



Challenges Faced by PPNS, BPOM, and the Indonesian National Police in Addressing Illegal Cosmetic Cases in Gorontalo

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Abstract: This study aims to examine the roles of PPNS investigators, BPOM, and the Indonesian National Police (Polri) in addressing the crime of illegal cosmetic distribution in Gorontalo, as well as the challenges faced by PPNS BPOM and Polri investigators in handling such cases. This research is an empirical legal study conducted at the Balai Besar Pengawas Obat dan Makanan (BPOM) office in Gorontalo and the Gorontalo City Police Station (Polresta Gorontalo Kota). The data sources for this study include both primary and secondary data. Data collection techniques involved interviews and data gathering. The collected data were then analyzed descriptively using qualitative methods. The research findings indicate that, firstly, the role of PPNS BPOM, particularly within the BPOM agency, encompasses the authority to conduct investigations and inquiries into cosmetic-related violations. However, they do not possess the authority to carry out arrests. In contrast, Polri investigators are responsible for executing legal actions such as arrests, detentions, searches, and the seizure of evidence. Additionally, they serve as coordinators in the investigation of specific cases. Secondly, the challenges faced by PPNS BPOM include a shortage of investigators, with only two personnel available, which hinders the investigative process. Meanwhile, Polri investigators encounter limitations due to inadequate laboratory facilities, which impede investigations that require laboratory-verified evidence.

Keywords: Investigator; Police; PPNS; BPOM; illegal cosmetics.

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1. Introduction

The circulation of illegal cosmetics in Gorontalo has become an increasingly concerning issue in recent years, significantly impacting both public health and the local economy.¹ Despite stringent regulations governing the production, distribution, and sale of legitimate cosmetic products, the practice of distributing illegal cosmetics remains rampant.² Numerous perpetrators exploit legal loopholes and the weak oversight at various distribution points. These illegal cosmetics are often produced without adequate safety standards and contain harmful ingredients that pose serious health risks to consumers, such as skin irritation, allergies, and even organ damage.³

Moreover, the circulation of illegal cosmetics adversely affects the legitimate cosmetics industry, disrupts healthy business competition, and reduces state revenue through tax evasion and the avoidance of duties that should be collected from legal products. In this context, the roles of Civil Servant Investigators (PPNS), the National Agency of Drug and Food Control (BPOM), and the Indonesian National Police (Polri) are crucial in efforts to eradicate the distribution of illegal cosmetics. However, these three entities face significant challenges in effectively performing their duties. One of the primary obstacles is the limitation of human and technological resources within each agency. PPNS often lack trained and experienced personnel to handle complex cases related to the distribution of illegal cosmetics, while BPOM faces challenges regarding laboratory technology necessary for the rapid and accurate testing and analysis of chemical substances in these cosmetic products. Polri, on the other hand, frequently contends with inadequate equipment and facilities to conduct thorough investigations and enforce the law effectively. In addition to resource constraints, the lack of coordination among these institutions poses a major barrier in handling such cases.⁴

Frequently, communication and cooperation between PPNS, BPOM, and Polri do not proceed smoothly, resulting in overlapping duties, duplicated efforts, or even inconsistencies in law enforcement strategies. This situation is exacerbated by instances of corruption and collusion at various levels, where certain individuals may be involved in facilitating the distribution of illegal cosmetics for personal or group gain, thereby hindering the investigative process and the fair and transparent enforcement of the law. Beyond internal challenges within law enforcement agencies, the low awareness and compliance of the public with existing regulations present an

¹ Suwito et al., "Contemplating the Morality of Law Enforcement in Indonesia," *Journal of Law and Sustainable Development* 11, no. 10 (October 25, 2023): e1261–e1261, <https://doi.org/10.55908/sdgs.v11i10.1261>.

² Ahmad, Fence M. Wantu, and Dian Ekawaty Ismail, "Constitutional Dialogue in Judicial Review at the Indonesian Constitutional Court: The Future Prospects," *Journal of Legal, Ethical and Regulatory Issues* 25, no. 1S (November 15, 2021), <https://www.abacademies.org/abstract/constitutional-dialogue-in-judicial-review-at-the-indonesian-constitutional-court-the-future-prospects-13248.html>.

³ Asirah Asirah, Andi Muhammad Sofyan, and Audyna Mayasari Muin, "Upaya Penegakan Hukum Peredaran Kosmetik Ilegal Melalui E-Commerce Oleh Ppns Bbpom Makassar," *UNES Law Review* 5, no. 3 (March 18, 2023): 1013–33.

