



Determinants of Use of Illegal Skin Care Cosmetics as Triggers Risk of Skin Cancer in Young Women in Nganjuk City

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ABSTRACT

Using skin care cosmetic products is one of the solutions to make a teenage girl's face beautiful, healthy skin, and increase self confidence. There are still some negative effects, such as irritation, allergies, to the occurrence of skin cancer due to the use of illegal skin care cosmetics and contain harmful ingredients such as mercury (Hg), hydroquinone, and others. Knowledge factors, availability of infrastructure, the role of peers, and parents are indicated to influence the behavior of the use of illegal skin care cosmetics so that it can be a trigger for skin cancer. This study intends to determine the behavioral determinants of

the use of illegal skin care cosmetics as a risk trigger for skin cancer. The research method used is an explanatory research method through a cross sectional approach. The study population was high school senior high school girls in class XII in Nganjuk with an age range of 16 to 18 years. Through the random sample technique, a sample of 271 respondents was obtained. This study uses the precede proceed theory. The results showed that the variables that influence as triggers for skin cancer risk in young women are knowledge (P value = 0,000), infrastructure facilities (P value = 0.005), peer role (P value = 0.014), and parental role (P value = 0.007).

Keywords: illegal cosmetics, skin cancer, young women

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Introduction

Body image is a person's perception and attitude related to his own body, especially one's perception to appear attractive. These perceptions encourage someone to look beautiful with a variety of businesses, one of which is using illegal cosmetic skin care products. The dangers of illegal skin care cosmetics can arise because they contain ingredients that can damage the skin such as mercury, hydroquinone, rodhamin B, and others (Rusmadi, 2015). The effect of using these ingredients on a skin care cosmetic product is to make the skin look brighter and whiter. Basically, a lot of dangerous substances that have been banned from being added to cosmetics since 1998 with the issuance of the Minister of Health Regulation (Permenkes) RI No. 445 / Menkes / Per / V / 1998. The use of these hazardous ingredients is usually obtained in cosmetics that do not have official permission from the National Agency for Drug and Food Control of the Republic of Indonesia (BPOM, 2018). skin irritation to allergies (Purnamawati, 2009) Long-term effects from the use of cosmetics containing harmful substances will cause systemic disorders such as permanent brain nerve damage, kidney disorders, disorders of the fetus and cause skin cancer (BPOM, 2018).

In Indonesia, skin cancer ranks third in cancer that is often complained of by patients after uterine cancer and breast cancer. Skin cancer dominates from 5.9 to 7.8 percent of all cancer types per year. One reason is the use of illegal skin care cosmetics. The use of mercury in whitening creams will gradually settle into the skin. Long-term use will cause blue-black skin and trigger the onset of skin cancer (Wilvwstra, 2018). The dangers of using illegal cosmetics ranging from irritation, allergies to the risk of skin cancer are often ignored by the public especially young women who are looking for identity.

The desire to look beautiful by having white skin is influenced by several factors including knowledge, the role of peers, the role of parents as well as ease of access to facilities and infrastructure in obtaining cosmetics. Parents from an early age provide knowledge and direction on the use of skin care cosmetics to their children . This is intended so that a child can look good. A child (especially a girl) will tend to consult with his mother or sister regarding the use of skin care cosmetics. The recommended skin care cosmetics are usually suitable cosmetics and have been used by his family. Through this suggestion, a child will begin to get the perception and inclination to use certain skin care cosmetics (Srikristiani, 2014). Peers act as an environment where a teenager interacts outside the family environment. This interaction will affect the behavior of a teenager, including the use of cosmetics. The influence of the use of skin care cosmetics by peers is done through the exchange of information, the urge to be the same as his friends, and encouragement to be accepted by the group environment. The availability of infrastructure such as products, prices, information, and places can also affect the behavior of the use and selection of skin care cosmetics (Notoatmodjo, 2012).

The rampant use of illegal and dangerous skin care cosmetics can be seen from the discovery of various cosmetics and skin care cosmetics that are not registered by the Food and Drug Supervisory Agency (BPOM). BPOM East Java has confiscated dangerous cosmetics and without marketing authorization worth 1.8 billion rupiah consisting of 2,276 items of products and 46,464 pcs during 2018. Nganjuk Regency as one of the districts in East Java is also affected by the distribution of illegal and dangerous cosmetics. Preliminary



