



Consumer Protection Against Overclaims of SS Skin Skincare Product Composition, Ibnu Taimiyah's Perspective

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Abstract: This study examines consumer protection against overclaim practices in the marketing of SKINCARE SS Skin products from Ibn Taimiyah's perspective. Overclaim practices, such as excessive claims regarding the percentage of content or the use of prohibited claims, have the potential to harm consumers both materially and immaterially. This study uses a normative method with a statutory and conceptual regulatory approach. Data were collected through document studies and interviews, then analyzed descriptively qualitatively. The results of the Ibn Taimiyah perspective study, this practice is included in the category of gharar (fraud) and provides false information, which is contrary to the principle of justice in transactions, indicating that overclaim practices in the marketing of SKINCARE SS Skin products violate consumer rights and the obligations of business actors as regulated in Article 3 paragraph (2) of BPOM Regulation Number 3 of 2022, Article 3 of BPOM Regulation Number 32 of 2021, and the Consumer Protection Law. Losses caused by overclaim practices include material losses, such as money spent on unsuitable products, as well as immaterial losses, such as skin health problems and emotional disappointment. Therefore, business actors are required to be responsible for consumer losses in accordance with Articles 19-20 of the Consumer Protection Act, Articles 1365-1367 of the Civil Code, and the provisions of sanctions in BPOM Regulation Number 3 of 2022.

Keywords: Overclaim; Consumer Protection; Legal Protection.

1. Introduction

As time goes by, more and more consumers are looking for and needing cosmetic products, especially for skin care (SKINCARE). The presence of digital commerce, or known as e-commerce, provides various conveniences and comforts for consumers and potential consumers (Ramli, Ramli, Permata, Ramadayanti, & Fauzi, 2020), (Tarantang, Awwaliyah, Astuti, & Munawaroh, 2019). One of the main benefits of e-commerce is that it makes it easier for consumers to find new brands or products through digital platforms. (Maria Ica: 2023) In digital commerce, advertising is an important means for business actors to maintain the continuity of their business while introducing the products sold to consumers (Orinaldi, 2020), (Aripin, 2021).

Business actors have a responsibility to provide accurate information and clear claims related to advertised products, especially SS Skin SKINCARE products. Transparency of information and claims is very important because of the use of the product. Business actors have a responsibility to provide accurate information and clear claims related to advertised products, especially SS Skin SKINCARE products. Transparency of information and claims is very important because of the use of the product (Amalia & Pura, 2021), (FINAL, 2021).

In this study, the use of the overclaim sentence only refers to the use of claims that are not permitted by BPOM, which have been explained in the attachment to BPOM

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Regulation Number 3 of 2022 concerning Technical Requirements for Cosmetic Claims and the use of the overclaim sentence regarding the percentage of content in SKINCARE products (Kuncoro & Syamsudin, 2024), (PRINCESS, 2025). Based on the information circulating, SS Skin products are claimed to have been registered with the Food and Drug Monitoring Agency (BPOM), an official institution that monitors the safety and quality of products in Indonesia. (Khair, nd). Registration at BPOM is usually a guarantee that the product has gone through an evaluation process that meets safety and regulatory standards. However, after further checking through the official BPOM website, no data or information was found that showed that SS Skin products had been registered (Sitammu, 2017), (Syafitri, n.d.).

This discrepancy between the claims made and the facts can lead to suspicions that the business actor is providing incorrect information to consumers, where initially I bought the product because I was tempted by the claims "safe for all skin types" and "registered with BPOM" (Wibisono & Mahanani, 2023), (Son, 2022). However, after I checked on the official BPOM website <https://cekbpom.pom.go.id/> with BPOM No. NA182312061127 It is known that the product contains ingredients that do not match its claims. This kind of practice violates the principle of transparency in product marketing, which aims to protect consumers from potential risks and dangers of using products that are not guaranteed to be safe (Lestari, Athira, Gitaria, & Handayani, 2025), (Cantiqa, Nababan, Ikrimah, & Sofiatuzzahra, 2024). In addition, this action also contradicts various regulations, including Article 4 and Article 8 of the Consumer Protection Law, which regulates consumer rights to correct information and the prohibition of the circulation of goods that do not comply with the provisions (Soemarwi & Ridzka, 2023), (Yanti & Mahadewi, 2023).

