



Beauty Clinic Services and Using of Cosmetic for Beauty Clinic Attendees at Jakarta, Indonesia

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Abstract

Cosmetic is one of pharmaceuticals preparation, with the vigorous cosmetic advertising in print media, electronic media or internet, communities are faced with cosmetics advertising, in which mostly are offering for skin care, especially women to get the skin whiter and brighter. Cosmetic advertising based on Ministry of Health regulation no. 386/Menkes/SK/1994. The objective of this study was to know the beauty clinic services and using of cosmetic for beauty clinic attendees and affecting factors. The assesment was based on qualitative methode at beauty clinic at Jakarta, Indonesia. The data collected was by indepth interview to the beauty clinic attendees, clinical officers and medical doctor as information resourses, and observation of beauty clinic services. Data analysis was done by triangulation. The results shown that characteristics of beauty clinic attendees were almost all female. The age of beauty clinic attendees are various from teens, middle-aged (<40 years) and > 40 years. The reason of the beauty clinic attendees were to get healthy faces, bright and shining faces. Supporting factors were access to services, financial, transportation, and cosmetics advertising messages. Reinforcing factors that beauty clinic attendees still come to the beauty clinic for skin care were the influence of husbands, brothers and friends, sense of comfort and cool when using of cosmetics from beauty clinics. Beauty clinic services were quite satisfactory, both from the administration, pharmacy, nurses and medical doctors. Most of informants felt the positive effects of using of cosmetic from beauty clinic, the skin becomes white, bright and shining, when it is used based on rules.

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However, informants felt the negative impact of skin more dull, not shiny, uneven skin color even if it is not regularly use. We recommended that government to guide and supervise intensively of beauty clinic services.

Keywords: Beauty clinic; services ;using of cosmetic

1. Introduction

Advertising pharmaceutical preparation is part of the information submitted by the employer or manufacturer to the user of pharmaceutical preparations (medicine, traditional medicine, and cosmetics). Advertising has an important role in supporting of a nation's economy aspects [5]. Advertising is a necessity in the advanced countries, because the people have complex characteristics, and require fast-paced flow of information. Similarly, for a developing country with industry and trade are growing and progressing toward a better survival rate, then the approach to advertising is a logical demands of employers and society parties [5].

Advertising is non-personal communication between producers and potential consumers are conveyed through the media and paid by the sponsor which aims to persuade people to buy the products offered [1]. Advertising includes any messages about products which include: goods, services, facilities, people, ideas and institutions are delivered through a medium, which is known to be financed by the proponent, and addressed to some or all audiences. When observed ads served particularly by television today, many of whom use the catchphrase hook technique. This technique is an attempt to influence the speed of memory power consumers by linking a product with attributes or words [16].

Consumer Protection Law formulate that consumers are any people on the goods and/ or services available in the community, whether it be for yourself, your family, other people, and other living beings and not for sale. Consumer rights as formulated is a unity that cannot be separated. That is, in any transaction or using a product of certain goods and services, the business must ensure all rights are met. From the perspective of the interests of consumers, the stages in transactions between businesses and consumers, the most important right is the right to information. The right to information is important, because the information obtained is the basis for consumers to make a decision to proceed with the transaction or the decision to use or not use a product and services including cosmetics [4]. Government through the Ministry of Health issued regulations on advertising that Ministry of Health of Republic Indonesia, number 386/Menkes/SK/IV/1994 about advertising counter drugs, traditional medicines, medical devices, cosmetics, household health supplies and food and beverage [7].

Some of the problems is the existence of cosmetics advertising claims of excessive, irrational, do not have a distribution license, no ad approval, the division of authority between central and local, globalisation with the internet.

Data from NAFDC [National Agency of Drug and Food Control] Republic Indonesia mentioned, during 2007 there is deviation counter drug advertising by 30%. During 2003 ad deviations that occur are from 703 ad-free drug , by 18% does not correspond approval NAFDC, 517 dietary supplement advertising claims do not match. While the traditional medicine of 717 ads, 60% did not qualify that claim excessive and not through pre review NAFDC. From 1052 food ads, 30% of the information is misleading. For to relatively minor, cosmetic

cosmetics ads are from 3572, only 2% exaggerated claims [8]. Related research, Rosmelia in his research [12]; examined the evaluation of drug advertisements in popular magazines, the result is 69% of the ad does not mention the name of the active ingredient correctly, 29% of drug ads are not true indications, 31% ad misleading information.