studies conducted at the Department of Trade and Cooperatives Industry (Disperindagkop) and the Nganjuk Health Service found 6 out of 8 beauty salons selling skin care cosmetics without BPOM permission and without using a doctor's prescription or formulated by a pharmacist. The survey was conducted because there were many reports to health institutions located in Nganjuk District regarding complaints on the skin, especially among adolescents. According to data from the Nganjuk Health Office there are 57 percent of skin disorders caused by the use of cosmetics. This value increased compared to the previous year which was 41 percent. As many as 46 percent of complaints of skin disorders are dominated by ages 16 to 18 years. This is reinforced from the data of visits to dermatologists, that is compared to 2017 the number of patients complaining about the impact of incorrect use of cosmetics increased 33 percent in 2018 (the majority of patients are young women). Seven percent of these patients have the potential to develop skin cancer if not treated immediately. Some dermatologists say that teenagers in Nganjuk Regency who complain about the impact of using skin care cosmetics have a tendency to switch without knowing the level of safety. This can also happen to Nganjuk teenage girls namely Nganjuk high school girls. This potential arises because there is a tendency for the growth of the spread of dangerous cosmetics but it is not accompanied by directions or curriculum that directs Nganjuk High School girls to the selection and use of cosmetics that are good and right. Students only choose products based on ease of access and affordable prices (Damaik, no date). Based on this description it is very necessary to conduct research with the aim of knowing the determinants of using illegal skin care cosmetics as triggers for the risk of skin cancer.

Research methods

The study was conducted to determine or explain the relationship between the dependent variable with the independent variable through hypothesis testing. Measurements were made on the factors of adolescent knowledge, availability of infrastructure, the role of peers, the role of parents (independent variable) on the behavior of the use of cosmetics illegal or illegal skin care (dependent variable) (Singarimbun, 2008). The approach used is cross sectional where the subject is only observed once and measurements are made on the character or variable of the subject at the time of the examination (Sugiyono, 2011).

The population of this research is the XII high school senior high school girls in Nganjuk Regency. This population was taken because the morbidity rate caused by the use of cosmetics the majority occurred at the age of 16 to 18 years which incidentally is a high school teenage girl. Through random sampling techniques obtained a sample of 271 respondents with details of Senior High School 1 Nganjuk obtained 40 sample respondents, Senior High School 2 Nganjuk obtained 47 sample respondents, Senior High School 3 Nganjuk obtained 35 samples, Senior High School 1 Rejoso obtained 53 sample respondents, Senior High School 1 Loceret obtained 53 sample respondents, and Senior High School 1 Sukomoro obtained 43 respondents.

The research instrument used to obtain data in this study was a questionnaire containing statements relating to the research variables. Before the questionnaire was used in the sample first, an instrument test was conducted on 30 high school teenage girls to see the validity and reliability. The tool used to test the SPSS software. Decision making using $\alpha = 0.05$ with a



95% confidence level. The test results are said to be valid if the p value < 0.05 or if r (corrected item-total correlation) is positive and r results $\geq r$ table. Data analysis techniques used are univariate analysis, bivariate analysis and multivariate analysis.

Results and Discussion

Results

The following are the results of the distribution of characteristics of research objects which are categorized by the name of the school, the length of time of use of cosmetics, and the amount of allowance per day:

Table 1 Characteristics of Research Objects

No	Variable	Frequency	Percentage (%)
1	School name :		
	Public senior high school 1 Nganjuk	40	14,8
	Public senior high school 2 Nganjuk	47	17,3
	Public senior high school 3 Nganjuk	35	12,9
	Public senior high school 1 Rejoso	53	19,6
	Public senior high school 1 Sukomoro	53	19,6
	Public senior high school 1 Loceret	43	15,8
Total		271	100
2	Long time to use cosmetics		
	> 6 months	163	60,1
	< 6 months	108	39,9
Total		271	100
3	Amount of allowance per day		
	<15.000	212	78
	> 15.000	59	22
Total		271	100

Table 1 explains that there are 6 schools sampled from this study. Each school has a number of different frequencies. The largest frequency is at Public senior high school 1 Rejoso and Public Senior High School 1 Sukomoro, each with 53 respondents or 20 percent of the total respondents. the fewest respondents were in Nganjuk Public Senior High School 3 schools, namely as many as 35 respondents or 13 percent of the total respondents. Based on the length of time of using cosmetics, a number of 163 respondents or 60.1 percent had used cosmetics for more than 6 months. 108 respondents or 39.9 percent used cosmetics for less than 6 months of use. Based on the nominal allowance, the use of cosmetics is dominated by respondents who have an allowance of less than 15,000 rupiahs per day, which is 212 respondents or 78 percent of the total respondents. As many as 59 respondents or 22 percent of the total respondents get an allowance of more than 15,000 rupiahs per day. Based on the results of bivariate analysis using the chi-square statistical test a summary can be made as follows:



