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Self-Concept Images In Female Students Who Use Harmful Cosmetic Products

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Abstract

Many cosmetics are not matched by a knowledge by consumers. The cosmetics in the public warning attachment consist of 37 cosmetics that are not notified and 31 have notification numbers that have been canceled. These hazardous materials have actually been prohibited from being added to cosmetics since 1998 with the issuance of Regulation of the Minister of Health of the Republic of Indonesia No. 445/Menkes/Per/V/1998. This fact was proven by female students at the Muhammadiyah University of Sidoarjo with the results of interviews with female students from different study programs regarding their respective opinions regarding self-concept of using cosmetics containing hazardous ingredients. The purpose of this research is to find out the self-concept description of female students who use dangerous cosmetic products. This research method uses qualitative methods. The units of analysis in this study are (1) female students; (2) Self-Concept. The subjects and settings of this research were the subjects of students from several study programs and research locations at the Muhammadiyah University of Sidoarjo. Data collection techniques using observation, interviews, and documentation. The validity of the data using Method Triangulation and Theory Triangulation. Researchers use data analysis techniques according to Miles and Huberman in 3 stages, namely: (1) Data reduction; (2) Data presentation; (3) Drawing conclusions or verification.

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