

BIBLIOGRAPHY

A. Book

- Arifin, Syamsul. *Pengantar Hukum Indonesia*. Medan: Medan Area University Press, 2012.
- Betts, Alexander, and Pill Orchard. *Implementation and World Politics: How International Norms Change Practice*. England: Oxford University Press, 2014.
- Febrian, Suci Flambonita, and Putu Samawati. *Hukum Perlindungan Konsumen*. I. Palembang: Unsri Press, 2022.
- Galbraith, John Kenneth. *The Affluent Society*. United States: Houghton Mifflin, 1958.
- Hadjon, Philipus M. *Perlindungan Hukum Bagi Masyarakat Indonesia*. Yogyakarta: Graha Ilmu, 2007.
- Kristiyani, Celine Tri Siwi. *Hukum Perlindungan Konsumen*. Jakarta: Sinar Grafika, 2017.
- Marzuki, Peter Mahmud. *Penelitian Hukum*. Jakarta: Kencana, 2017.
- Miru, Ahmadi, and Sutarman Yodo. *Hukum Perlindungan Konsumen*. Jakarta: Raja Grafindo Persada, 2004.
- Muhaimin. *Metode Penelitian Hukum*. Mataram: Mataram University Press, 2020.
- Nasution, Az. *Hukum Perlindungan Konsumen (Suatu Pengantar)*. Jakarta: Diadit Media, 2011.
- Nasution, Bahder Johan. *Metode Penelitian Ilmu Hukum*. Bandung: Mandar Maju, 2008.
- Panjaitan, Hulman. *Hukum Perlindungan Konsumen*. 1st ed. Jakarta: Jala Permata Aksara, 2021.
- Rahadjo, Satjipto. *Sisi Lain Dari Hukum Di Indonesia*. Jakarta: Kompas, 2003.
- Samsul, Inosentius. *Perlindungan Konsumen, Kemungkinan Penerapan Tanggung Jawab Mutlak*. Jakarta: Universitas Indonesia, 2004.
- Santoso, Aris Prio Agus, Ecclesia Sulistyowati, and Tri Wisudawati. *Hukum Perlindungan Konsumen*. Yogyakarta: PustakaBaruPress, 2022.
- Shidarta. *Hukum Perlindungan Konsumen Indonesia*. Jakarta: PT. Gramedia Widiasarana Indonesia, 2004.

Zainal, Asikin. *Pengantar Tata Hukum Indonesia*. Jakarta: Rajawali Press, 2012.

B. Journal

Alvina Diva, Bernadeta, Danty Helmalia Putri, Eddy Setiawan, Firmansyah Putra Abbasi, Hayqal Aditya Putra, Nurul Rommadhani, Piere Dawi Angelo, Permata Cinta, and Yolanda Putri. "Perlindungan Konsumen Terhadap Ketidaksesuaian Tampilan Pangan Pada Label Produk." *Jurnal Ilmiah Wahana Pendidikan* 2023, no. 15 (2023): 45–51. <https://doi.org/10.5281/zenodo.8199245>.

Arlini, Alyssa, and Sarah Derma Ekaputri. "Konstruksi Makna Terkait Country of Origin Brand Skintific Pada Komunitas Siber 'X.'" *Komversal: Jurnal Komunikasi Universal* 6, no. 2 (2024): 339–50. <https://doi.org/10.38204/komversal.v6i2.2052>.

Belleflamme, Paul, and Martin Peitz. "Inside the Engine Room of Digital Platforms: Reviews, Ratings, and Recommendations." *SSRN Electronic Journal*, no. 06 (2018).

Cawley, John, Rosemary J. Avery, and Matthew Eisenberg. "The Effect of Deceptive Advertising on Consumption of the Advertised Good and Its Substitutes: The Case of Over-the-Counter Weight Loss Products." *SSRN Electronic Journal*, no. 7247 (2021).

Chiu, Candy Lim, and Han Chiang Ho. "Impact of Celebrity, Micro-Celebrity, and Virtual Influencers on Chinese Gen Z's Purchase Intention Through Social Media." *SAGE Open* 13, no. 1 (2023): 1–18.

