantaged by the promotion of problematic cosmetics on Instagram have carried out in 2 (two) ways, namely, first, seeking preventive protection by conducting outreach to the wider community in the Gorontalo City area directly, and through the media. social services owned by Balai POM Gorontalo.

Second, strive for repressive protection which is carried out by conducting inspections at various pharmacies, or to sources of production of goods; sampling testing; coaching; and sanctions.

5. Suggestions

Gorontalo POM Hall as a supervisory agency in the field of medicine and food must carry out routine inspections in the to maximize supervision efforts in the context of prevention and protection of consumers in the Gorontalo City area.

Balai POM Gorontalo also needs to build partnerships with the local government to seek and maximize the participation of the local government. In addition, the local government needs to present regulations in the local area (Gorontalo) that specifically regulate drug and food supervision.

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³⁶Dian Ekawaty Ismail, et al. (2020). Completing the empty room for legal control of drug and food control in the region. *Papers.IOP Conference Series: Earth and Environmental Science*, 8.

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