

**UPAYA PENEGAKAN HUKUM PIDANA TERKAIT PEREDARAN
SKINCARE ILEGAL DI PASAR ENCIK PUAN PERAK
KOTA TANJUNGPINANG**

**Oleh
Dara Akika Yuzani
NIM. 2105040113**

ABSTRAK

BPOM menetapkan kebijakan larangan mengedarkan *skincare* ilegal, sebagaimana yang telah diatur dalam perundang-undangan. *Skincare* Tabita dinyatakan ilegal karena tidak memiliki izin edar serta mengandung bahan berbahaya seperti merkuri dan hidrokuinon. Di Kota Tanjungpinang, penegakan hukum terhadap peredaran *skincare* ilegal masih belum efektif, terutama di Pasar Encik Puan Perak. Peredaran terus berlanjut akibat keterbatasan dalam penegakan hukum pidana dan rendahnya kesadaran masyarakat pada bahayanya menggunakan produk ilegal. Permasalahan dalam penelitian berisi bagaimana upaya penegakan hukum pidana terhadap pelaku peredaran *skincare* ilegal bermerek Tabita di Pasar Encik Puan Perak dan Apa saja kendala yang dihadapi Loka POM dalam pelaksanaannya. Dengan tujuan penelitian untuk mengetahui penegakan hukum pidana terhadap pelaku peredaran *skincare* ilegal bermerek Tabita serta untuk menyelidiki hambatan yang dihadapi. Pendekatan yang digunakan Adalah pendekatan perundang-undangan (*statute approach*) dengan jenis penelitian hukum normatif-empiris, yakni mengkaji pelaksanaan hukum berdasarkan aturan dan fakta lapangan. Hasil penelitian ini menunjukkan bahwa penegakan hukum pidana terhadap pelaku peredaran *skincare* ilegal belum sepenuhnya maksimal, dikarenakan keterbatasan sumber daya manusia, luasnya wilayah pengawasan, serta rendahnya kesadaran Masyarakat. Akibatnya, masih maraknya peredaran *skincare* ilegal bermerek tabita. Kesimpulan dari penelitian ini adalah penegakan hukum pidana terhadap pelaku peredaran *skincare* ilegal di Pasar Encik Puan Perak Kota Tanjungpinang sejatinya telah memiliki landasan hukum yang kuat, namun pelaksanaan penagakannya belum berjalan secara optimal. Diperlukan penguatan koordinasi lintas sektor, peningkatan kapasitas aparat, serta edukasi kepada masyarakat guna mewujudkan perlindungan konsumen yang efektif.

Kata Kunci: Penegakan Hukum Pidana, *Skincare* Ilegal, Pasar Encik Puan Perak.

**CRIMINAL LAW ENFORCEMENT AGAINST THE CIRCULATION OF
ILLEGAL SKINCARE PRODUCTS AT ENCİK PUAN PERAK MARKET IN
TANJUNGPINANG CITY**

**By
Dara Akika Yuzani
NIM. 2105040113**

ABSTRACT

The National Agency of Drug and Food Control (BPOM) has established a policy prohibiting the distribution of illegal skincare products, as regulated by law. Tabita skincare is classified as illegal because it does not possess a distribution permit and contains hazardous substances such as mercury and hydroquinone. In Tanjungpinang City, law enforcement against the circulation of illegal skincare products remains ineffective, particularly at Encik Puan Perak Market. The continued circulation is caused by limitations in criminal law enforcement and low public awareness of the dangers associated with the use of illegal products. The problems addressed in this study concern the efforts of criminal law enforcement against perpetrators distributing illegal Tabita-branded skincare at Encik Puan Perak Market and the obstacles faced by the Loka POM in its implementation. The objectives of this research are to examine criminal law enforcement against distributors of illegal Tabita skincare and to identify the constraints encountered in its enforcement. The research employs a statutory approach with a normative-empirical legal research method, examining the implementation of law based on legal regulations and empirical field data. The results of this study indicate that criminal law enforcement against perpetrators of illegal skincare distribution has not been fully optimal due to limited human resources, the extensive scope of the supervisory area, and low public awareness. Consequently, the circulation of illegal Tabita-branded skincare remains widespread. The conclusion of this research is that although criminal law enforcement against the distribution of illegal skincare at Encik Puan Perak Market, Tanjungpinang City, has a strong legal basis, its implementation has not been carried out optimally. Strengthening cross-sectoral coordination, enhancing the capacity of law enforcement officials, and increasing public education are necessary to achieve effective consumer protection.

Keywords: Criminal Law Enforcement, Illegal Skincare, Encik Puan Perak Market.