


The Relationship of Knowledge Level and Attitude of Kahean Women on the Use of Hazardous Facial Whitening Cream

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| Article Info | ABSTRACT |
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| <p>Article history: Received April 07, 2022 Revised April 18, 2022 Accepted May 05, 2022</p> <hr/> <p>Corresponding Author: Arsiaty Sumule Efarina University, Simalungun, Indonesia Email: arsiatysumule@gmail.com</p> | <p>One of the most widely used cosmetic preparations by Indonesian women is facial whitening products. Wanting to have white and smooth facial skin is a natural thing for women. This makes them do various ways to get white and smooth skin, one of which is by using facial whitening products. The purpose of this study was to determine the relationship between the level of knowledge and attitudes of women in Kahean Village towards the use of dangerous face whitening creams. This research uses descriptive research method with <i>cross sectional design</i>. The sample of this study were women in Kahean Village aged 17-50 years as many as 80 respondents, by filling out a questionnaire containing knowledge and attitude questions then the data were processed using <i>chi square analysis</i> with a 95% confidence level using the SPSS program. The results of this study indicate that the knowledge of women in Kahean Village on the use of harmful face whitening products in the good category is 61%, the sufficient category is 2%, the less category is 21%, the bad category is 16%. Women's attitudes are included in the good category as much as 37%, enough category 27%, less category 36%. From the results of the study, it was concluded that there was a significant relationship between the level of knowledge and attitudes towards the selection of harmful facial whitening products with a <i>p-value</i> of 0.000 (<0.05).</p> <p>Keywords: Facial whitening products, Knowledge, Attitude, Women</p> <p>This article is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.</p>  |

1. INTRODUCTION

Cosmetics are materials or preparations intended to be used on external parts of the human body such as the epidermis, hair, nails, lips, and external genital organs, or teeth and mucous membranes of the mouth, especially to clean, perfume, change appearance, and/or improve body odor. or protect or maintain the body in good condition [3]. Cosmetics that have recently been widely used by Indonesian women are *whitening cream products* known as whitening creams.

According to BPOM, published in the BPOM Public Notice No. B-HM.01.01.1.44.11.18.5410 dated November 14, 2018 regarding Cosmetics containing Hazardous Materials, during 2018 the POM RI found 113 types of cosmetics containing hazardous materials. These findings are dominated by decorative cosmetic products and skin care products with identified hazardous materials used in them, including mercury, hydroquinone with a concentration of >2%, and retinoic acid. With the proliferation of skin whitening cosmetic products whose ingredients are prohibited, consumers are more careful in buying cosmetic products.

The use of cosmetics is really needed by everyone, especially women, wanting to look beautiful is a natural thing for women. And to always look beautiful, many women spend their money to buy cosmetic products. The many kinds of cosmetic products on the market actually provide a great opportunity for teenagers and mothers to be careful in choosing cosmetics according to their abilities and needs. However, it is still common for the behavior of choosing and using cosmetics to be carried out not accompanied by sufficient knowledge to choose cosmetics correctly and safely, many of them continue to buy products that contain harmful ingredients regardless of the side effects that occur because the product quickly gives a white effect on the skin. their facial skin.

Formulation of the problem

Based on this background, the formulation of the problem that will be discussed in this study is, how is the description of the knowledge and attitudes of women aged 17-30 years towards the use of dangerous face whitening creams in Kahean Village, Pematangsiantar City.

Literature Review

1. Cosmetics

Cosmetics are materials or preparations intended to be used on external parts of the human body such as the epidermis, hair, nails, lips, and external genital organs, or teeth and mucous membranes of the mouth, especially to clean, perfume, change appearance, and/or improve body odor. or protect or keep the body in good condition. [3]

2. Knowledge

According to [11] Knowledge is the result of human sensing, or the result of someone knowing about objects through their senses (eyes, nose, ears and so on). Most of a person's knowledge is obtained through the sense of hearing (ears) and the sense of sight (eyes).

3. Attitude

According to [11] attitude is a person's closed response to a certain stimulus or object, which already involves the opinion and emotion factors concerned (happy-not happy, agree-disagree, good-not good and so on).

2. METHOD

1. Types of research

This study uses a descriptive research method with a *cross sectional design*, namely research that is carried out at one time and once, there is no *follow-up* and is used to find the relationship between the *independent* variable and the *dependent variable* [12].

2. Research Location and Time

The location of this research was carried out in Kahean Village, North Siantar District, Pematangsiantar City This research started in July - August 2021

3. Population and Research Sample

The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics set by the researcher to be studied and then draw conclusions [14]. The population in this study were all women in Kahean Village, Pematangsiantar City. The sample is part of the number and characteristics possessed by the population [11]. The sample in this study were women aged 17-50 years in Kahean Village, Pematangsiantar City. The sampling technique used in this study is simple random sampling, where each member or unit of the population has the same opportunity to be selected as a sample [12].

3. RESULTS AND DISCUSSION

1. Research result

After conducting research in September 2021 on women who use facial whitening products in Kahean Village. The research was conducted by giving questionnaires to women aged 17-50 years totaling 80 people and the following results were obtained:

Validity and Reliability Test

The validity of the questionnaire was tested on 20 respondents in Martoba Village about the use of facial whitening products with 10 questions knowledge and 10 questions attitude, with an r-table value used of 0.444. All items already have r count > r table. Thus, this questionnaire can be declared valid.

2. Discussion

From this study, the researchers discussed the relationship between the level of knowledge and the attitude of using facial whitening products in women in Kahean Village. By distributing questionnaires to women aged 17-50 years, totaling 80 people who use facial whitening products. From the results of this study, most respondents' knowledge about facial whitening products was in the good category with a total of 49 respondents (61%). From the attitude aspect, respondents have a good level of attitude towards the use of facial whitening products with a total of 30 people (37%) and the results obtained are the relationship between the level of knowledge and the attitude of using facial whitening products in women in Kahean Village. *value* of $0.000 < 0.05$ so that there is a significant relationship between the level of knowledge and attitudes. A person's attitude is influenced by several factors,

including knowledge. Knowledge in facial whitening products is very influential on women's attitudes in choosing facial whitening products to be used.

In line with the research conducted by Yola Azlika (2021) on 100 respondents, namely mothers who use facial whitening products in Purwasari Village, Pelepat Ilir District, Bungo Regency, Jambi Province, it was found that most respondents' knowledge about facial whitening products in this study was in the high category with a total as many as 44 respondents (44%) and the attitude of the respondents has a sufficient level of facial whitening products that is seen from the number of respondents as many as 60 (60%). It can be seen that attitude is influenced by knowledge, the better the knowledge, the better the attitude and vice versa.

4. CONCLUSION

From the results of research and discussion based on answers from questionnaires regarding the level of knowledge and attitudes of women in Kahean Village towards the use of face whitening creams that are harmful to the face, it can be concluded that:

1. The level of knowledge of women in Kahean Village about facial whitening products is in the good category with a total of 49 respondents (61%). And the attitude level of women in Kahean Village has a good level of attitude towards the use of facial whitening products with a total of 30 people (37%).
2. There is a significant relationship between the level of knowledge and attitudes towards the selection of whitening products with a *p value* of 0.000 (< 0.05).

ACKNOWLEDGEMENTS

The author would like to thank the sponsors and thank you for the financial support and to all those who helped complete this article.

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