Based on the existing findings, it can be found that the content in the product has the potential to harm the community for use by consumers. This danger may arise from ingredients that do not meet safety standards, are not registered, or are not verified by supervisory agencies such as BPOM. Dangerous content can cause various negative effects, such as skin irritation, allergies, to more serious health risks if used in the long term (Machmudi & Iqbal, 2024), (Ramdani, nd).

In the context of consumer protection law, the liability of business actors refers to their obligation to ensure that the products or services offered do not harm consumers, and to provide compensation if losses occur due to the use of these products or services. One of the provisions in Articles 19-20 of the Consumer Protection Act states that business actors must be responsible for losses suffered by consumers caused by goods or services that do not meet safety or quality standards. In addition, Articles 1365-1367 of the Civil Code state that for any unlawful act that causes loss to another person, the perpetrator of the act is obliged to compensate for the loss (Dita & Winanti, 2023), (Rahmali, 2023).

The definition of "Responsibility" is an obligation in everything, where if something happens then it is possible to make a claim, can be blamed, and can be sued (Mertokusumo, 1991). Actually, it is also determined in legal language related to responsibility which is interpreted as an "obligation" for someone to do something (S. Rahardjo 2018).

Every business actor must be responsible for the products produced or traded. This responsibility arises because the losses experienced by consumers can be caused by negligence in the production process, non-compliance with promises that have been made, or mistakes made by business actors (Miru, 2017)

This is also explained in Qs. Surah Al-Hujurat verse 6:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوْا أَن تُصِيبُوْا قَوْمًا بِجَهْلَةٍ ؕ عَلَامٌ

فَعَلْتُمْ نَدْمِينَ

Meaning: "O you who believe, if a wicked person comes to you bringing news, then examine it carefully so that you do not cause a disaster to a people without knowing the circumstances that will cause you to regret your actions."

From this verse, it can be linked to the verse in Surah Al-Hujurat verse 6 which teaches us to always check the truth of information before believing and acting, so that nothing detrimental happens. This is very relevant to consumer protection, such as in the case of the SS-SKIN product. Consumers need to ensure that information about the product, such as its benefits and ingredients, is correct and not misleading. That way, they will not feel disadvantaged or regretful after purchasing the product. Manufacturers must also be honest in providing information so that consumers can make the right decisions. So, it is important for all of us to be careful and always check the truth before acting, so that no one is harmed.

The basis of the Sunnah of the Prophet Muhammad SAW is a guideline for protecting consumers, which states:

عَنْ أَبِي سَعِيدٍ سَعْدُ بْنُ سِنَانَ الْخُدْرِيِّ رَضِيَ اللَّهُ عَنْهُ أَنَّ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ قَالَ : لَا ضَرَرَ وَلَا ضِرَارَ (رواه ابن ماجه والدارقطني)

Meaning: "From Abu Sa'id Sa'd bin Sinan al-Khudri he said: indeed Rasulullah SAW said: "You must not do actions that bring harm and you must not repay harm in the wrong way." (HR. Ibnu Majjah and al-Daruqutni)

The hadith emphasizes the importance of maintaining the rights and obligations of each party in the association. In a partnership or cooperation, each party has a responsibility to respect and fulfill each other's rights. This aims to prevent fraud or unfair actions that could harm one party. When each member of the association carries out their obligations honestly and fairly, then the cooperation can run smoothly and produce optimal benefits for all parties involved. Conversely, if there is a party that does not fulfill its obligations or cheats, it can cause distrust, disputes, and ultimately losses that are detrimental to the partnership as a whole. Therefore, maintaining transparency, honesty, and responsibility in the association is very important for the success and sustainability of the cooperative relationship (Djakfar 2021)