⁴ Nofi Cahyaningtiyas, Laily Rozani Amaniyah, and Heri S. Widodo, "Analisis Yuridis Terhadap Pengawasan Sediaan Obat Yang Tidak Memiliki Izin Edar Pada Saat Pandemi Covid-19 Di Indonesia," *Jurnal Kolaboratif Sains* 5, no. 8 (August 27, 2022): 586–602, <https://doi.org/10.56338/jks.v5i8.2736>.

additional challenge. Many consumers are unaware of the health risks associated with using illegal cosmetics, leading to sustained high demand for these products despite various educational and socialization campaigns conducted by the government and related institutions. The public's insufficient perception of the importance of using officially registered and supervised cosmetic products further aggravates this problem.

On the other hand, perpetrators of illegal cosmetic distribution often employ clever marketing strategies and widespread distribution channels, including online platforms, which are difficult for supervisory authorities to access and monitor.⁵ The continuous advancement of digital technology also provides opportunities for perpetrators to evade detection and expand their distribution networks without being noticed by the authorities. All these challenges illustrate the complexity and difficulty of efforts to eradicate the circulation of illegal cosmetics in Gorontalo, necessitating a holistic and integrated approach. Improved synergy between PPNS, BPOM, and Polri is required, encompassing operational coordination, information exchange, and the development of human resource and technological capacities.⁶

Enhancing these capacities involves not only technical aspects, such as training in the use of modern laboratory equipment or the latest investigative techniques, but also managerial and strategic aspects, such as developing more effective and systematic policies for transparent and corruption-free law enforcement. Additionally, it is crucial to increase public awareness and education regarding the dangers of illegal cosmetics through more intensive campaigns involving various parties, including mass media, educational institutions, and local communities. This approach is expected to enable the public to make more selective and informed choices regarding the cosmetic products they use and to exert social pressure against the circulation of illegal products. Local governments and related institutions also need to collaborate with the private sector and non-governmental organizations to develop more effective prevention and mitigation programs.⁷ These programs should not only focus on law enforcement aspects but also on improving the quality and accessibility of affordable and high-quality legal cosmetic products for the public.

Furthermore, the implementation of more advanced information and communication technologies, such as the use of digital tracking systems to monitor the distribution of cosmetic products, can aid in the rapid and efficient identification and dismantling of illegal distribution networks. In the long term, efforts to eradicate the circulation of illegal cosmetics must align with initiatives to enhance the capacity and

⁵ A. H. Asari Taufiqurrohmah et al., "The Role of Islamic Law, Constitution, and Culture in Democracy in the UAE and Indonesia," *AHKAM: Jurnal Ilmu Syariah* 24, no. 1 (June 30, 2024): 83–100, <https://journal.uinjkt.ac.id/index.php/ahkam/article/view/33155>.

⁶ Asirah, Sofyan, and Muin, "Upaya Penegakan Hukum Peredaran Kosmetik Ilegal Melalui E-Commerce Oleh Ppns Bbpom Makassar."

⁷ Ahmad Ahmad, Viorizza Suciani Putri, and Mohamad Hidayat Muhtar, "Antara Otoritas dan Otonomi : Pertautan Hak Asasi Manusia dalam Praktik Eksekusi Putusan PTUN: Perlindungan HAM dalam Eksekusi Upaya Paksa Terhadap Putusan Peradilan Tata Usaha Negara," *Jurnal Konstitusi* 21, no. 3 (September 1, 2024): 392–412, <https://doi.org/10.31078/jk2133>.

competitiveness of the legitimate local cosmetics industry through policy support that fosters innovation, product quality, and better marketing.⁸

Thus, not only can public health issues be addressed, but local economic growth can also be boosted by strengthening a legal and sustainable cosmetics industry. Overall, the circulation of illegal cosmetics in Gorontalo is a multifaceted problem that requires a comprehensive and coordinated approach among various stakeholders. PPNS, BPOM, and Polri investigators must overcome existing challenges by enhancing resources, technology, and coordination, as well as by increasing public awareness and active participation. Consequently, it is anticipated that the circulation of illegal cosmetics can be significantly curtailed, thereby protecting public health and enabling the legitimate cosmetics industry in Gorontalo to develop healthily and sustainably. Success in addressing this issue will not only bring direct benefits to the people of Gorontalo but also serve as an example for other regions in effective and efficient law enforcement and product supervision in the future.⁹

2. Method

This study employs a qualitative approach with a descriptive method to analyze the challenges faced by PPNS, BPOM, and Polri in addressing the circulation of illegal cosmetics in Gorontalo. Additionally, the research explores how the lack of inter-agency coordination, resource limitations, and low public awareness influence efforts to eradicate illegal cosmetics.¹⁰ This methodology was chosen to provide an in-depth understanding of the phenomenon under investigation through the collection of relevant data and interpretation within the existing context.