Corts, Kenneth S. "Prohibitions on False and Unsubstantiated Claims: Inducing the Acquisition and Revelation of Information through Competition Policy." *Journal of Law and Economics* 56, no. 2 (2013): 453–86. <https://doi.org/10.1086/668835>.

Dhingra, Vipra, Sarika Keswani, Ramzan Sama, and Mohamed Rafik Noor Mohamed Qureshi. "Social Media Influencers: A Systematic Review Using PRISMA." *Cogent Business and Management* 11, no. 1 (2024). <https://doi.org/10.1080/23311975.2024.2368100>.

Diana, Laksmi, Prasmita Dian, Sevina Ade Tiara, Talitakum, Alief Ramadhani Novita Cahyono Putri, and Shinta Agustina. "Peranan Digital Marketing Sebagai Media Pemasaran Umkm Crep's Star." *Buguh: Jurnal Pengabdian Kepada Masyarakat* 2, no. 4 (2022): 1–6. <https://doi.org/10.23960/buguh.v2n4.1239>.

Duffy, Brooke Erin. "Social Media Influencers." *The International Encyclopedia of Gender, Media, and Communication* (2020): 1–4.

- EU-GWD. *Directive 2006/118 of the European Parliament and of the Council of the 12th December 2006. The Official Journal of the European Union*. Vol. L372, 2006
- Fasya, Ilma Ainun Nabila, Anne BerlianthaShavira, and Ghita Rhakasiwi. "Pelanggaran Etika Periklanan: Paradigma Tanggung Jawab Hukum Influencer Terhadap Perbuatan Endorsement." *Mahasiswa Hukum Unpas* 1, no. 2 (2022).
- Gaenssle, Sophia, and Oliver Budzinski. "Stars in Social Media: New Light Through Old Windows?" *SSRN Electronic Journal* 25, no. 123 (2019).
- Gao, Zhihong. "Controlling Deceptive Advertising in China: An Overview." *Journal of Public Policy and Marketing* 27, no. 2 (2008): 165–77. <https://doi.org/10.1509/jppm.27.2.165>.
- Hidayah, Rohmatul, Sri Nuringwahyu, and Daris Zunaida. "Persepsi Konsumen Tentang Labelisasi BPOM Pada Pembelian Kosmetik Impor." *Jurnal Jiagabi* 11, no. 1 (2022): 7–13.
- Huang, Lei. "Real but Fictional: A Research Agenda of Virtual Influencers for Brand Communications in Social Media Marketing." *Journal of Applied Marketing Theory* 10, no. 2 (2023): 73–94.
- Iqbal, Saira, and Danish Ahmed Siddiqui. "The Impact of Deceptive Advertising on Customer Loyalty: A Case of Telecommunication Industry in Karachi, Pakistan." *International Journal of Industrial Marketing* 4, no. 1 (2019): 39.
- Iskandar, Tubagus Akbar Ganjar, and Osa Omar Sharif. "Pengaruh Customer Review Dan Influencer Endorsement Terhadap Purchase Intention Pada Produk Whitelab Dengan Trust Sebagai Variabel Moderasi." *Jurnal e-Proceeding of Management* 9, no. 5 (2022): 2824–2831.
- Jin, Seung A. Annie, and Joe Phua. "Following Celebrities' Tweets about Brands: The Impact of Twitter-Based Electronic Word-of-Mouth on Consumers Source Credibility Perception, Buying Intention, and Social Identification with Celebrities." *Journal of Advertising* 43, no. 2 (2014): 181–195.
- Kaplan, Andreas M., and Michael Haenlein. "Users of the World, Unite! The Challenges and Opportunities of Social Media." *Business Horizons* 53, no. 1 (2010): 59–68
- Kuncoro, Adinda Ayu Puspita, and M. Syamsudin. "Perlindungan Konsumen Terhadap Overclaim Produk Skincare." *Prosiding Seminar Hukum Aktua* Vol. 2 No., no. September (2024): 82.
- Lindstädt, Nadine, and Oliver Budzinski. "Newspaper vs. Online