Consumer protection against overclaiming the composition of SS Skin SKINCARE products that claim to have been registered with BPOM, even though based on data it is not registered on the official BPOM website, from Ibn Taimiyah's perspective is a violation of the principles of honesty, transparency, and moral responsibility in business. False claims of this kind are considered a form of gharar, ambiguity (Gharar) or fraud (tadlis), which are contrary to Islamic values. According to Ibn Taimiyah, business actors are required to provide correct information and be responsible for the products sold. This kind of fraud can cause physical, financial, or emotional harm to consumers, which violates the prohibition against hurting others. Consumers also have the right to receive products that are in accordance with the promises made. Violation of these rights is considered a form of injustice. Therefore, business actors must carry out business practices that are in accordance with sharia principles, which prioritize justice, honesty, and responsibility.

This case also received an in-depth explanation from the book *Al-Hisbah fi al-Islam* from the perspective of Ibn Taimiyah as follows:

وَالْعَشَّ يَدْخُلُ فِي الْبَيْعِ بِكَيْمَانِ الْعُيُوبِ وَتَدَّ لَيْسَ السَّلْعُ مِثْلُ أَنْ يَكُونَ ظَاهِرُ الْمَبِيعِ خَيْرًا مِنْ بَاطِنِهِ كَلَّذِي مَرَّ عَلَيْهِ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ وَأَنْكَرَ عَلَيْهِ

Meaning: "And that which is included in the sale and purchase by hiding defects and fraud in the goods. For example, there is a seller who shows the good from the hidden side as the Prophet Muhammad sallallahu'alaihi wassallam then and denied it"

The case of selling SKINCARE products labeled BPOM but not registered can be explained from the perspective of Ibn Taimiyah in the book *Al-Hisbah fi al-Islam*. In this book, Ibn Taimiyah emphasizes the importance of supervision in economic activities to ensure that trade is carried out fairly, honestly, and does not harm society. He underlines that business actors have a moral and religious responsibility to provide correct information to consumers, and not to mislead them with claims that are not in accordance with reality.

In this case, the sale of products that claim to be registered with BPOM but are not registered is a form of fraud that is detrimental to consumers and is contrary to the principles of honesty and trustworthiness in Islam. Ibn Taimiyah also emphasized that such actions will damage public trust and are contrary to the values of justice that should be upheld in every economic activity.

2. Materials and Methods

This type of research is empirical legal research, using a statute approach and conceptual. This research uses qualitative data sources from secondary data that include primary legal materials and secondary legal materials, such as applicable legal regulations and recognized in Indonesia, as well as articles, journals, thesis research results, books, and others (Ashofa 2001).

Data collection was conducted using primary and secondary data. Primary data was obtained through interviews to obtain information related to research problems, while secondary data was collected through literature studies and document examinations. Data analysis was carried out with the stages of inventory, identification, classification, and systematization, which were then described descriptively-qualitatively to provide an overview of the implementation of the Consumer Protection Law (UUPK) Law of the Republic of Indonesia No. 8 of 1999 in the marketing of SKINCARE products which were carried out with excessive claims and systematically described on events that occurred factually and accurately so that researchers can draw conclusions.

This approach is in line with the view of Ibn Taimiyah in the book *Al-Hisbah fi al-Islam*, which emphasizes the importance of supervision in economic activities to ensure justice and honesty in trade. According to Ibn Taimiyah, business actors are responsible for providing correct information to consumers and not misleading them, which is in line with the implementation of UUPK in protecting consumer rights.

3. Results and Discussion

3.1 Legal Protection Analysis of Overclaims on SS Skin SKINCARE Products

Along with the rapid development of the business world and the increasingly tight competition in the sale of SKINCARE products, business actors are increasingly encouraged to maintain their business, introduce their products to consumers, and increase sales. However, some business actors take advantage of this opportunity to gain maximum profit without considering whether their actions harm others, one of which is by using excessive claims (overclaim). In a sales and purchase agreement, each party has rights and obligations, especially for consumers who have the right to receive correct, clear, and honest information regarding the condition and guarantee of goods and/or services. In addition, business actors are also required to provide an explanation regarding the use, repair, and maintenance of products to consumers.