Table 2 Summary of Bivariate Analysis

No	Independent Variable	Dependent variable	p-Value	Information
1	Knowledge	The use of illegal skin care cosmetics	0,000	there is a correlation
2	Facilities and infrastructure		0,005	there is a correlation
3	The role of peers		0,014	there is a correlation
4	The role of parents		0,007	there is a correlation

Table 2 shows that the factors associated with the use of illegal skin care cosmetics in young women in Nganjuk Regency are knowledge variables, infrastructure facilities, the role of peers, the role of parents with p-values <0.05.

Based on the multivariate test using the logistic regression test there are the following results:

Table 3 Logistic Regression Test Results

Variable	B	Sig.	Exp(B)	95% C.I. for EXP(B)	
				Lower	Upper
Knowledge	-,041	,876	,960	,577	1,599
Facilities and infrastructure	,678	,018	1,971	1,124	3,454
The role of peers	,489	,062	1,631	,976	2,726
The role of parents	,575	,030	1,777	1,058	2,984
Constant	-,687	,032	,503		

Based on the above results, it can be explained that the most dominant variable is facilities and infrastructure. This variable has a p-value of 0.018 (p-value <0.05) and an Exp value (B) of 1.971 which can be interpreted as the higher access to facilities and infrastructure that will easily make opportunities in the use of illegal skin care cosmetics 1.971 times greater.

Discussion

1. Correlation of Knowledge with Behavior of Using Illegal Skin Care Cosmetics

The results showed that as much as 56.46 percent of the total respondents were low knowledge and as many as 43.54 percent of the total respondents were knowledgeable. This result can still be detailed, namely from overall low knowledge respondents, 39.87 percent did not use illegal cosmetic skin care products and 60.13 percent used illegal cosmetic skin care products. High-knowledge respondents who used illegal skin care cosmetics products were 56.78 percent and 43.22 percent did not use illegal skin care cosmetics products.



The results of statistical analysis using the chi square test showed that $p\text{-value} = 0,000$ ($p < 0.05$), so H_0 was rejected. This indicates that there is a relationship between knowledge variables with the behavior of the use of cosmetics that are illegal

The ignorance of young women towards the effects, ingredients contained in cosmetic products, and knowledge related to safe use of cosmetic products makes young women use illegal skin care cosmetic products (Hanifah, 2019). This condition is getting worse if the cosmetic products purchased by teenagers use writing whose language is difficult to understand so that teenagers do not know the benefits and effects of these skin care cosmetic products. The knowledge of young women is usually only obtained through the results of reviews through social media related products to be purchased and information from those closest to them (Jesseyca Melyati, 2017). In addition, adolescents assume that the use of hazardous ingredients in cosmetics will not cause serious impacts if their use is in accordance with the dose or in small amounts (Lisnawati, 2014).

2. Correlation Facility Facilities with Behavior in Use of Illegal Skin Care Cosmetics

The results showed that as many as 26.57 percent of the total respondents claimed not to have the availability of infrastructure and as much as 73.43 percent of the total respondents claimed to have the availability of infrastructure in terms of illegal use of cosmetic skin care products. This result can still be detailed, namely from all respondents who claimed not to have the availability of infrastructure, 55.56 percent did not use illegal cosmetic skin care products and 44.44 percent used illegal cosmetic skin care products. As many as 63.82 percent of respondents claimed to have the availability of infrastructure using illegal skin care cosmetics products and 36.18 percent did not use illegal skin care cosmetics products.

The results of statistical analysis using the chi square test showed that $p\text{-value} = 0.05$ ($p < 0.05$), so H_0 was rejected. This indicates that there is a relationship between the variable availability of infrastructure facilities with the behavior of using illegal cosmetic skin care products

The better availability of facilities and infrastructure that supports making someone inclined to be able to access illegal skin care cosmetics. The availability of supporting facilities and infrastructure facilities can take many forms including:

a) Illegal skin care cosmetic products

The existence of sellers who freely sell illegal skin care cosmetics. This sale can be done face to face or through online media. The ease of marketing products makes marketing Illegal skin care cosmetic products also have the opportunity to increase. This makes the opportunity for people to buy skin care cosmetic products it is increasing. The number of interests in the use of these products is supported by the desire to have bright skin quickly so it looks beautiful. High motivation related to having white kuit by using skin care cosmetics makes a lot of interest in young women in using illegal skin care products. Besides the affordable price is also one of the supporting factors in the trend of illegal use of cosmetics (Putrianti, Psi and Si, 2015).

