

THE EFFECT OF SAFE COSMETIC COUNSELING TO KNOWLEDGE AND ATTITUDE OF STUDENTS OF STATE SENIOR HIGH SCHOOL 3 GORONTALO

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ABSTRACT

Cosmetics are materials or preparations intended to be used on the outside of the human body (epidermis, hair, nails, lips and external genital organs) or teeth and oral mucous membranes primarily to cleanse, fragrance, change the appearance and / or improve body odor or protect or maintain the body in good condition. Cosmetics is one product that is used routinely and continuously by the public. Therefore, in the selection of cosmetics required a vigilance of the components contained therein, especially those containing additives. Negative reactions caused not only affect the skin tissue but also affect the tissue system and other important organs. The lack of understanding and the lack of optimal socialization about safe cosmetics are the main factors, in this case, therefore one of the efforts that can be done to increase adolescent knowledge is to conduct counseling activities. Department of Pharmacy of the Polytechnic of the Ministry of Health Gorontalo in collaboration with IAI Gorontalo City, conducting counseling for students of State Senior High School 3 Gorontalo. The purpose of this activity is to see the effect of counseling on improving the knowledge and attitudes of students of State Senior High School 3 Gorontalo about safe cosmetics. This research with pre-experiment design uses a pretest-posttest design model that is analyzed by the Wilcoxon sign test.

The results of the analysis of differences in mean knowledge and attitudes of students showed results, there were significant differences in the knowledge and attitudes of students where the value of $p < 0.0001$ ($p < 0.05$) and based on the value of the proportion of knowledge before counseling and after counseling there was an increase in the number and percentage where the value of $p < 0.0001$ ($p < 0.05$), but based on the results of the analysis for the proportion of attitudes there was no significant difference in the attitudes of students $p = 0.163$ ($p > 0.05$). Overall, these results indicate that counseling can bring changes in knowledge and attitudes towards students of State Senior High School 3 Gorontalo so that it is expected to be able to improve health problems such as skin diseases, especially those related to the use of illegal cosmetics.

Keywords: *Counseling, safe cosmetics, questionnaire*

INTRODUCTION

Cosmetics are materials or preparations intended to be used on the outside of the

human body (epidermis, hair, nails, lips and external genital organs) or teeth and oral mucous membranes primarily to cleanse,

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fragrance, change the appearance and / or improve body odor or protect or maintain the body in good condition [1].

Cosmetics now also play a role in healing and skin care besides being used for aesthetic functions [5]. In addition to meeting the fundamental needs for beauty, this product is also often a means for consumers to clarify their identity socially [3]. So that the use of cosmetics in this era can not be separated from everyday people's lives, therefore in the selection of cosmetics we need a vigilance especially related to the ingredients in it, especially those that can cause side effects and even serious impacts on the skin and health.

In Indonesia the incidence of cosmetic side effects is also quite high as evidenced by the always encountered cases of cosmetic side effects even in the practice of a dermatologist [5]. The main factor that triggers this is the large number of people who want instant effects at cheap or affordable prices. The occurrence of these cosmetic side effects is quite severe due to the addition of additives. Negative reactions caused by dangerous substances contained in cosmetics vary from mild to severe irritation, allergies, physical blockages in the pores, local or systemic poisoning. This negative reaction not only affects the skin tissue, but the impact can be wider. Even affect the tissue system and other important organs [6].

During 2018, BPOM RI found 112 billion rupiah of illegal cosmetics and / or contained Prohibited Material (BD) / Dangerous Material (BB). This finding is the result of routine surveillance of products (post-market-control), cases, or even control operations to production facilities, distribution facilities, or retails by BPOM RI through Balai / POM Centers throughout Indonesia. Based on the list of attachments Public Warning No. B-HM. 01.01.1.44. 11.18.5410 by the Food and Drug Supervisory Agency, there are several

cosmetic preparations including lipstick, night cream, day cream, toner, mascara, concealer, facial soap, eye shadow, blush and powder. The cosmetics contain hazardous materials such as lead metal, mercury, K3 red coloring, and other hazardous materials. Cosmetics that are included in public warnings or public warnings containing hazardous materials consist of 113 cosmetics that are not notified and 6 have a notification number that has been canceled [2].

