Abstract

This study aims to analyze the role of the Food and Drug Monitoring Agency (BPOM) of Gorontalo Province in combating the circulation of unregistered manufactured cosmetics and identify the obstacles faced in its implementation. The widespread circulation of illegal manufactured cosmetics, both offline and through digital platforms, poses a serious threat to consumer health, as many products fail to meet safety, quality, and distribution permit standards as stipulated in Law Number 36 of 2009 concerning Health, Law Number 8 of 1999 concerning Consumer Protection, and BPOM's technical regulations regarding cosmetics. The research method used was qualitative research with a normative-empirical approach. Data were obtained through a literature review of laws and regulations and interviews with BPOM officials in Gorontalo Province. The analysis employed consumer protection theory, authority theory, supervision theory, law enforcement theory, and Lawrence M. Friedman's theory of legal effectiveness. The research results indicate that the Gorontalo Province BPOM has implemented supervision through two mechanisms: preventive supervision (pre-distribution) in the form of notification verification, composition assessment, labeling, and outreach to business actors; and repressive supervision (post-distribution) in the form of sampling, laboratory testing, recall and destruction of illegal products, and coordination of enforcement with the police and related agencies. However, the effectiveness of supervision has not been optimal due to various obstacles, including limited supervisory resources, increased product circulation through online media, lack of public legal awareness, and weak compliance by business actors with regulations. Therefore, it can be concluded that the Gorontalo Province BPOM's role in combating the circulation of illegally manufactured cosmetics is ongoing, but not yet fully effective. This research recommends strengthening cross-sector synergy, increasing digital monitoring, stricter law enforcement, and educating the public and business actors to improve regulatory compliance.

Keywords: *BPOM, illegally manufactured cosmetics, supervision, consumer protection, legal effectiveness.*