3. Obstacles faced by PPNS, BPOM, and Polri in handling cases of illegal cosmetics circulation in Gorontalo

The circulation of illegal cosmetics in Gorontalo has emerged as a significant challenge in the realms of law enforcement and public health oversight. These illicit cosmetics are often manufactured without adequate safety standards and frequently contain hazardous chemicals that pose serious health risks to consumers. Such cases have garnered the primary attention of various stakeholders, including Civil Servant Investigators (PPNS), the National Agency of Drug and Food Control (BPOM), and the Indonesian National Police (Polri). Although these three institutions play pivotal roles in combating the distribution of illegal cosmetics, they encounter numerous substantial obstacles. These challenges encompass limitations in human resources, deficiencies in technology and supporting facilities, weak inter-agency coordination,

⁸ SARA TALENTA SIRAIT SARA TALENTA SIRAIT, "Penegakan Hukum Terhadap Pelaku Usaha Kosmetik Ilegal Di Kota Jambi" (skripsi, Universitas Batanghari, 2022), <http://repository.unbari.ac.id/2012/>.

⁹ Lisma Dewita, "Analisis Penegakan Hukum Terhadap Peredaran Kosmetik Ilegal Oleh Penyidik BPOM Kota Pekanbaru" (masters, Universitas Islam Riau, 2020), <https://repository.uir.ac.id/14054/>.

¹⁰ Ishaq Ishaq, *Metode Penelitian Hukum Dan Penulisan Skripsi, Tesis, Serta Disertasi* (Alfabeta, 2017).

low public awareness, and issues related to corruption and collusion that undermine effective law enforcement.¹¹

One of the primary obstacles is the scarcity of human resources within each agency. PPNS often grapple with a shortage of competent personnel capable of handling cases involving illegal cosmetics. They require investigators who not only understand relevant regulations but also possess the technical expertise to investigate illegal cosmetic distribution networks.¹² Similarly, BPOM frequently lacks experts proficient in swiftly and accurately testing and analyzing harmful chemical substances in cosmetics. Polri, responsible for law enforcement, faces analogous challenges. In many instances, the number of trained investigators equipped to handle specialized crimes such as illegal cosmetics distribution is insufficient, particularly as they must also address various other types of criminal cases. Consequently, the investigative process often becomes prolonged, providing perpetrators with opportunities to continue their illicit activities.¹³

In addition to the limitations in human resources, the lack of advanced technology and supporting facilities presents a major hindrance in addressing the circulation of illegal cosmetics. For instance, BPOM requires laboratories equipped with sophisticated instruments to identify harmful ingredients in illegal cosmetics. However, such facilities are often limited in regions like Gorontalo, necessitating the transportation of product samples to central laboratories for further analysis. This process is time-consuming and impedes prompt action against offenders. Polri also faces similar technological challenges, particularly in uncovering distribution networks that exploit digital platforms such as e-commerce and social media. The proliferation of illegal cosmetics through online channels becomes increasingly difficult to monitor without adequate software and hardware tools to track transactions and identify perpetrators.¹⁴

Another critical barrier is the weak coordination among the involved institutions. Although PPNS, BPOM, and Polri have interrelated duties and responsibilities, their operations are often not well-integrated. This lack of integration leads to overlapping case handling, duplicated efforts, or even delays in taking action. For example, BPOM might possess data on illegal cosmetics found in the market, but if this information is not promptly communicated to Polri, the law enforcement process is hindered. Conversely, Polri often requires support from BPOM for technical analyses, but

¹¹ Evan Hamonangan et al., "Analisis Penegakan Hukum Dalam Pembuktian Pidana Terkait Penggelapan Obat Kesehatan Impor," *Causa: Jurnal Hukum Dan Kewarganegaraan* 6, no. 4 (October 2, 2024): 1–10, <https://doi.org/10.3783/causa.v6i4.6047>.

