

Conference Paper

Pharmacist Knowledge Level About the Selection of Facial Wash

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ORCIDDita Nuraini: <https://orcid.org/0000-0003-1269-3601>**Abstract.**

Cosmetics are materials or preparations made to be used on the outside of the human body (such as on the hair, nails, lips, epidermis, and external genital organs), on mucous membranes, with the aim of cleaning, perfuming, changing the appearance, and/or maintaining and protecting the body's condition. Facial soap is a type of cosmetics that tends to be widely used by the public to clean the face from various impurities that come from the environment. In choosing cosmetics such as a facial wash, people must have basic knowledge about the products. This study aimed to determine the level of knowledge of pharmacists about the selection of facial wash and the relationship between the level of knowledge and the selection of facial wash. This was a descriptive analytical study. Purposive sampling was used to recruit 75 people. Data retrieval was with a questionnaire that has been validated, and data were analyzed using the Chi-square test. It was found that 84% of the respondents had good knowledge in the pretest and 97.4% on the posttest. A significantly influential factor affecting the reason for using a particular facial wash was seeing information on how to use it on the packaging ($p = 0.001$).

Keywords: pharmacist, facial wash, knowledge

1. Introduction

An attractive physical appearance when seen by others can form a person's self-confidence. Physical attractiveness is usually judged by the person's facial expression. Therefore, by using cosmetics, a person will be able to cover up his shortcomings and look more attractive [1]. In this day and age, it is not only women who use cosmetics but men also use them [2]. In this millennial era, consumers like a product that is simple, practical and can be taken anywhere. Most of these products are issued in the form of facial soap or facial wash. Currently, most people buy a product without paying attention to its function and efficacy and are only interested in advertisements or reviews from celebrities or endorsements Nurman & Engriani, (2020) [3]. From these habits, many consumers complain of the emergence of various complaints on facial skin such as irritation caused by incompatibility with the content of a product used [4]. This

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is influenced by the lack of basic public knowledge about cosmetics. The purpose of this study was to determine the level of pharmacist knowledge about the selection of *Facial Wash* and to determine the relationship between the level of knowledge and the selection of facial wash cosmetics.

2. Research methods

This type of research is descriptive analytic research. In this study, the tool used to collect data was in the form of an online questionnaire or gform. The data obtained were then tabulated. Then the Wilcoxon test was carried out to determine the difference between the results of the pretest and posttest. Then the chi-square test was conducted to determine the relationship between the selection and the level of knowledge possessed by the respondents. Data processing in the study was carried out with the help of Ms. Excel and SPSS 23.0.

3. Results and Discussion

3.1. Data collection

Data collection in this study used online questionnaires distributed through WhatsApp group media for the alumni of the pharmacist profession study program.

3.2. Respondent Demographic Data

TABLE 1: Characteristics of Respondents Based on Age.

Age	Number Respondents	of	Percentage (%)
17-25	51		68
26-35	23		31
46-55	1		1
Total	75		100

The results of the age frequency distribution of respondents in this study were 68% aged 17-25 years. Where this age is the age range of late adolescence and technology and cosmetic trends are developing a lot among teenagers [5].

From the results of the study, it can be seen that users of facial wash cosmetics are more widely used by women than men. This is in accordance with the opinion [6] that

TABLE 2: Table of Characteristics of Respondents by Gender.

Gender	Number Respondents	Percentage
Man	11	15
Woman	64	85
Amount	75	100

women are beautiful creatures and love beauty wherever they are, they have a similar tendency, namely wanting to look beautiful and pleasing to the eye, so that women care and cosmetic products are an absolute necessity for themselves.

