

ABSTRACT

A DESCRIPTION OF KNOWLEDGE, ATTITUDES, AND PRACTICES RELATED TO THE USE OF SKIN WHITENING COSMETICS AMONG NONHEALTH UNDERGRADUATE STUDENTS AT THE UNIVERSITY OF LAMPUNG

By

AMANDA TRIANA FAHMI

Background: A national survey showed that 56% of skincare product consumers were university students. Skin whitening cosmetics are among the products commonly used as part of students' self-care routines. The high prevalence of use should be accompanied by adequate knowledge, appropriate attitudes, and responsible practices to minimize potential risks. This study aimed to describe the knowledge, attitudes, and practices of undergraduate students from nonhealth faculties at the University of Lampung regarding the use of skin whitening cosmetics.

Methods: This study was a quantitative descriptive study with a cross-sectional design. The sample consisted of 282 respondents selected using proportionate stratified sampling. Data were collected through an online questionnaire and analyzed descriptively.

Result: Respondents had good knowledge (77,66%), moderate knowledge (18,44%), and poor knowledge (3,90%). Most respondents showed a good attitude (81,56%), followed by moderate (17,38%) and poor (1,06%) attitudes. Students practices were generally consistent with recommended actions.

Conclusion: Undergraduate students from nonhealth faculties at the University of Lampung generally had good knowledge, attitudes, and practices toward the use of skin whitening cosmetics, although variations were still found in certain aspects, particularly those related to the safety of cosmetic ingredients.

Keywords: attitude, knowledge, practices, skin whitening cosmetics, undergraduate students

ABSTRAK

GAMBARAN PENGETAHUAN, SIKAP, DAN PERILAKU TERKAIT PENGUNAAN KOSMETIK PENCERAH KULIT PADA MAHASISWA PROGRAM SARJANA FAKULTAS NONKESEHATAN DI UNIVERSITAS LAMPUNG

Oleh

AMANDA TRIANA FAHMI

Latar Belakang: Survei nasional menunjukkan sebesar 56% konsumen produk perawatan kulit berasal dari kalangan mahasiswa. Kosmetik pencerah kulit merupakan salah satu produk yang banyak digunakan dalam perawatan diri mahasiswa. Tingginya penggunaan tersebut perlu diimbangi dengan pengetahuan, sikap, dan perilaku yang tepat agar risiko dapat diminimalkan. Penelitian ini bertujuan untuk menggambarkan pengetahuan, sikap, dan perilaku mahasiswa program sarjana fakultas nonkesehatan Universitas Lampung terkait penggunaan kosmetik pencerah kulit.

Metode: Penelitian ini merupakan penelitian deskriptif kuantitatif dengan desain *cross-sectional*. Sampel penelitian berjumlah 282 responden yang dipilih menggunakan teknik *proportionate stratified sampling*. Data dikumpulkan melalui kuesioner daring dan dianalisis secara deskriptif.

Hasil: Responden memiliki pengetahuan kategori baik (77,66%), cukup (18,44%), dan kurang (3,90%). Sikap responden sebagian besar berada pada kategori baik (81,56%), diikuti kategori cukup (17,38%) dan kurang (1,06%). Perilaku mahasiswa menunjukkan kesesuaian dengan tindakan yang dianjurkan.

Kesimpulan: Mahasiswa program sarjana fakultas nonkesehatan di Universitas Lampung secara umum memiliki pengetahuan, sikap, dan perilaku yang baik terkait penggunaan kosmetik pencerah kulit, meskipun masih terdapat variasi pada beberapa aspek tertentu, terutama yang berkaitan dengan keamanan kandungan kosmetik.

Kata kunci: kosmetik pencerah kulit, mahasiswa, pengetahuan, perilaku, sikap