- Advertising – Is There a Niche for Newspapers in Modern Advertising Markets?” SSRN Electronic Journal, no. 73 (2012).
- Maharani, Alfina, and Adnand Darya Dzikra. “Fungsi Perlindungan Konsumen Dan Peran Lembaga Perlindungan Konsumen Di Indonesia.” *Jurnal Ekonomi Manajemen Sistem Informasi* 2, no. 6 (2021): 659–66. <https://doi.org/10.31933/jemsi.v2i6>.
- Maulana, Irfan, Jovanna Merseyside br. Manulang, and Ossya Salsabila. “Pengaruh Social Media Influencer Terhadap Perilaku Konsumtif Di Era Ekonomi Digital.” *Majalah Ilmiah Bijak* 17, no. 1 (2020): 28–34. <https://doi.org/10.31334/bijak.v17i1.823>.
- Minta, Dio Afriyanto, Agustinus Hedewata, and Sukardan Aloysius. “Perlindungan Hukum Konsumen Dari Praktik Iklan Yang Menyesatkan Oleh Pelaku Usaha Di Kota Kupang Berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen.” *Referendum: Jurnal Hukum Perdata Dan Pidana* 1, no. 3 (2024): 11–20. <https://doi.org/10.62383/referendum.v1i3.60>.
- Neama, Nagham Hussein, and Marwah Mahmood AL-Sammarraie. “Evaluating the Impact of Deceptive Marketing and Advertising on Customer Loyalty.” *Journal of Ecohumanism* 3, no. 5 (2024): 1139–1152.
- OECD. *Participative Web and User-Created Content: Web 2.0 and Wikis*. Organisation for Economic Co-Operation and Development. Paris: OECD Publishing, 2007. <http://www.oecd.org/sti/interneteconomy/participativewebanduser-createdcontentweb20wikisandsocialnetworking.htm>.
- Oktaviani, Defy, and Nagendra Shreshta. “Exchange Rates Elasticity of Exports in ASEAN: The Role of Global Value Chains.” *Buletin Ilmiah Litbang Perdagangan* 15, no. 1 (2021): 1–26. <https://doi.org/https://doi.org/10.30908/bilp.v15i1.538>.
- Parayow, Bena Apeles Deru, and Nonie Magdalena. “Analisis Social Media Influencer Dan Followers Dalam Mendorong Ikatan Emosional Dan Niat Pengadopsian Perubahan Perilaku Masyarakat Di Masa Pandemi Covid-19.” *Journal of Integrated System* 6, no. 2 (2023): 125–43. <https://doi.org/10.28932/jis.v6i2.4448>.
- Pusnawan, I Made Lovi. “Sanksi Hukum Terhadap Endorser Yang Mempromosikan Produk Kosmetik Ilegal.” *Jurnal Kertha Semaya* 8, no. 7 (2020): 1101–10.
- Rhodes, Andrew, and Chris M. Wilson. “False Advertising.” *RAND Journal of Economics* 49, no. 2 (2018): 348–369.
- Richards, Jef I., and Ivan L. Preston. “Proving and Disproving Materiality