b) Price

In addition to the benefits of skin care cosmetics that can brighten the skin quickly, price is also a supporting factor for the number of young women using the product. The



price of illegal skin care cosmetics that are cheap and very affordable can be easily bought by the public, especially young women who start to grow up. This condition is in line with the results of the responses of 57.2 percent of young women respondents answered that the price of skin care cosmetics used is very affordable so it is in accordance with the purchasing power of respondents. The average allowance for teenage girls in nganjuk is less than 15 thousand per day while the price of cosmetics skin care in circulation is 20,000 per cream. Very affordable product prices with the desired results make this skin care cosmetic product a trend among adolescents today (Nova et al., 2016).

c) Place

Supporting factors for the trend in the use of illegal skin care cosmetics is the circulation of these products. Illegal cosmetic treatment products are very easy to obtain and access, either through online media or reseller agents that are easily found. In this study 53.1% of young women bought skin care cosmetics through online and unofficial resellers. This condition is influenced by the existence of loose rules related to buying and selling illegal cosmetic skin care products. In Indonesia there are rules that prohibit the manufacture of illegal skin care cosmetics. The distribution of illegal skin care cosmetics products still occurs because the perpetrators still feel indifferent to the regulation. Many distributors of illegal skin care cosmetics products deliberately sell these goods. The impact is that there are still findings of the circulation of dangerous skin care cosmetic products by BPOM (Rena, 2019).

d) Information

Access to information on skin care cosmetics products that easily makes someone at risk using illegal skin care cosmetics. In addition there are advertisements or promotional tools that support the introduction of illegal skin care cosmetics that are easily found on the internet such as intagram social media, facebook, telegram, etc. Advertising or promotional means is something that can captivate the hearts of consumers (Nurarifiyani, 2016). Through the introduction of the benefits of products and all the promotion languages will make a young woman interested in trying to buy illegal skin care cosmetics products. In addition to information obtained from the internet, information obtained from people around also greatly affects the number of users of this product, this is indicated by the answers of respondents who stated that 56.1 percent of respondents were interested in using illegal skin care cosmetics because of invitations or information obtained from neighborhood around. So this opportunity arises to make young women more interested in buying cosmetic products according to the information they get. Skin care cosmetics purchased are only tailored to the benefits they want to get without seeing the negative effects contained in the cosmetics (Nova et al., 2016).

3. Correlation The Role of Peers with the Behavior of Using Illegal Skin Care Cosmetics

The results showed that as much as 55.35 percent of the total respondents claimed there was no peer influence and as much as 44.65 percent of the total respondents claimed there were peer influences in the use of illegal cosmetic skin care products. This result can still be



detailed, namely from all respondents who claimed there was no peer influence, 48 percent did not use illegal cosmetic skin care products and 52 percent used illegal cosmetic skin care products. As many as 66.94 percent of respondents said that their peer influence used illegal cosmetic skin care products and 33.06 percent did not use illegal cosmetic skin care products.

The results of statistical analysis using the chi square test showed that $p\text{-value} = 0.013$ ($p < 0.05$), so that H_0 was rejected. This indicates that there is a relationship between the role variables of peers with the behavior of using illegal cosmetic skin care products.

The role of the environment, especially peers in terms of forming and influencing one's behavior is very high. The pattern of interaction between peers is currently not limited by distance and time. The development of communication access via mobile phones, social media, and other communication media makes it possible for peers to communicate freely. As a result the pattern of closeness of young women and their peers is not inferior to closeness with their families. A young woman sometimes listens to suggestions from peers rather than advice from others. Peers can recommend the use of certain brands of cosmetic care products to their friends. Young women also sometimes have the desire to look the same as their peers who they think are beautiful. So they tend to use the same cosmetic products or recommended by their friends. This has influenced the behavior patterns of the use of illegal cosmetic skin care products in young women (Murisal, 2014).

The use of skin care cosmetics is triggered by self-esteem, body image, and support from peers. A teenager will try to maintain his self-esteem and build their body image, one of them by using skin care cosmetics. A high sense of ego from a teenager not to be inferior to his friend makes the teenager increasingly motivated to be able to look beautiful. This increases the possibility of a teenager to use cosmetics that can make them look beautiful in a relatively short period of time. This type of skin care cosmetics tends contains ingredients that are classified as dangerous and illegal. The use of skin care cosmetics is higher when peers provide support in the use of skin care cosmetics because they feel the product provides positive benefits (Khumaira, 2018).

