

## ABSTRAK

Hiperpigmentasi akibat paparan sinar ultraviolet mendorong meningkatnya penggunaan skincare pencerah kulit. Di sisi lain, peredaran kosmetik ilegal masih menjadi permasalahan sehingga diperlukan pengetahuan yang baik mengenai keamanan kosmetik agar pemilihan produk menjadi lebih tepat. Penelitian ini bertujuan untuk mengetahui hubungan tingkat pengetahuan mengenai keamanan kosmetik dengan tindakan pemilihan skincare pencerah kulit pada mahasiswa tingkat sarjana Universitas Sanata Dharma. Penelitian ini merupakan penelitian observasional analitik dengan pendekatan *cross-sectional*. Data dikumpulkan menggunakan kuesioner yang telah diuji validitas dan reliabilitas pada 385 responden. Analisis data dilakukan secara univariat dan bivariat menggunakan uji korelasi Spearman Rank. Hasil penelitian menunjukkan bahwa 374 responden (97,1%) memiliki tingkat pengetahuan keamanan kosmetik kategori baik dan 11 responden (2,9%) kategori cukup. Selain itu, 357 responden (92,7%) memiliki tindakan pemilihan skincare pencerah kulit kategori baik, 27 responden (7,0%) kategori cukup, dan 1 responden (0,3%) kategori kurang. Hasil uji korelasi Spearman Rank menunjukkan adanya hubungan positif yang signifikan antara tingkat pengetahuan mengenai keamanan kosmetik dengan tindakan pemilihan skincare pencerah kulit ( $r = 0,324$ ;  $p = 0,000$ ), dengan kekuatan korelasi rendah. Semakin tinggi tingkat pengetahuan mengenai keamanan kosmetik, semakin baik tindakan mahasiswa dalam memilih skincare pencerah kulit yang aman.

**Kata Kunci:** keamanan kosmetik, pengetahuan, tindakan, *skincare* pencerah kulit, mahasiswa

## ABSTRACT

Hyperpigmentation caused by ultraviolet (UV) exposure has contributed to the increasing use of skin-brightening skincare products. However, the circulation of illegal cosmetic products remains a concern, highlighting the importance of adequate knowledge of cosmetic safety to support appropriate product selection. This study aimed to determine the relationship between the level of knowledge regarding cosmetic safety and the behavior of selecting skin-brightening skincare products among undergraduate students at Sanata Dharma University. This was an analytical observational study with a cross-sectional design. Data were collected using a structured questionnaire that had been tested for validity and reliability and involved 385 respondents. Data were analyzed using univariate analysis and Spearman's rank correlation test. The results showed that 374 respondents (97.1%) had a good level of knowledge regarding cosmetic safety, while 11 respondents (2.9%) had a moderate level of knowledge. In addition, 357 respondents (92.7%) demonstrated good behavior in selecting skin-brightening skincare products, 27 respondents (7.0%) demonstrated moderate behavior, and 1 respondent (0.3%) demonstrated poor behavior. Spearman's rank correlation analysis revealed a significant positive correlation between the level of knowledge regarding cosmetic safety and the behavior of selecting skin-brightening skincare products ( $r = 0.324$ ;  $p = 0.000$ ), indicating a weak correlation. These findings suggest that a higher level of knowledge regarding cosmetic safety is associated with better behavior in selecting safe skin-brightening skincare products.

**Keywords:** cosmetic safety, knowledge, behavior, skin-lightening skincare, undergraduate students