¹² Dian Ekawaty Ismail et al., "Collocation of Restorative Justice with Human Rights in Indonesia," *Legality: Jurnal Ilmiah Hukum* 32, no. 2 (September 20, 2024): 394–417, <https://doi.org/10.22219/ljih.v32i2.35374>.

¹³ Tofa Apriansyah, Khusnul Khotimah, and Adis Imam Munandar, "Peningkatan Pemahaman Penyidik BPOM Dan Strategi Dalam Pengawasan Post Border: RIA Framework," *Eruditio: Indonesia Journal of Food and Drug Safety* 1, no. 1 (2020): 19–37, <https://doi.org/10.54384/eruditio.v1i1.23>.

¹⁴ Ahmad Ahmad, "Measuring The Application of Corporate Social Responsibility of PT. Gorontalo Minerals," *Estudiante Law Journal* 4, no. 2 (February 15, 2022): 132–45, <https://doi.org/10.33756/eslaj.v4i2.16489>.

ineffective coordination disrupts this collaborative effort.¹⁵ This inefficiency is further exacerbated by the bureaucratic complexities within each institution, which impede the flow of information and effective collaboration.¹⁶

Beyond internal challenges within law enforcement agencies, external factors such as low public awareness also constitute a significant obstacle. Many consumers are unaware of the dangers associated with using illegal cosmetics, particularly because these products are often marketed at lower prices with enticing claims, such as instant beauty effects. The low level of health literacy in communities, especially in regions like Gorontalo, results in consumers not recognizing the importance of selecting officially registered cosmetic products supervised by BPOM. This creates high demand for illegal cosmetics, ultimately encouraging perpetrators to continue producing and distributing their products. Educational campaigns conducted by the government and related institutions have not yet fully succeeded in reaching all segments of society, particularly in remote areas. As a result, public awareness about reporting the circulation of illegal cosmetics or choosing safe products remains very low.

The increasing complexity of combating illegal cosmetics is further compounded by practices of corruption and collusion at various levels.¹⁷ In some cases, individuals within certain institutions may be involved in facilitating the distribution of illegal cosmetics, either by accepting bribes from offenders or by deliberately turning a blind eye to violations. Such practices not only impede the investigative process but also erode public trust in the integrity of law enforcement institutions. Moreover, corruption provides perpetrators with a sense of security, allowing them to continue their activities without fear of apprehension or punishment. This situation presents a significant challenge that necessitates stricter internal oversight within each involved institution.¹⁸

Perpetrators of illegal cosmetics continue to develop increasingly sophisticated methods to evade detection. One of their primary strategies involves leveraging digital technology to expand their distribution networks.¹⁹ Through e-commerce platforms, social media, and instant messaging applications, offenders can widely market their products without the need for physical storefronts, which are easier for

¹⁵ Ahmad Ahmad, Muh Ramdhani Hamzah, and Gunawan Rena, "Upaya Pemerintah Dalam Mengurangi Dampak Negatif Pertambangan Batu Hitam Di Daerah Gorontalo," *Depositi: Jurnal Publikasi Ilmu Hukum* 2, no. 2 (May 27, 2024): 422-30, <https://doi.org/10.59581/deposisi.v2i2.3293>.

¹⁶ AYU NOFITA SARI, "Penegakan Hukum Pidana Terhadap Pelaku Peredaran Pangan Tanpa Izin Edar Pada Balai Besar Pengawas Obat Dan Makanan," accessed January 15, 2025, https://repository.unsri.ac.id/595/1/RAMA_74201_%2002011181320126_0018096509_0003117704_01_front_ref.pdf.

¹⁷ Maya Lasena et al., "Cockfighting Gambling Criminal Acts Commitment," *Estudiante Law Journal* 4, no. 2 (June 1, 2022): 77-90, <https://doi.org/10.33756/eslaj.v4i2.16039>.

¹⁸ 180802090 Nur Aulia Saputri, "Collaborative Governance Dalam Pengawasan Kosmetika Ilegal Di Kota Banda Aceh" (other, Universitas Islam Negeri Ar-Raniry, 2023), <https://repository.ar-raniry.ac.id/id/eprint/30915/>.