The establishment of strict legislation can protect the interests and rights of consumers from various consumer problems or disputes that may arise in interactions with business actors resulting in consumers suffering losses. Law of the Republic of Indonesia No. 8 of 1999 Article 1 number 1 of the Consumer Protection Law (hereinafter referred to as UUPK) explains that consumer protection is all efforts that guarantee legal certainty to provide protection to consumers.

Providing information on SKINCARE products as a basis for consumers to determine the choice of SKINCARE products that are tailored to their skin needs. If skincare products do not fulfill the promises given, consumers may experience incompatibility with their skin, such as irritation and other problems. The truth and transparency of information regarding the content and claims of products conveyed by business actors are important things that must be provided to consumers. However, if business actors use excessive statements as a marketing strategy, this can cause losses to consumers, both materially such as loss of money and time, and immaterially such as skin damage and emotional disappointment.

يَا أَيُّهَا الَّذِينَ ءَامَنُوا ءَلَا تَأْكُلُوا ءَأْمَٰلَكُمْ بَيْنَكُمْ بِالْبَاطِلِ ءِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ
وَلَا تَقْتُلُوا ءَأَنفُسَكُمْ إِنَّ ءَالَهَ كَانَ بِكُمْ رَحِيمًا

Meaning: "O you who believe, do not consume your neighbor's wealth in a false way except by means of commerce that is carried out consensually. And do not kill yourselves. Indeed, Allah is most merciful to you. (QS An-Nisa: 29).

The permissibility of khiyar provides significant protection to consumers, because khiyar allows consumers to choose the goods they want. The prohibition of the sale and purchase of unclean goods in Islam is because unclean goods are a source of disease that can threaten human health. Meanwhile, the prohibition of Gharar provides consumers with comfort in choosing products because they are protected from fraud, the consent that is an element of the validity of a contract in a trade will not be realized if there is a party committing fraud. (Alimin, 2004)

This is also explained in the book. The case also gets an in-depth explanation from the book *Al-Hisbah fi al-Islam* from the perspective of Ibn Taimiyah as follows:

وَالْعَشَّ يَدْخُلُ فِي الْبَيْعِ بِكَيْفَانِ الْعُيُوبِ وَتَدَّ لَيْسَ السَّلْعِ مِثْلُ أَنْ يَكُونَ ظَاهِرُ
الْمَبِيعِ خَيْرًا مِنْ بَاطِنِهِ كَلَّذِي مَرَّ عَلَيْهِ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ وَأَنْكَرَ عَلَيْهِ

Meaning: "And that which is included in the sale and purchase by hiding defects and fraud in the goods. For example, there is a seller who shows the good from the hidden side as the Prophet Muhammad sallallahu 'alaihi wassallam then and denied it"

Lies in informing the composition of the products being distributed certainly deceive consumers. Producers and consumers must trade without anyone being harmed. The Qur'an forbids us from doing business in a false way, as stated in Surah An-Nisa verse 29, which reads:

From the explanation above, it can be seen that one form of business with a false path is trade and industry that contains elements of gharar (fraud). As the hadith narrated by Imam Muslim which reads:

حَدَّثَنَا مُحَمَّدُ بْنُ سَلَمَةَ الْعَدَنِيُّ حَدَّثَنَا عَبْدُ الْعَزِيزِ بْنُ مُحَمَّدٍ عَنْ عُبَيْدِ اللَّهِ عَنْ
أَبِي الزِّنَادِ عَنْ الْأَعْرَجِ عَنْ أَبِي هُرَيْرَةَ قَالَ قَالَ نَحْ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ عَنْ بَيْعِ
الْغَرَرِ وَعَنْ بَيْعِ الْحَصَاةِ (سنن ابن ماجه)

Meaning: "Has told us Muhriz bin Salamah Al 'Adani said, has told us Abdul Aziz bin Muhammad from Ubaidullah from Abu Az Zinad from Al A'raj from Abu Hurairah he said, Rasulullah Sallallahu 'alaihi wasallam prohibited the buying and selling of gharar and the buying and selling of hashah.