Suryawati (1994), examines consumer acceptance of delivery of active ingredients in the drug ads on television. The results showed 25% have never pay attention to drug ads on television, 93% of respondents who regard drug ads on television stating the inclusion of the name of beneficial active ingredients (choose medicine when sick, avoiding contraindications and side effects) [13]. Wahyudi, T, (1996) examined the evaluation of the quality of drug packaging information. The results show improved long restriction of drug use [15]. NAFDC [National Agency of Drug and Food Control] Republic Indonesia, in a press release stated that the results of monitoring NAFDC in 2005 and 2006 in some provinces, found 27 brands of cosmetics that contain prohibited materials used in cosmetics are: Mercury (Hg), Hydroquinone 2%, Rhodamine B dye and Red K.3 [9].

Cosmetic preparations is ready to be used on the outside of the body (epidermis, hair, nails, lips and external genital organs), the teeth and oral cavity to clean, adds to the attraction, change appearance, to protect in order to remain in good condition, repair body odor but is not intended to treat or cure a disease [6].

In accordance with the provisions of that advertising of pharmaceutical preparations, especially cosmetics must be objectively stated that the right thing in accordance with reality, not misleading means no exaggeration about the origin, nature, quality, quantity, composition, usability, security and certain restrictions as pharmaceutical preparations (medicine, traditional medicine , and cosmetics). Complete list of information that is not only about usability and how to use but also provide information about warnings and other things that must be considered by the user. Pharmaceutical preparations, especially cosmetics should not be advertised using recommendations from a laboratory, government agencies, health professional organizations or health workers. In addition it should not be advertised using the health worker demonstrations or similar to it, cosmetics should not be advertised as they were drugs [3,7] .

Based on the above to protect against the possibility of a consumer society of cosmetic preparations that do not qualify and advertising that is false or misleading, will be the study of the behavior of the use of cosmetics and cosmetic ad impression on visitors to the beauty clinic. With the above problems and the increasing use of electronic media both television and the Internet for the purpose of advertising a product, it is necessary to conduct studies on the use of cosmetics and cosmetic impression of the ads. The development of beauty clinics both medical and non medical, as well as the development of the entertainment world widely used by consumers for beautify themselves and get a white and bright. This study investigates in detail and in-depth information that triggers whatever reason, that allow or enhance the beauty clinic attendees using cosmetics. It also wants to know the visitor the impression of beauty clinics to cosmetic ads.

Advertising is already a necessity in developed countries, because in the advanced countries, the people have complex characteristics, and require fast-paced flow of information. Similarly, for a developing country with industry and trade are growing and progressing toward a better survival rate, then the engineering approach to

advertising is a logical demands of employers and society parties [5]. Deviations advertising as stated in the Decree. 386/Men Kes/SK/IV/1994 is Ads must not be intended for audiences of children or showing children without adult supervision or voice narration to wear the kids who advocate the use of drugs; The drug is not played by skilled health professional or an actor that acts as a health profession and setting the attribute or use the health professions and laboratorium; Ads cannot provide comparative superlative statements about the indications, usefulness/ benefits of the drug; Ads cannot give a recommendation with respect to statements regarding the efficacy of the health professions, safety and quality of drugs, giving suggestion suggestions [7].

Cosmetics that supply must meet the technical requirements. Technical requirements include security requirements, usefulness, quality, labeling, and claims [10]. Cosmetics ingredients must meet the quality requirements as stated in the Indonesian Cosmetics Codex or other recognized standards or in accordance with legislation. Cosmetics Ingredients is a material that is allowed to be used in the manufacture of cosmetics. In addition to the material referred to in regulation POM, certain materials used in the manufacture of cosmetics is prohibited [11].