These products have been withdrawn from circulation because they will endanger consumers [2]. The results of investigations from the Food and Drug Supervisory Agency (BPOM) still found many cosmetic preparations that did not meet the standards set by the Indonesian Ministry of Health. In general, the ingredients found in cosmetics can cause cancer (carcinogenic), abnormalities in the fetus (teratogenic), and skin irritation.

Considering that many cosmetics contain dangerous ingredients and the adverse effects caused by the use of cosmetics are quite serious and even cause damage to organs and serious diseases such as cancer, it is necessary to change perceptions and increase adequate knowledge about cosmetic safety, especially teenagers who have the opportunity to make a selection in choosing cosmetics according to their abilities and needs. But often the behavior of choosing and using cosmetics that are safe is not balanced with sufficient knowledge. One effort that can be done to improve adolescent knowledge is counseling activities. Therefore, as a form of concern for the academic community of the Pharmacy Study Program of the Polytechnic of the Health Ministry of Gorontalo in collaboration with the Ikatan Apoteker Gorontalo (IAI) Gorontalo City, Indonesian Pharmacist Association Professional Organization, carrying out community service activities (community service) in the form of safe

cosmetic counseling for students of State Senior High School 3 Gorontalo as well as seeing the effect of the counseling on increasing students' knowledge and attitudes.

HYPOTHESIS

Based on the background of the problems revealed, the formulation of the problem is the lack of understanding of the students of State Senior High School 3 Gorontalo about the use of cosmetics and their safety and the lack of optimal counseling about safe cosmetics for adolescents by educators and pharmacists. The hypothesis is that there is an influence of counseling on increasing the knowledge of State Senior High School 3 Gorontalo students about safe cosmetics.

RESEARCH METHOD

This research is a quantitative study with a pre-experiment research design to measure how effective the treatment has been given, while the model used is a one group pretest-posttest design that is a study by conducting health education activities that aims to determine the symptoms or effects that arise, as as a result of certain treatments [9]. This study did not involve a comparison group (control), but the first observation was carried out with a pretest to allow for changes after the treatment. In this study there are two variables, namely the independent variable in the form of counseling for safe cosmetics and the dependent variable in the form of knowledge and attitudes towards safe cosmetics. The population in this study were all students of State Senior High School 3 Gorontalo. While the samples in this study were students in grades 10, 11, and 12, consisting of 60 respondents.

The instrument used in this study was a questionnaire. Data collection in this study uses observations (initial observations) and knowledge tests using questionnaires.

Data processing procedures performed through the stages of editing, coding, scoring

and tabulating and data were analyzed through univariate and bivariate analysis procedures using the Wilcoxon Sign Test at a significance level of 95% ($\alpha = 0.05$).

RESULTS AND DISCUSSION

The results of the respondent's data recap based on the questionnaires filled out by 60 respondents showed that extension activities were followed by classes 10, 11 and class 12 with percentages of 35%, 35% and 30%, jurisprudence 76.7% and IPS 23.3 respectively %, consisting of male and female students with a percentage of 31.7% and 68.3% respectively, and the percentage of participants' age is 11 years 11%, 15 years 33.3%, 16 years 38.3%, 17 years 18.3%.

Before the resource person delivered the material, participants were distributed pre-test questionnaires to measure the value of knowledge and attitudes of participants towards the selection of safe and harmless cosmetics. The material presented starts from the definition of cosmetics and their types, illegal cosmetics and the effects of their use as well as tips for checking the authenticity / safety of cosmetics. During the presentation by the speakers, the participants listened diligently and enthusiastically.

