

INTISARI

Produk pemutih wajah semakin banyak beredar di pasaran, dan perlu diwaspadai penggunaannya, terutama mengenai keamanan dan efektivitasnya. Penelitian ini bertujuan untuk mengkaji komposisi produk pemutih wajah yang beredar di pasaran Kota Yogyakarta, dan melihat sejauh mana pengetahuan pengunjung 8 apotek di Kota Yogyakarta tahun 2003 tentang produk pemutih wajah.

Penelitian ini merupakan penelitian non-eksperimental, dengan rancangan penelitian deskriptif non-analitik. Bahan penelitian adalah 18 produk pemutih wajah yang beredar di pasaran Kota Yogyakarta tahun 2003. Subyek penelitian adalah pengunjung 8 apotek di Kota Yogyakarta. Instrumen penelitian yang digunakan adalah kuesioner, data yang diperoleh dianalisis dengan statistik deskriptif.

Hasil penelitian menunjukkan bahwa bahan aktif yang banyak digunakan dalam produk pemutih wajah adalah AHA dan BHA (20%). Mekanisme kerja sebagian besar bahan aktif pemutih wajah adalah keratolitik (63,33%). Terdapat 5,5% produk pemutih wajah yang dijual bebas dengan kadar melebihi batasan; 5,5% produk dengan kadar kurang; 38,89% produk tidak mencantumkan kadar bahan aktif; dan 50% produk tidak mencantumkan efek samping. Sebanyak 72,22% produk pemutih wajah menggunakan tabir surya; 26,09% menggunakan bahan aktif tabir surya etilheksil p-metoksi sinamat dan titanium dioksida; dan 47,83% bahan aktif tabir surya memiliki mekanisme kerja sebagai penghambat penetrasi sinar UVA dan UVB. Jenis vitamin yang digunakan adalah vitamin E (53,85%). Pengetahuan responden tentang produk pemutih wajah meliputi, sumber informasi paling banyak iklan (62%), penyampaian manfaat sudah jelas (47,5%), pemahaman cara pemakaian sudah jelas (80,8%), penyampaian informasi keamanan kurang jelas (46,7%), responden memperhatikan tanggal kadaluarsa (76,7%), responden hanya tahu sebagian bahan aktif (81,7%) dan cara kerjanya (60%), dan sebagian besar responden tidak tahu (55,8%) kadar bahan aktif pemutih wajah.

Kata kunci : produk pemutih wajah.

ABSTRACT

The facial whitening products is increasingly available in market, however, it is need to be cautioned, especially regarding its safety and effectiveness. This research aimed at studying the composition of facial whitening products that marketed in Yogyakarta, and observing the visitors' knowledge, concerning the facial products, in eight drugstores in Yogyakarta in 2003.

This research was non-experimental study with non-analytic descriptive design. The materials of the study were 18 facial whitening products, which marketed in Yogyakarta in 2003. Subjects of the study were visitors of eight drug stores in Yogyakarta. Instrument used in the study was questionnaire, and the obtained data analysed with descriptive-analytic design.

Result of the study suggesting that the active substance that commonly used in the facial whitening products were AHA and BHA (20%). The functional mechanism most of the facial whitening products' active substances was ceratholitic (63,33%). There were 5,5% facial whitening products, that freely marketed, exceeding the allowed level; while 5,5% products lower that allowed level; and 38,89% products does not labelled the active substance content; while 50% products does not embodied the side effects. By 72,22% facial whitening products were using suns-screen; 26,09% using active substances of ethilhexile p-metoxycinnamate and titanium dioxide; and 47,83% the sunscreen active substance has functional mechanism as the inhibitor of UV A and UV B penetrations. The vitamin used in the products was vitamin E (53,85%). The respondent knowledge concerning the facial whitening products include: the most information source was advertisement (62%), the benefit presentation was clear (47,5%), the usage method was understandable (80,8%), the information about product safety was not clear (46,7%), respondent aware of the expired date (76,7%), respondent know only part of the active substance (81,7%) and its mechanism (60%), most of the respondent does not know (55,8%) the content of the active substance in facial whitening products.

Keywords: facial whitening product