¹⁹ Rifky Pulubolo, Mutia Cherawaty Thalib, and Ahmad Ahmad, "Legal Process for Banking Negligence in Violations of Customers' Privacy Rights and Personal Data," *Estudiante Law Journal* 1, no. 1 (January 25, 2024): 1-13, <https://doi.org/10.33756/eslaj.v1i1.24195>.

authorities to monitor. Additionally, they often utilize influencers or attractive digital promotions to convince consumers of the safety and quality of their products. Such marketing strategies make it more difficult to distinguish illegal cosmetics from legitimate products, especially for consumers lacking adequate knowledge on verifying product authenticity.

To address these challenges, strategic measures and enhanced synergy among PPNS, BPOM, and Polri are essential. Increasing the capacity of human resources through ongoing training is crucial to ensure that investigators possess the necessary skills and knowledge to handle illegal cosmetics cases effectively. Furthermore, procuring advanced technology and supporting facilities, such as modern laboratories and digital investigative software, should be prioritized to enable faster and more accurate investigative processes. Concurrently, efforts must be made to strengthen inter-agency coordination by establishing clear and efficient cooperation mechanisms, allowing tasks to be carried out in a unified manner without overlap.²⁰

Additionally, public education must be continuously enhanced through more intensive campaigns involving various stakeholders, including mass media, educational institutions, and local communities. The public needs to be better informed about the dangers of illegal cosmetics and how to report suspicious products. Community-based approaches can also serve as effective strategies to reach populations in remote areas. Local governments and related institutions should collaborate with the private sector to ensure the availability of safe and affordable legal cosmetic products, thereby reducing the temptation for consumers to purchase illegal alternatives.

Another crucial step is to bolster internal oversight within each law enforcement agency to prevent corruption and collusion. Maintaining transparency and accountability in the investigative process is imperative to prevent perpetrators from exploiting legal loopholes to evade justice.²¹

4. Lack of Inter-Agency Coordination, Limited Resources, and Low Public Awareness Affect Illegal Cosmetics Eradication Efforts in Gorontalo

The circulation of illegal cosmetics in Gorontalo remains a deeply entrenched and multifaceted problem that poses significant challenges to both public health and law enforcement. This persistent issue is not merely a matter of regulatory oversight but a complex interplay of various factors that hinder effective eradication efforts. Central to addressing this problem is the cooperation among key stakeholders, namely Civil Servant Investigators (PPNS), the National Agency of Drug and Food Control

²⁰ Britney Valencia Anggraini Mokodongan, "Dinamika Mekanisme Alternatif Penyelesaian Sengketa Dalam Konteks Hukum Bisnis Internasional," *Depositi: Jurnal Publikasi Ilmu Hukum* 2, no. 1 (2024): 204-13.

²¹ Munawarah Munawarah, "Peran Balai Pengawas Obat Dan Makanan (BPOM) Di Kota Palangkaraya Terhadap Produk Kecantikan" (undergraduate, IAIN Palangka Raya, 2019), <http://digilib.iain-palangkaraya.ac.id/1931/>.

(BPOM), and the Indonesian National Police (Polri). Each of these entities plays a crucial role in tackling the distribution and sale of illegal cosmetic products. However, their collective efforts are often stymied by a combination of poor inter-agency coordination, limited resources, and a general lack of public awareness. These obstacles are not isolated; rather, they interact in ways that create a vicious cycle, making the resolution of this issue exceedingly difficult without a well-coordinated and comprehensive strategy.²²

One of the most fundamental challenges in combating illegal cosmetics circulation is the weak coordination among the agencies responsible for different aspects of this issue. The PPNS is primarily tasked with conducting administrative investigations into regulatory violations, focusing on ensuring that cosmetic products comply with established standards. Meanwhile, BPOM holds the authority to oversee the quality and safety of these products, ensuring that they meet the necessary health and safety requirements before they can be legally marketed and sold. On the other hand, Polri is charged with the enforcement of criminal laws, which includes apprehending and prosecuting those involved in the illegal trade of cosmetics. Ideally, these agencies should work in synergy, each complementing the other's efforts to create a robust defense against the proliferation of illegal cosmetics. However, in reality, discrepancies in working procedures, ineffective communication channels, and inadequate coordination mechanisms often lead to overlapping responsibilities or, worse, gaps in accountability.²³

For instance, when BPOM identifies a batch of illegal cosmetics during routine inspections, the subsequent legal actions required to prosecute the offenders fall under Polri's jurisdiction. However, if the data or evidence collected by BPOM is not relayed promptly and accurately to Polri, the entire legal process can be delayed, providing perpetrators with a window of opportunity to evade justice or continue their illicit activities unchecked.²⁴ Conversely, Polri may require technical support from BPOM to analyze the chemical composition of the seized products to build a strong case. If this technical collaboration is not streamlined, the investigative process can come to a standstill, rendering law enforcement efforts ineffective. The absence of an integrated coordination system among PPNS, BPOM, and Polri not only prolongs the resolution of cases but also creates loopholes that criminals can exploit to sustain their operations.