The purpose of this study was to determine in detail and depth of services and use of cosmetic beauty clinics beauty clinic visitors. The results of this study may be new information for the development of science in general, and specifically for science in the field of cosmetics. For the program is as an input to the Directorate General of Pharmaceutical and Medical Devices and National Agency of Drug and Food Control [NADFC} also relates to the use of cosmetics and cosmetic preparations advertising, to improve policies/ guidelines advertising pharmaceutical preparations, especially cosmetics, as an effort to protect consumers against possible public circulation of cosmetics that do not qualify due to labeling and advertising that is not true, not objective, incomplete, exaggerated and misleading.

The research was conducted on the use of clinic attendees for beauty cosmetics and beauty clinic services. Beside of that, cosmetic advertising impressions in the electronic media, especially television and non electronic, using qualitative methods, namely in-depth interviews and observation. Informants consisted of beauty clinics attendees, clinic staff and medical personnel beauty clinic.

2. Methodology

This study uses the concept of Green, L is predisposing factors ie age, education, knowledge of cosmetics, the motivation to use cosmetics. Enabling factors ie access to services, the ad impression cosmetics, transportation, financial. And as a reinforcing factor ie family, friends, the media ads (2)

This study is a qualitative study, researchers collect information on visitor behavior on the use of cosmetic clinics and beauty cosmetics advertising impressions in the television media and internet, collecting in-depth information by using standard procedures. To obtain comprehensive information, the data collection is done by in-depth interviews and observation. In qualitative research, the researcher acts as the primary instrument for data collection, hence the researcher must be able to control bias and assessment of the data collected. This study was conducted in a beauty clinic in South Jakarta and as a source of information is the visitors a beauty

clinic, clinical officers and medical personnel are treating physician skin care serve as key informants and nurses. In addition, clinic staff nurses and administrative personnel are used as research resources. Was chosen as a place of research, as a strategic area, as well as beauty clinics growing quite rapidly.

Examination of the validity of the data is done by the method of triangulation, namely:

1. Triangulated sources (using different informants in cross different then check with other informants), in this case comparing the response from visitors on the beauty clinics and compare the answers of beauty clinic staff and medical personnel
2. Triangulation method (using in-depth interviews later in cross checked by observation)
3. Triangulation of data (analysis with members of other researchers then asked for feedback on the results and analysis and made) [14].

3. Result and Discussion

Informants in this study consists of two parts, the first part is a clinic attendees with 3 categories representing about 17 years of age teens, middle-aged visitors aged <40 years and visitors aged > 40 years. While informants into two parts is the clinic staff consists of physicians who perform beauty treatments, nurses and administrators. Purposive selection of informants. Characteristics of informants who were in depth interviewed as shown in Table 1.

No	Name	Age (years)	Education	Sex	Work
1.	Attende	16	High School	Woman	Student
2.	Attende	30	Bachelor	Woman	Employee
3.	Attende	51	Bachelor	Woman	Housewife
4.	Officer 1	36	Medical Doctor	Woman	Medical Doctor
5	Officer 2	28	Nursing	Woman	Nursing
6	Officer 3	28	Diploma	Woman	Administration

Informants in this study is expected to provide the characteristics of visitors beauty clinic beauty, that the majority of female visitors with a range of ages, from teens, middle-aged and elderly age approached. This is according to the informant's narrative that this clinic attendees ranging from teens to seniors who want to do facial skin care. Based on observations of researchers, visitors have the clinic ranges from teens to age > 50 years, the majority of visitors are women, as well as clinicians who serve visitors ranging from doctors, nurses and administrative personnel, almost all of them women. Predisposing factors, visitors generally beauty clinic

beauty ranging in age from teenagers, middle-aged and > 50 years, the majority of visitors are women. Visitors middle-aged and > 50 years, say they do facials, because if there are not willing wrinkles on the face.

Visitors of their teenagers in general are students, while middle-aged visitors are scholars and visitors over the age of 50 years is a housewife. The results of research based on observation of appearance, they are among the educated. Visitors who, in general, perform skin care is the job they are students who have problems with acne on his face, while visitors are middle-aged employees who want to have healthy skin and bright. While visitors aged > 50 years is a housewife who wants her skin clear and free from wrinkles. The employee said that a healthy and bright face very supportive of her work.