3.3. Descriptive Data of Respondents in Selection of Facial Wash

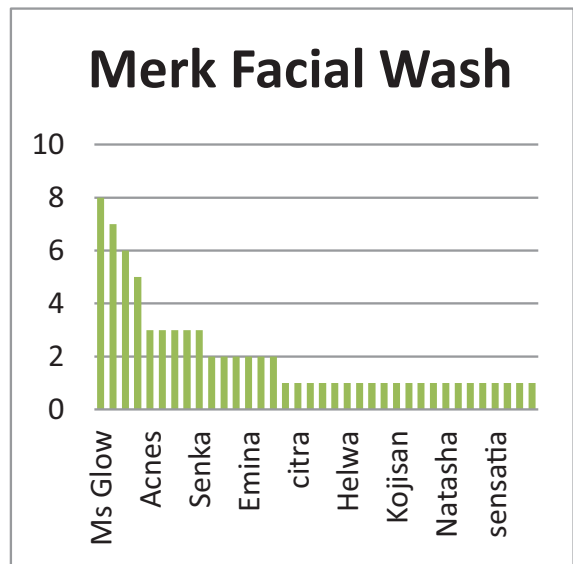


Figure 1: Characteristics of Facial Wash Brands used by respondents.

From these results, 11% of respondents used a facial wash product with the Ms.Glow brand (Figure 1). Brands have a very important role in the consumer decision-making process [5] Ms Glow is a very famous brand in Indonesia. In addition to prioritizing consumer comfort, the company is very concerned about the safety and quality of the ingredients used in MS Glow products, this is evidenced by the existence of halal certification and certification on MS Glow products so that they can attract consumers to use these products [7].

From the data that has been obtained (Table 3), it can be concluded that more respondents use facial wash because it is adjusted to the needs of the skin. This is in accordance with the opinion [8], before doing facial skin care, the first thing to know is

TABLE 3: Characteristics of Respondents Based on Reasons for Use.

Answer	Number of Respondents	Percentage(%)
Friend's Suggestion	1	2
Interested in product advertising	4	5
According to facial skin needs	70	93
total	75	100

to recognize the type of facial skin. This needs to be done because facial skin types will require different treatments and products and ingredients.

TABLE 4: Characteristics of Respondents Based on Where to Get Facial Wash.

Answer	Number of Respondents	Percentage %
Online store	18	24
Beauty Clinic/Doctor	10	13
Supermarket/Minimarket	37	50
Grocery Store	0	0
Etc	10	13
Amount	75	100.0

From the results above, 50% of the respondents received or bought facial washes at supermarkets/minimarkets (Table 4). In BPOM 2020 the distribution of cosmetics can be done to modern stores, including modern stores, one of which is supermarkets/minimarkets.

TABLE 5: Characteristics of Respondents Based on Information on How to Use facial wash.

Answer	Number of Respondents	Percentage(%)
Not	5	7
Yes	70	93
Total	75	100

Of the 75 respondents who used facial wash, 93% of respondents saw information on how to use facial soap on product packaging (Table 5). this is in accordance with the opinion [9] that the use of cosmetics must comply with the correct rules of use in order to avoid the negative impact of using cosmetics. So before applying cosmetics on the face, you must read or see the information on how to use it on the packaging.

Of the 75 respondents who used facial wash as much as 36%, respondents used facial wash with a function to prevent acne and as many as 36% to reduce oil on the face (Table 9) According to [10] excess oil on the face can cause acne / acne. Acne or

TABLE 6: Characteristics of Respondents Based on the Function of Facial Wash Used.

Answer	Number Respondents	of	Percentage (%)
Brighten facial skin	21		28
Prevent acne	27		36
Reduces oil on facial skin	27		36
Total	75		100.0

commonly called acne is one of three skin conditions which are 10 common diseases suffered by people globally.

TABLE 7: Characteristics of Respondents Based on the Form of Facial Wash Preparation Used.

Answer	Number Respondents	of	Percentage (%)
Liquid soap	73		97
Solid soap	2		3
Total	75		100.0

In this study, 97% of respondents used a facial wash in the form of liquid soap (Table 7). Liquid facial soap is more efficient at removing dirt on the surface of the skin [4].

TABLE 8: Characteristics of Respondents Based on the Use of Domestic Products.

Answer	Number Respondents	of	Percentage(%)
Not	20		27
Yes	55		73
Total	75		100

The results in this study there are respondents who use products from within the country as much as 73% (Table 8). Some people like imported cosmetic brands and some like local cosmetic brands, but regardless of the origin of these cosmetic products, consumers pay more attention to products that match their skin [11].