Beyond coordination issues, the limitation of resources presents another formidable barrier to the effective eradication of illegal cosmetics. All three agencies frequently grapple with shortages in competent personnel and adequate supporting facilities. BPOM, for example, relies heavily on advanced laboratory equipment to analyze the

²² Ibid.

²³ Dr Kasmanto Rinaldi M.Si S. H. et al., *Dinamika Kejahatan Dan Pencegahannya: Potret Beberapa Kasus Kejahatan Di Provinsi Riau* (Ahlimedia Book, 2022).

²⁴ Dian Ekawaty Ismail et al., "Cyber Harassment of Public Figures: Causes and Importance of Legal Education," *E3S Web of Conferences* 594 (2024): 03005, <https://doi.org/10.1051/e3sconf/202459403005>.

contents of cosmetic products. However, such sophisticated laboratories are typically concentrated at the central level, with regional offices like those in Gorontalo being equipped with only basic facilities. This centralization means that samples of illegal cosmetics found in Gorontalo must be sent to the central laboratories for detailed analysis, a process that is both time-consuming and costly. This delay hampers the timely identification and subsequent action against offenders, allowing illegal products to remain in circulation longer than they should.²⁵

Similarly, PPNS faces its own set of resource constraints. The agency often lacks sufficient experts who possess a deep understanding of cosmetic regulations and the technical skills required to handle complex cases involving illegal products. This shortage of knowledgeable personnel means that administrative investigations can become bogged down, delaying the enforcement of regulations designed to protect consumers. Polri, tasked with the broader mandate of criminal law enforcement, encounters parallel challenges. The increasing sophistication of illegal cosmetic distribution networks, particularly those leveraging digital platforms like social media and e-commerce, demands advanced technological tools and expertise that Polri often does not have. Without adequate technology, such as specialized software for tracking online transactions or analyzing digital data, law enforcement agencies struggle to dismantle these intricate networks effectively.²⁶

Moreover, limited operational funds further exacerbate these resource constraints, making it difficult for agencies to conduct regular surveillance or raids against illegal cosmetic operations, both in traditional marketplaces and online. Without sufficient funding, the ability to maintain a consistent and proactive approach to law enforcement diminishes, allowing illegal cosmetic operators to continue their activities with minimal risk of detection or intervention. This financial strain not only slows down investigative and enforcement processes but also limits the capacity of agencies to adapt to new challenges as the modus operandi of offenders evolves.

The evolving nature of illegal cosmetic distribution adds another layer of complexity to the problem. Perpetrators are continually developing more sophisticated methods to evade detection and expand their market reach. The advent of digital technology has significantly altered the landscape of illegal trade, with offenders increasingly utilizing online platforms to market and sell their products. E-commerce websites, social media platforms, and instant messaging applications provide perpetrators with the means to reach a vast audience with minimal overhead costs, bypassing the traditional barriers to entry that physical storefronts present. This digital shift requires law enforcement agencies to adopt new technologies and investigative techniques to

²⁵ Rahma Arsyi Amalia and Asti Sri Mulyanti, "Peranan Badan Pengawas Obat Dan Makanan (BPOM) Dalam Mengawasi Peredaran Obat Tradisional Yang Mengandung Bahan Kimia Obat," *ALADALAH: Jurnal Politik, Sosial, Hukum Dan Humaniora* 2, no. 4 (2024): 182–98.