4. Correlation The Role of Parents with the Behavior of Using Illegal Skin Care Cosmetics

The results showed that as much as 37.64 percent of the total respondents claimed there was no influence from parents and as much as 62.36 percent of the total respondents claimed that there was an influence of parents in the use of illegal cosmetic skin care products. These results can still be detailed, namely from all respondents who claimed there was no influence from parents, 61.96 percent did not use illegal cosmetic skin care products and 48.04 percent used illegal cosmetic skin care products. As many as 65.09 percent of respondents claimed that there was an influence of parents using illegal cosmetic skin care products and 34.91 percent did not use illegal cosmetic skin care products.

The results of statistical analysis using the chi square test showed that $p\text{-value} = 0.006$ ($p < 0.05$), so that H_0 was rejected. This indicates that there is a relationship between parental role variables and the behavior of using illegal cosmetic skin care products.

Parents are a reference in forming beautiful concepts in children ranging from early to adult. A parent will direct his daughter to look beautiful in accordance with the perception of



beauty that is owned by parents. The formation of beauty is one of them through directives to use certain types of cosmetics which sometimes cosmetics are not necessarily safe to use (D et al., 2018). Families, especially parents, are the people who interact the most with children (Gordon, 1995). Proximity of parents will make children tend to consult with parents before choosing something, including in the selection of cosmetic skin care products. A child also tends to imitate behavior or choose the same thing with his family. This behavior that underlies the selection of cosmetics used by young women tends to be the same as their parents. This has two impacts: positive and negative. The positive impact is that if cosmetics used by adolescent girls' parents are safe to use and parents have a good knowledge of cosmetics then the young women will be directed to use safe cosmetics. The negative impact is that if cosmetics used by adolescent girls' parents are not safe to use and parents have low knowledge of cosmetics, it cannot be ascertained that cosmetics that will be directed towards adolescent girls are safe to use (Silvia Syifa, 2014).

5. The Most Dominant Factors That Influence Use of Illegal Skin Care Cosmetics

Infrastructure facilities is one of the enabling factors which is a supporting factor for someone to behave. According to one social psychologist, Newcomb states that facilities and infrastructure that is easily accessible is one of the factors a person behaves (Notoatmodjo, 2012). This result is also supported by research conducted by (Burger, et al., 2016), (Forbes, 2016), (Tan, 2016), A (Alatawi, 2018). The results of their study stated that the facilities and facilities that are easily obtained can be a major factor in the use of cosmetics that do not have official permits. availability of facilities and infrastructure can be seen from the skin care cosmetics products that are widely circulating and consumed by the public. These products have attractive packaging so that they can convince teens to use them, for example the products have a sealed market, a unique form of packaging, there are labels of the benefits of skin care cosmetics that are highlighted on the product. Affordable prices for students also make illegal or illegal skin care cosmetics consumed by all groups. The way cosmetics agents distribute skin care cosmetics that can whiten the skin among teenagers, the majority of which have a limited allowance, namely by sharing in a jar. The method divides skin care cosmetics into smaller containers so that the selling price will be cheaper (Tan, 2016)

Provision of information through social media such as Instagram, Twitter, Line, and Facebook also affects the use of illegal skin care cosmetics. Information through social media is usually done through an influencer or a model who has white and bright skin. This will make a teenager confident and use skin care cosmetics in the hope that they will get the benefits according to the products offered (Forbes, 2016). Easy access to buying and selling (directly or indirectly / online) also includes convenience in terms of facilities and infrastructure. In online transactions, cosmetic reseller agents do not need to have a trade permit and the buyer is given easy access to the goods he wants to buy. The process of purchasing skin care cosmetics online is most often done because it is considered fast and easy. This easy access makes the risk of using illegal skin care cosmetics even higher. This risk can be even higher among young women when someone who acts as a cosmetic agent is their peers. A teenager will tend to trust and be loyal to his peers. This will make the effect of using illegal skin care cosmetics even higher (Alatawi, 2018).



Conclusion

The conclusions of this research are:

1. 58.7% of young women in Nganjuk Regency use illegal skin care cosmetics, while 41.3% do not use illegal skin care cosmetics.
2. Factors that were significantly related ($p < 0.05$) to the behavior of young women in the use of illegal skin care cosmetics, namely knowledge (P value = 0,000), infrastructure facilities (P value = 0.005), the role of peers (P value = 0.014), and parental role (P value = 0.007).
3. Facilities and infrastructure variables are the most dominant variables influencing the illegal use of cosmetics compared to other variables. This dominant influence is shown through the value of $B = 0.678$

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