3.4. Knowledge Level About Facial Wash (Pretest and Posttest)

From the data obtained, it can be concluded that pharmacists have "good" knowledge about the selection of facial wash and there is an increase in knowledge in the good category (Table 9). In accordance with the main tasks of pharmacists based on the Decree of the Minister of Health of the Republic of Indonesia Number 965/MENKES/SK/XI/1992 concerning CPKB, a pharmacist has the responsibility to ensure the quality of cosmetics

Skor	Kategori	Pretest		Posttest	
		Jumlah Responden	Persentase (%)	Jumlah Responden	Persentase (%)
23 – 29	76-100%	63	84	73	97,4
BAIK					
19 – 22	56 – 75%	11	14,7	1	1,3
CUKUP					
0 – 18	<56 %	1	1,3	1	1,3
KURANG					
Jumlah		75	100	75	100

Figure 2: Knowledge level.

to be distributed so that pharmacists must have more knowledge than the general public.

3.5. Wilcoxon Test Results Bivariate Data

TABLE 9: Wilcoxon test results.

	knowledge_posttest - knowledge_pretest	Note:
asymp. Sig. (2-tailed)	,000	H1 Accepted

From the results of the pretest and posttest analysis with the Wilcoxon test with SPSS 23.0, the results obtained a significance of 0.000 <0.05 so it can be concluded that there is a significant difference between the pretest and posttest (Table 10).

1. Results of the Analysis of the Relationship between Knowledge Level and Selection of Facial Wash

TABLE 10: Chi Square . Test Results.

No	Selection Criteria	Value of Sig. Pretest	Pretest Decision
1.	Reasons to use facial wash the	0.001	H1 Received
2.	Where to get facial wash	0.580	H1 Rejected
3.	See usage information on the packaging	0.001	H1 Received
4.	The function of the facial wash used	0.804	H1 Received
5.	The dosage form of facial wash used	0.743	H1 Rejected
6	Using domestic facial wash products	0.650	H1 Rejected

Based on the results of data analysis using SPSS 23.0, a significance result of 0.001 < 0.05 was obtained on the questions "reasons for using facial wash" and "seeing usage information on the packaging" (Table 11), meaning that H0 was rejected and H1 was accepted. So that there is a relationship between the level of pharmacist knowledge and the selection of facial wash cosmetics seen from the reasons for use and seeing information on how to use it on the packaging. Because before using cosmetics, it is very important to know in advance what is meant by cosmetics, their correct function and use [9] and before doing facial skin care, the first thing to know is to recognize the type of facial skin. This needs to be done because facial skin types will require different treatments and products and ingredients [8]. By reading, consumers will absorb information from the text they read. So that consumers will gain knowledge about the facial wash and the ability to choose the desired cosmetic product will increase [12] and according to opinion [9] the use of cosmetics must be in accordance with the correct rules of use to avoid the negative impact of using cosmetics. So before applying cosmetics on the face, you must read or see the information on how to use it on the packaging. The use of cosmetics must comply with the correct rules of use in order to avoid the negative impact of using cosmetics. So before applying cosmetics on the face, you must read or see the information on how to use it on the packaging. The use of cosmetics must comply with the correct rules of use in order to avoid the negative impact of using cosmetics. So before applying cosmetics on the face, you must read or see the information on how to use it on the packaging.

4. CONCLUSION

1. Based on the data of 75 respondents who have been analyzed using SPSS 23.0 shows that respondents have good knowledge seen from the results of the pretest percentage as much as 84% and at posttest as much as 97.4% and there is an increase in knowledge between pretest and posttest after being given treatment with booklets.
2. When testing the hypothesis using the chi square method with the help of SPSS 23.0, the results obtained a significance of $0.001 < 0.05$ on "reasons for using facial wash" and "seeing information on how to use it on the packaging". So it can be concluded that there is a relationship between the level of pharmacist knowledge about selection of facial wash cosmetics.

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