²⁶ Totok Sumariyanto Totok Sumariyanto, "Skripsi Penegakan Hukum Terhadap Tindak Pidana Peredaran Obat-Obat Keras Medis Secara Online (Studi Kasus Di Kabupaten Semarang)" (undergraduate, UNDARIS, 2024), <http://repository.undaris.ac.id/id/eprint/1747/>.

keep pace with the changing tactics of criminals. However, as previously mentioned, the lack of adequate technological resources within agencies like Polri makes it challenging to effectively monitor and disrupt these online networks.²⁷

In addition to internal challenges within the agencies, external factors such as low public awareness play a significant role in perpetuating the circulation of illegal cosmetics. Many consumers in Gorontalo, particularly those from lower-middle economic backgrounds, are drawn to the allure of cheaper cosmetic products that promise instant beauty results. The economic advantage of purchasing these illegal products often overshadows the potential health risks they pose. The community's low level of health literacy means that consumers are frequently unaware of the dangers associated with using unregulated cosmetic products, such as skin irritation, allergic reactions, or even long-term health issues like organ damage. This lack of awareness is further compounded by the insufficient dissemination of information regarding the importance of purchasing officially registered and BPOM-supervised cosmetic products.

Efforts to increase public awareness are often limited in their scope and reach. Educational campaigns spearheaded by BPOM or local government bodies frequently fail to penetrate deeply into all segments of the population, particularly in remote or underserved areas. The use of digital platforms for these campaigns, while innovative, inadvertently excludes individuals who are not technologically savvy or lack access to the internet. Additionally, the content of these educational messages may not always resonate with the daily lives or immediate concerns of the community, leading to diminished engagement and retention of the information. As a result, many consumers remain oblivious to the critical differences between legal and illegal cosmetic products, continuing to support the demand for illicit goods.²⁸

The low level of public participation in reporting illegal cosmetic activities further compounds the problem. Many consumers either do not feel a sense of responsibility to report suspicious products or are unaware of the appropriate channels through which to do so. This reluctance or ignorance means that illegal cosmetic operations can continue to thrive with minimal accountability, as there is a lack of community-driven enforcement to complement official law enforcement efforts. The absence of a robust reporting mechanism also means that data on illegal cosmetics circulation remains incomplete, hampering the ability of agencies like BPOM and Polri to develop effective strategies to combat this issue.

²⁷ Putu Wuri Handayani, *Konsep dan Implementasi Sistem Informasi Kesehatan - Rajawali Pers* (PT. RajaGrafindo Persada, 2021).

²⁸ Tio Setiawan, "Penyidikan Tindak Pidana Peredaran Pangan Olahan Berupa Minuman Beralkohol Tidak Sesuai Standard Pada Direktorat Reserse Kriminal Khusus: (Analisis Laporan Polisi Nomor Lp/a/191/Vii/2019/Spkt Polda Sbr)," *Unes Journal of Swara Justisia* 5, no. 3 (October 28, 2021): 275–90, <https://doi.org/10.31933/ujsj.v5i3.226>.

These intertwined factors the lack of inter-agency coordination, resource limitations, and low public awareness create a self-perpetuating cycle that makes the eradication of illegal cosmetics in Gorontalo particularly challenging. Without effective coordination, the limited resources available cannot be utilized to their full potential, leading to inefficiencies and gaps in enforcement. For example, while BPOM may have detailed data on the prevalence of illegal cosmetics, without a seamless coordination mechanism with Polri, this information cannot be effectively translated into actionable legal measures. Similarly, Polri's authority to apprehend offenders is significantly undermined without the technical support from BPOM necessary to build strong cases. The persistent high demand for illegal cosmetics, driven by low public awareness, ensures that the market for these products remains robust, providing continual opportunities for perpetrators to exploit.²⁹

Addressing these issues requires a holistic and integrated approach that involves all relevant parties working together towards a common goal. Strengthening inter-agency coordination is paramount. This can be achieved by establishing clear and efficient cooperation mechanisms, such as regional coordination centers that bring together representatives from PPNS, BPOM, and Polri. These centers would serve as hubs for data sharing, joint operations, and synchronized efforts, ensuring that all agencies are aligned in their strategies and actions. Such an integrated system would facilitate the timely exchange of information and resources, reducing the likelihood of overlapping duties and enhancing the overall effectiveness of law enforcement efforts.³⁰

In addition to improving coordination, it is essential to address the resource limitations that currently hinder effective enforcement. Increasing investment in technology and training is critical to empowering these agencies to meet the challenges posed by illegal cosmetic distribution. The central government should consider allocating additional funds specifically for the procurement of advanced laboratory equipment and the development of digital investigative tools. Training programs aimed at enhancing the technical skills and regulatory knowledge of personnel within PPNS, BPOM, and Polri would also significantly improve their capacity to handle complex cases. By equipping these agencies with the necessary resources and expertise, they can more effectively identify, investigate, and prosecute those involved in the illegal cosmetics trade.