Authorized institutions such as BPOM have regulations regarding advertisements and claims used by business actors in marketing their products. Article 3 of BPOM Regulation Number 32 of 2021 concerning Supervision of Cosmetic Advertising states that the information conveyed in advertisements must meet the following criteria: (a) Objective, namely providing information in accordance with existing reality and must not deviate from the nature of the benefits, how to use, and safety of cosmetics; (b) Not misleading, namely providing honest, accurate, and responsible information, and not taking advantage of public concerns, and (c) Not stating as if it were a medicine or intended to prevent a disease.

BPOM Regulation Number 3 of 2022 concerning Technical Requirements for Cosmetic Claims serves as a legal basis that serves as a guideline for business actors in listing cosmetic claims. This regulation includes determining which claims are permitted and which are not permitted, based on the content of ingredients in the product or the results of testing its formula. Article 3 paragraph (2) of the regulation explains that claims on labels and advertisements, as referred to in paragraph (1), must meet certain criteria. (a) Legal compliance; (b) Truth; (c) Honesty; (d) Fairness; (d) Can be proven; (e) Clear and easy to understand; and (f) Must not state as if it were a medicine or intended to prevent a disease.

Consumer rights according to Ibn Taimiyah are also explained as follows: (a) Obtaining correct, clear and honest information on products marketed by business actors;

(b) Obtaining comfort and security in consuming products marketed by business actors; (c) Obtaining legal protection; (d) Obtaining compensation/restitution for losses suffered due to consuming products marketed by business actors.

As a comparison to the explanation of consumer rights that have been put forward by Ibn Taimiyah. In general, the Consumer Protection Law (UUPK) No. 8 of 1999 also regulates the rights that must be received by consumers, as explained in Article 4 of the UUPK. Related to the issue of overclaim, Article 4 letter c of the UUPK states that consumers have the right to receive correct, clear, and honest information regarding the condition and guarantee of goods and/or services. In general, there are four basic consumer rights that are recognized internationally, namely:

a. The right to safety

Consumers have the right to obtain security from the goods and/or services offered to them. The product must not be harmful if consumed so that consumers are not harmed physically and mentally.

b. The right to be informed

Every product introduced and traded that is intended for consumers must be accompanied by correct information. Information is needed so that consumers do not have a wrong picture of the product and/or services. Information can be conveyed verbally to consumers through advertisements, or through product packaging. In providing information, it is mandatory to include clear information, such as instructions for use and clear claims.

c. The right to choose or the right to choose

The right to obtain information, because the information provided by interested or competent parties is often not sufficient to satisfy consumers, therefore consumers have the right to request further information.

d. The right to be heard

If consumers feel the quantity and quality of a good and/or service with the exchange value given, they are entitled to receive appropriate compensation. The type and amount of compensation must of course be in accordance with the applicable provisions or by agreement of each party.

UUPK No. 8 of 1999 provides a mandate to business actors regarding obligations as a form of responsibility of business actors that must be carried out in running their business.

The use of overclaim sentences used in advertising SKINCARE products results in conflict with applicable regulations, such as the fulfillment of the right to information for consumers as regulated in Article 4 letter c and Article 7 letter b of the UUPK, Article 3 of BPOM Regulation Number 32 of 2021, and regarding the technical requirements for claims as explained in Article 3 paragraph (2) of BPOM Regulation Number 3 of 2022.