- of Deceptive Advertising Claims.” *Journal of Public Policy & Marketing* 11, no. 2 (1992): 45–56
- Rodan, Katie, Kathy Fields, George Majewski, and Timothy Falla. “Skincare Bootcamp: The Evolving Role of Skincare.” *Plastic and Reconstructive Surgery - Global Open* 4 (2016): 1–6. <https://doi.org/10.1097/GOX.0000000000001152>.
- S, Misra. “Deceptive Political Advertising: Some New Dimensions.” *Journal of Legal, Ethical and Regulatory Issues* (2015).
- Safitri, Putri Utami Dian. “Tanggung Jawab Pelaku Usaha Terhadap Konsumen Atas Iklan Produk Kosmetik Yang Menyesatkan.” *Jurnal Legislasi Indonesia* 18, no. 4 (2021): 541–55. <https://doi.org/10.54629/jli.v18i4.866>.
- Setiabudi, Nicholas Anthony, Ignatius Wisnu Prabaseno, and Catharina Aprilia Hellyani. “Pengaruh Influencer Terhadap Brand Awareness Dari Produk Skincare.” *Co-Value: Jurnal Ekonomi, Koperasi & Kewirausahaan* 14, no. 5 (2023): 537–48.
- Simarmata, Nila Muhedina, and Lesson Sihotang. “Influencer Responsibilities in Disseminating Product Information: Consumer Protection Perspective in Indonesia.” *Journal of Legal and Cultural Analytics* 4, no. 1 (2025): 391–404.
- Sinaga, Oktaviyani Pestauli, Nelli Herlina, and Herlina Manik. “Perlindungan Hukum Terhadap Konsumen Dalam Transaksi Jual-Beli Mellaui Media Facebook.” *Zaaken Journal of Civil and Business Law* 04, no. 1 (2023): 72–90. <https://doi.org/10.22437/zaaken.v4i1.22450>.
- Situmorang, Anastasia, and Dwi Surya Hartati. “Perlindungan Hukum Terhadap Konsumen Atas Iklan Berupa Annual Report Yang Menyesatkan.” *Hangoluan Law Review* 1, no. 2 (2022): 277–96.
- Swadesi, Made Isma, Amanda I Nyoman Putu Budhiarta, and Ni Made Puspautari Ujianti. “Perlindungan Hukum Terhadap Konsumen Terkait Label Berbahasa Asing Dalam Suatu Produk Kosmetik.” *Jurnal Analogi Hukum* 3, no. 3 (2021): 344–49.
- Widiarty, Wiwik Sri, and Edy Kurniawan Tampubolon. “Perlindungan Kosmetik Terhadap Produk Iklan Menyesatkan.” *Jurnal Hukum: Hukum Untuk Mengatur Dan Melindungi Masyarakat* 6, no. 1 (2020): 79–95. <https://doi.org/10.33541/JtVol5Iss2pp102>.
- Xiong, Liping, Vincent Cho, Kris M.Y. Law, and Lianne Lam. “A Study of KOL Effectiveness on Brand Image of Skincare Products.” *Enterprise Information Systems* 15, no. 10 (2021): 1483–1500. <https://doi.org/10.1080/17517575.2021.1924864>.

C. Dictionary

Garner, Bryan A. *Black Law Dictionary*. Eight Edi. Thomson West, 2004.

D. Legislative Regulations

Kitab Undang-Undang Hukum Perdata

Undang-Undang No. 8 Tahun 1999 tentang Perlindungan Konsumen.

Peraturan Pemerintah Republik Indonesia No. 71 Tahun 2019 tentang Penyelenggaraan Sistem dan Transaksi Elektronik.

Peraturan Menteri Perdagangan Republik Indonesia No. 31 Tahun 2023 tentang Perizinan Berusaha, Periklanan, Pembinaan, dan Pengawasan Pelaku Usaha Dalam Perdagangan Melalui Sistem Elektronik.

Peraturan Menteri Komunikasi dan Informatika Republik Indonesia No. 5 Tahun 2020 tentang Penyelenggara Sistem Elektronik Lingkup Privat.

Peraturan Badan Pengawas Obat dan Makanan No.3 Tahun 2022 tentang Persyaratan Teknis Klaim Kosmetika.

ASEAN – Hong Kong, China Free Trade Agreement

Federal Trade Commission Act – Section 5: Unfair or Deceptive Acts or Practices

E. Website

Anandika, Pawitri. “Skincare Adalah Asupan Nutrisi Yang Dapat Menjaga Kesehatan Kulit.” SehatQ, 2020. <https://www.sehatq.com/artikel/arti-skincare-serta-manfaat-dan-macam-macamnya-sudah-tahu>.

Anita, Wardhani. “Persaingan Skincare Ketat, Ini Cara Pebisnis Lokal Hadapi Gempuran Produk Korea Dan China.” Tribunbisnis, 2023. <https://www.tribunnews.com/bisnis/2023/07/26/persaingan-skincare-ketat-ini-cara-pebisnis-lokal-hadapi-gempuran-produk-korea-dan-china>.