Public education campaigns must also be revamped to ensure they are more creative, inclusive, and far-reaching. These campaigns should be tailored to resonate with

²⁹ Almira Mey Theda, "Perlindungan Hukum Terhadap Pemegang Hak Atas Merek Skin Care Skin1004 Atas Penjualan Produk Kemasan (share in Jar)" (bachelorThesis, Fakultas Syariah dan Hukum Universitas Islam Negeri Syarif Hidayatullah Jakarta, 2020), <https://repository.uinjkt.ac.id/dspace/handle/123456789/55051>.

³⁰ Andin Rusmini, "Tindak Pidana Pengedaran Dan Penyalahgunaan Obat Farmasi Tanpa Izin Edar Menurut Undang-Undang Nomor 36 Tahun 2009 Tentang Kesehatan", *Al'Adl Jurnal Hukum* VIII, no. 3 (September 2016): 23–44, <https://doi.org/10.31602/al-adl.v8i3.674>.

different segments of the population, employing a variety of media channels to maximize their impact. Traditional media, such as local radio stations and community-based activities, can be particularly effective in reaching individuals in remote areas who may not have access to digital platforms. Additionally, involving community leaders and influencers in these campaigns can help to foster trust and engagement, making the messages more relatable and compelling. Educational content should be designed to not only inform the public about the dangers of illegal cosmetics but also to empower them with the knowledge and tools needed to make safer choices and to report illegal activities.³¹

Moreover, fostering a sense of community responsibility is crucial in enhancing public participation in reporting illegal cosmetic activities. This can be achieved by creating user-friendly reporting systems that allow consumers to easily and anonymously report suspicious products or activities. Encouraging community members to take an active role in monitoring and reporting illegal cosmetics can significantly strengthen the overall enforcement framework, creating a collaborative environment where both authorities and the public work together to combat this issue.³²

Overall, combating the circulation of illegal cosmetics in Gorontalo is a daunting task that requires a multifaceted and coordinated approach. By addressing the key challenges of inter-agency coordination, limited resources, and low public awareness, as well as by implementing strategic measures to improve cooperation, invest in the necessary resources, and engage the community, it is possible to make significant strides in combating this illegal trade. The success of these efforts depends on the ability of PPNS, BPOM, and Polri to work well together, supported by an informed and vigilant public. With continued commitment and collaborative action, the health risks posed by illegal cosmetics can be reduced, and a healthier and more regulated cosmetics market can be established in Gorontalo, benefiting both consumers and the legitimate cosmetics industry.³³

5. Conclusion

Based on the discussions conducted, it can be concluded that the eradication of illegal cosmetic circulation in Gorontalo faces various interrelated challenges. The lack of coordination among institutions such as PPNS, BPOM, and Polri results in overlapping duties and delays in the law enforcement process. This is further exacerbated by limited resources, including the number of competent personnel,

³¹ Junaidi Junaidi, "Pengawasan Balai Besar Pengawas Obat Dan Makanan Terhadap Bahan Pangan Berbahaya Di Kota Pekanbaru" (other, Universitas Islam Riau, 2021), <https://repository.uir.ac.id/6894/>.

³² KHAIRIL ANWAR, "Penegakan Hukum Pidana Terhadap Penggunaan Bahan-Bahan Kimia Berbahaya Dalam Makanan Yang Beredar Di Kota Surabaya" (skripsi, UNIVERSITAS BHAYANGKARA SURABAYA, 2022), <http://eprints.ubhara.ac.id/1787/>.

³³ Annisa Rizky Ramadhani, "Analisis Yuridis Perlindungan Hukum Terhadap Merek Parfum Di Indonesia" (undergraduate, Universitas Islam Sultan Agung Semarang, 2024), <https://repository.unissula.ac.id/33637/>.

adequate laboratory facilities, and supporting technology for investigations, especially in dealing with perpetrators' increasingly sophisticated modus operandi that utilize digital platforms. Additionally, the low public awareness of the dangers of illegal cosmetics and the lack of legal and health literacy result in sustained high demand for these products, providing opportunities for perpetrators to continue their operations. Therefore, eradication efforts require a holistic approach, encompassing enhanced inter-agency coordination through an integrated work system, adequate resource allocation, and more effective and inclusive educational campaigns to raise public awareness. With good synergy among all relevant parties, the eradication of illegal cosmetics in Gorontalo is expected to become more effective, protect public health, and support a healthy and legal cosmetics market.

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