The above laws and regulations of BPOM apparently have rules that are in line with the opinion of Ibn Taimiyah discussing consumer protection, justice in trade,

community rights, morality, and prevention of injustice to create justice and public welfare in accordance with Islamic principles. The author juxtaposes the laws and regulations of BPOM with the opinion of Ibn Taimiyah in the Book of *Al-Hisbah fi Al-Islam* Ibn Taimiyah, "*Al-Hisbah Fi Al-Islam*

SKIN CARESS-Skin is a beauty product made by Shella Shaukia. This product is marketed with the claim that it has obtained permission from BPOM (Food and Drug Supervisory Agency), but in reality the product has not been officially registered. As a result of this inappropriate claim, several consumers have suffered losses, both in terms of skin health and finances, because they believe that the product is safe and guaranteed in quality. The absence of official permission from BPOM can expose consumers to the risk of using products that have not been tested for safety, which can ultimately harm public trust in the product and the manufacturer's reputation

In 2023, at least three cases involving buyers of SKINCARE products from the SS Skin Brand emerged. This product was marketed with claims that its composition had been officially registered with the Food and Drug Supervisory Agency (BPOM), thus giving the impression of guaranteed safety and quality. However, when several consumers checked directly on the official BPOM website, they did not find any data indicating that SS Skin products had been registered or approved for sale.

Siti Erika Jumintan Hasibuan, one of the users of SS Skin products, said that after using SS Skin products for two weeks, I experienced severe redness on my facial skin, accompanied by itching and stinging. Initially, I bought the product because I was tempted by the claim "safe for all skin types" and "registered with BPOM." However, after I checked on the official BPOM website <https://cekbpom.pom.go.id/> with BPOM No. NA182312061127 It was discovered that the product contained ingredients that did not match its claims. I felt disappointed because I not only suffered financial losses, but also had to spend additional costs for medical treatment to restore her skin condition.

Nurul Khoiriyah Harahap bought a Serum Product from the SS Skin Brand which claimed to be able to eliminate acne in a short time. However, after one month of use, her skin actually experienced a breakout with the appearance of small pimples all over her face and stubborn blackheads. When trying to find more information, she found that the product was not registered on the official BPOM website with No. NA18230109417, even though the product label stated otherwise. This made Nurul feel deceived by marketing claims that did not match reality.

Handa Nasution, also tried SS Skin products because he was attracted by the claim of "whitening skin in a short time." After the first use, he felt his facial skin felt hot, a red rash appeared, and his eyelids were swollen. After checking with a doctor, it was discovered that he had an allergic reaction to one of the chemicals used in the product. Handa then filed a complaint with the seller, but did not get a satisfactory response. He felt materially and emotionally disadvantaged due to product claims that did not match reality.

The use of overclaim sentences as a form of marketing strategy by business actors by providing false or incorrect information about goods and/or services so as not to fulfill the promises as stated in the advertisement with the aim of obtaining personal or group benefits in a manner that is contrary to law or regulations, this will cause losses suffered

by consumers. Until now, there is still a lack of enforcement of legal protection for consumers who suffer losses due to overclaim, both from the government and business actors who still lack awareness of the negative impacts of the use of overclaim sentences in advertising their products.

3.2 *Analysis of SS Skin Product Seller's Responsibility for Using Exaggerated Claims as a Marketing Strategy*

In religious life, humans are required to carry out all their interactions and transactions guided by the principles established by Islamic law. These principles include the principle of monotheism, which confirms the belief in the existence of God Almighty as the main foundation, the principle of morals, which teaches etiquette and noble behavior in every relationship between people, as well as the principle of law, which provides guidance on how to act fairly and in accordance with the rules of the Shari'a in living daily life. (I Yazid, 2021).

This is what makes economic activities in Islam emphasize responsibility, even for small things. Failure to fulfill the warranty in the purchase of a motorbike can be considered a form of default. However, the term "default" does not yet have a legal basis that explicitly supports it. In a guaranteed sale and purchase transaction, the seller and buyer are bound by a sale and purchase agreement that creates a legal relationship that binds both parties. If the goods received do not match the order, this is considered a violation of the agreement, which is in the form of "imperfect performance."

The Consumer Protection Law (UUPK) of the Republic of Indonesia Law No. 8 of 1999 also regulates the rights that must be received by consumers, as explained in Article 4 of the UUPK. Related to the issue of overclaim, Article 4 letter c of the UUPK states that consumers have the right to receive correct, clear, and honest information regarding the condition and guarantee of goods and/or services.

