

## ABSTRAK

Perkembangan industri skincare di Indonesia yang semakin pesat menimbulkan berbagai permasalahan hukum, khususnya terkait peredaran produk yang tidak memenuhi standar keamanan dan dapat merugikan konsumen. Penggunaan produk skincare yang tidak memiliki izin edar atau mengandung bahan berbahaya berpotensi menimbulkan dampak kesehatan seperti iritasi, alergi, hingga kerusakan kulit. Oleh karena itu, diperlukan perlindungan hukum bagi konsumen sebagaimana diatur dalam Undang-Undang Nomor 8 Tahun 1999 tentang Perlindungan Konsumen. Penelitian ini bertujuan untuk menganalisis pengaturan tanggung jawab produsen skincare terhadap konsumen menurut Undang-Undang Nomor 8 Tahun 1999 serta mengkaji pertimbangan hukum hakim dalam Putusan Mahkamah Agung Nomor 1779 K/Pdt/2014.

Penelitian ini menggunakan metode penelitian hukum yuridis normatif dengan pendekatan deskriptif-analitis melalui studi kepustakaan terhadap bahan hukum primer, sekunder, dan tersier. Hasil penelitian menunjukkan bahwa produsen skincare memiliki kewajiban untuk menjamin keamanan produk, memberikan informasi yang benar, serta bertanggung jawab atas kerugian konsumen akibat produk yang dipasarkan. Dalam Putusan Mahkamah Agung Nomor 1779 K/Pdt/2014, hakim menegaskan penerapan prinsip tanggung jawab mutlak (*strict liability*), sehingga produsen wajib memberikan ganti rugi atas kerugian konsumen tanpa harus dibuktikan adanya kesalahan.

**Kata Kunci:** Perlindungan Konsumen, Tanggung Jawab Produsen, Skincare, Strict Liability.

## ABSTRACT

*The rapid development of the skincare industry in Indonesia has created various legal issues, particularly regarding the circulation of products that do not meet safety standards and may cause harm to consumers. The use of skincare products without distribution permits or containing hazardous substances can lead to health risks such as irritation, allergies, and skin damage. Therefore, legal protection for consumers is necessary as regulated in Law Number 8 of 1999 concerning Consumer Protection. This study aims to analyze the regulation of skincare producers' liability toward consumers under Law Number 8 of 1999 and to examine the legal considerations of judges in the Supreme Court Decision Number 1779 K/Pdt/2014.*

*This research uses a normative juridical method with a descriptive-analytical approach through literature study of primary, secondary, and tertiary legal materials. The results show that skincare producers are obligated to ensure product safety, provide accurate information, and be responsible for consumer losses caused by the products they distribute. In the Supreme Court Decision Number 1779 K/Pdt/2014, the judges emphasized the application of the strict liability principle, which requires producers to compensate consumers for damages without the need to prove fault.*

**Keywords:** Consumer Protection, Producer Liability, Skincare, Strict Liability.