Table Basic Characteristics of Students

Basic Characteristics of Students		n (%)
Age	14	6 (10.0)
	15	20 (33.3)
	16	23 (38.3)
	17	11 (18.3)
Gender	Male	19 (31.7)
	Female	41 (68.3)
Class	10	21 (35.0)
	11	21 (35.0)
	12	18 (30.0)
Major	IPA	46 (76.7)
	IPS	14 (23.3)

Source: Primary Data, 2019

Table of the results of the analysis of average knowledge and attitudes with the *Wilcoxon Sign Test*

Assessment	Mean ± SE	p
Knowledge	Pretest	8.98 ± 0.212
	Posttest	10.57 ± 0.129

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Attitude	Pretest	9.98 ± 0.172	0.0001
	Posttest	10.63 ± 0.143	

Source: Primary Data, 2019

Based on the pre-test and post-test results, the average value of knowledge obtained before counseling was 8.98 ± 0.212 and the attitude value was 9.98 ± 0.172 . The results of the mean values of knowledge and attitudes after counseling were 10.57 ± 0.129 and 10.63 ± 0.143 , respectively. Analysis of differences in mean knowledge and attitudes of students using the Wilcoxon sign test showed results, there were significant differences in students' knowledge and attitudes where the p value <0.0001 ($p < 0.05$). In addition to seeing the average value, an analysis of the proportion of knowledge and attitudes was also carried out, where the results were obtained for the value of the proportion of knowledge before counseling and after counseling there was an increase in the number and percentage where based on the results of the analysis there were significant differences in student knowledge $p < 0.0001$ ($p < 0.05$). The results for the value of the proportion of attitudes before counseling and after counseling there was an increase in the number and percentage, but based on the results of the analysis there was no significant difference in the attitudes of student's $p = 0.163$ ($p > 0.05$). This is because before counseling students' attitudes towards safe cosmetics are good enough so that after counseling in proportion there is only a slight change in attitude scores.

	Pretest n(%)	Posttest n(%)	p
Knowledge			
weak	0 (0)	0 (0)	<0.0001
moderate	20 (33.3)	1 (1.7)	
high	40 (66.7)	59 (98.3)	
Attitude			
weak	0 (0)	0 (0)	0.163
moderate	7 (11.7)	2 (3.3)	
high	53 (88.3)	58 (96.7)	

These results are in line with research conducted by Rahayu [8] where knowledge from the experimental group prior to counseling has Mean of 33.12 then after counseling increased to 81.46, whereas in the control group no counseling was conducted experienced an increase in knowledge as well as the value of the actions of the experimental group before counseling had Mean 49.17, then after counseling using the media booklet increased to 91.33, while in the control group that was not given counseling did not experience an increase in actions. Research result Supriningrum (2019) also obtained the same data, namely counseling given to students of class XI IPA 6 of State Senior High School 3 Samarinda increasing knowledge about cosmetics and how to choose safe cosmetics.

This shows that counseling can bring change to the community, especially students in terms of attitudes and knowledge. Thus, the hypothesis which states that the effect of counseling about cosmetics is safe on the knowledge and attitudes of students of State Senior High School 3 Gorontalo is accepted. So it is true that health education is a health promotion media that can affect one's knowledge [7].

Based on observations in the field it is clear that educational activities with educators about choosing smart cosmetics need to be carried out optimally so that public knowledge, especially students about the selection and use of good cosmetics can increase and increase student knowledge of the importance of choosing cosmetics that do not cause skin diseases and / or other serious illness.

CONCLUSION

The level of knowledge and attitudes of students about cosmetics is safe before being counseled with an average knowledge and attitude categorized as sufficient, this shows that the level of knowledge and attitude of students in State Senior High School 3

Gorontalo is good enough. The level of knowledge and attitudes of students about safe cosmetics after counseling with an average of knowledge and attitudes categorized as good this shows that the level of knowledge and attitudes of students of State Senior High School 3 Gorontalo increased, so it can be concluded that there is an influence of counseling about safe cosmetics on knowledge and attitudes student. There are differences in knowledge and attitudes before and after counseling.

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