Agustin, Sienny. “Skincare, Kenali Jenis Dan Fungsinya.” Alodokter, 2023. <https://www.alodokter.com/skincare-kenali-jenis-dan-fungsinya>.

Celle. “Apa Bedanya Skincare Dokter Dengan Skincare OTC?” Female Daily. Accessed March 13, 2025. <https://editorial.femaledaily.com/blog/2020/09/02/apa-bedanya-skincare-dokter-dengan-skincare-otc>.

- Commit Agency, "The Future of User-Generated Content | Leverage Authentic Voices For Your Brand," 2023. <https://commitagency.com/blog/the-future-of-user-generated-content-leverage-authentic-voices-for-your-brand/>.
- Empilfi, "What is a social media influencer?" Empilfi, 2025. <https://emplifi.io/definitions/social-media-influencer>.
- Fadil, Djailani Mohammad. "Produk China Banjiri Pasar RI, Disebut Penjajahan Era Modern." suara.com, 2023. <https://www.suara.com/bisnis/2023/09/04/145625/produk-china-banjiri-pasar-ri-disebut-penjajahan-era-modern>.
- Handayani, Nisa "Hasil uji labnya bikin banyak orang kecewa! The Originote beri tanggapan ke Doktif: Kami selalu...," Hopa.is, 2024. <https://www.hops.id/unik/29413803476/hasil-uji-labnya-bikin-banyak-orang-kecewa-the-originote-beri-tanggapan-ke-doktif-kami-selalu>.
- Kumparan. "Skincare China Dominasi Pasar, Bukti Nyata Algoritma Project S TikTok Di RI?" KumparanBISNIS, 2023. <https://kumparan.com/kumparanbisnis/skincare-china-dominasi-pasar-bukti-nyata-algoritma-project-s-tiktok-di-ri-20ooDZN0U3u/full>.
- Llewellyn, Aisyah. "Are Chinese-Made Skincare Brands Downplaying Their Origins to Appeal to Southeast Asians?" Everand, 2024. <https://www.everand.com/article/729823755/Are-Chinese-Made-Skincare-Brands-Downplaying-Their-Origins-To-Appeal-To-Southeast-Asians>.
- NR. "Seimbangkan Inovasi Dengan Keamanan: Tantangan Regulasi Dan Peluang User-Generated Content Di Indonesia." Hukum Online. 2024. <https://pro.hukumonline.com/a/lt667a460c3a7ea/seimbangkan-inovasi-dengan-keamanan--tantangan-regulasi-dan-peluang-user-generated-content-di-indonesia>.
- "Rencana Strategis Tahun 2020-2024 Pusat Pengembangan Pengujian Obat Dan Makanan Nasional." BPOM. 2020. <https://www.pom.go.id/storage/sakip/Pusat-Pengembangan-dan-Pengujian-Obat-dan-Makanan-Nasional.pdf>.
- Satria, Ardhi. "Mengenal Sisi Positif Dan Negatif Dalam Penggunaan Skin Care." Universitas Gadjah Mada. 2021. <https://ugm.ac.id/id/berita/21564-mengenal-sisi-positif-dan-negatif-dalam-penggunaan-skin-care/>.
- Solomon, Jane. "What Is An 'Influencer' And How Has This Word Changed?" Dictionary.Com. Last modified 2019. Accessed March 11,

2025. <https://www.dictionary.com/e/influencer/>.

F. Scientific Work

Debora, Melisa Serevina. “Analisis Content Marketing Terhadap Keputusan Pembelian Skincare Somethinc Di Media Sosial Instagram.” Universitas Pakuan, 2023.

Nurhanjati, Krishna Ismira. “Penetapan Kemurnian Bahan Baku Pembanding Kimia Ketoconazol Dan Nystatin Secara Kromatografi Cair Kinerja Tinggi (KCKT).” Universitas Indonesia, 2008.

Sary, Retno. “Pengaruh Selebgram Endorsment Terhadap Minat Pembelian Pada Online Shop Melalui Media Sosial Instagram Dalam Perspektif Ekonomi Islam (Studi Pada Followers Instagram @nunirizkypermata).” Universitas Islam Negeri Raden Intan Lampung, 2021.