Before discussing further about the responsibilities in transactions, Ibn Taimiyah explained that buying and selling that involves hiding defects or fraud in goods is included in the prohibited acts. For example, a seller may highlight the good side of an item that actually has hidden defects.

The opinions are as follows:

وَالْعَشَّاءُ يَدْخُلُ فِي الْبَيْعِ بِكَيْفَانِ الْغَيْبِ وَتَدْلِيهِ السَّلْعِ مِثْلُ أَنْ يَكُونَ ظَاهِرُ
الْمَبِيعِ خَيْرًا مِنْ بَاطِنِهِ كَلَذَى مَرَّ عَلَيْهِ النَّبِيُّ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ وَأَنْكَرَ عَلَيْهِ

Meaning: "And that which is included in the sale and purchase by hiding defects and fraud in the goods. For example, there is a seller who shows the good from the hidden side as the Prophet Muhammad sallallahu'alaihi wassallam then and denied it." Ibn Taimiyah, "Al-Hisbah Fi Al-Islam, (Beirut: Maktabah'Alamiyah), p. 18.

The explanation Ibn Taimiyah said that hiding defects or cheating in buying and selling is an act that is contrary to the principles of justice and honesty in Islam. He explained that if a seller only highlights the advantages of goods while hiding their shortcomings, then he has committed an unjust act.

This kind of behavior is considered a form of fraud that is detrimental to buyers, because information about the condition of the goods is not conveyed transparently. Therefore, according to Ibn Taimiyah, business actors must always be honest and open so that the transactions carried out are in accordance with sharia and bring blessings.

4. Conclusions

Based on the description above, the author intends to provide conclusions from the results of the research and discussion as follows: (a) Legal protection related to overclaim of SS Skin SKINCARE products has not been running well because SKINCARE business actors are still found to include the sentence overclaim, this causes consumers to suffer losses because they do not fulfill the elements of objectivity, truth and are misleading. (b) The practice of overclaiming SS Skin products from Ibn Taimiyah's perspective shows that this practice is not in accordance with the principles of Islamic law, especially in terms of honesty and fairness in transactions. Ibn Taimiyah emphasized that every transaction must be free from the element of gharar (uncertainty or fraud) and must reflect the values of transparency and moral responsibility. Efforts to account for business actors for the use of overclaim narratives are based on the principles of strict liability and product liability. However, until now, there has been no responsibility of business actors to consumers due to the use of overclaim sentences, because business actors normalize overclaim as a form of advertising strategy. The responsibility of business actors has been explained in Article 19 of the UUPK, Article 20 of the UUPK, Article 60 of the UUPK, Article 61 of the UUPK, Articles 1365 and 1366 of the Civil Code, and BPOM Regulation Number 3 of 2022.

The research results provide policy recommendations that integrate positive law and the maqashid sharia principle to strengthen consumer protection in the cosmetics sector. The integration of normative norms in the Consumer Protection Law (UUPK), BPOM Regulations, and principles of justice in Islam such as the prohibition of gharar and tadbis according to Ibn Taimiyah can be formulated as a complementary regulatory and ethical framework. This model encourages the obligation of transparency and honesty as part of the legal and moral responsibilities of business actors. Institutionally, these findings emphasize the importance of strengthening the role of the Food and Drug Supervisory Agency (BPOM) in enforcing misleading claims, as well as encouraging cross-institutional collaboration such as LPKSM (Non-Governmental Consumer Protection Institution) in legal advocacy and public education. Furthermore, the role of the MUI fatwa is crucial in justifying unethical trade practices as violations of sharia morals, so that it can increase the awareness of Muslim business actors to comply with the principles of consumer protection that are not only legal-formal, but also spiritual. Thus, the integration of national legal norms and maqashid sharia values can be a preventive and curative strategy in suppressing overclaim practices that are detrimental to society.

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