"I work in a bank to be a lot to do with the client, if my skin is clean, bright, I feel confident to deal with clients, it means my productivity increased, work was be comfortable and that important clients can grow "

All informants have the knowledge that if diligent care and cosmetic wear according to the rules, the result will be satisfactory, i.e facial skin become healthy, bright and shining. But if they are not diligent care and cosmetics irregular wear it, the skin will look dull and not bright.

"I have 14 years use of cosmetics from beauty clinic , and the results said my husband and friends, my facial skin smooth, bright and shining, when I was 51 years old , so I stay here alone, did not want to move to another clinic". "Cosmetics here is good, I am fit to use, because the medicine is good, fast acting and affordable."

Using cosmetics motivation is quite diverse, but in general the reason is the wish to get healthy skin, bright and shining. Addition of the very important role especially husband is very motivating visitors.

"Because of my age already so many, not the inn, not rich young man, but let manicured facial skin, if I wear cosmetics depleted, the husband said to the clinic beauty treatments quickly and husband also helped to drive me and accompany me to do a skin care clinic beauty. Services good clinic here, we are well served, officers are friendly, they essentially serve us well, although quite a lot of visitors"

Other answers are added by teenage visitors, that motivation is a beauty clinic visit to a doctor for consultation in relation to the existing acne on his face and encouragement from parents who faithfully drove her.

"Because my school away from their parents or may be stress, so my facial skin breakouts, I want treatment, let my acne disappeared, and also because my mother told me and willing to take and accompanied me to go to the doctor at the clinic"

According to information from medical personnel, physicians who perform skin care, cosmetic products available in the clinic is definitely okay, because it was developed based on a lot of experience of the skin specialists.

"If the products are definitely okay, because it was developed by a dermatologist who has a lot of experience"

Based on information derived from a beauty clinic staff, one administrative officer that the officer did not use cosmetics, because he said that felt less need to wear cosmetics of the beauty clinic, because in addition to the price according to administration officials are not affordable in addition to basically do not like to wear cosmetics. If using cosmetics, administration officials are thin enough to wear powder and can be obtained at any store

"I did not use cosmetics from beauty clinic, because I think the price is not affordable, other than that I do not like to use cosmetics, wear powder was that only thin and powder can be obtained at the store anywhere. My work is also in the back are not dealing with clinic visitors so do not wear cosmetics is not a problem"

Based on the observations is not small clinic attendees who average woman, accompanied by her husband, visitors who are mostly teenagers accompanied by their parents, while their middle-aged visitors came to the clinic with friends or relatives who also did the virgin skin. Enabling Factors, the impression of the cosmetics ads, almost all informants said that although a lot of cosmetics advertisements on television, newspapers and billboard big enough but they still have more confidence in the cosmetic products available in the beauty clinic. The reason is using cosmetics products in the supervision of a doctor so that security is more assured than in other cosmetic appeal.

"What we use it in a doctor's supervision, on the recommendation of a doctor, so more safe yes to the doctor, we do not know beyond the cosmetic use of mercury or not"

"I'm still here, I have just comfortable here, I do not want to move, clearly I still to beauty clinic, although many cosmetics ads, been offered the I do not want another, I know beauty clinic was first given out as friends"

"Beauty clinic here has never advertise its products in newspapers, and on television, I knew from my friend, and my friend also recommending"

Based on the observation although many cosmetics ads popping up good television, newspapers, and billboards, but pretty much a beauty clinic attendees, even increasing the number of visits from day to day, both old patient and new patient. For those who visited the clinic, said nearly all financially quite affordable price with satisfactory results. They say that many cosmetics out that the price is much more expensive, and the results are still not clear, and unsure of the negative impacts.

"Here medicine is good, the price is quite affordable compared to the outside of the cosmetics can be more expensive, and not necessarily suitable"

"The price issue of cosmetics here, quite cheap, because I was offered other cosmetics, are more expensive, but the benefits I do not know, so I do not want to"

From the observation of the clinic attendees, found that the average visitor from the upper middle class. At the time of their visit on average use of private cars, either chauffeur, husband, brother or bring your own car. This shows that they are from the upper middle class. So the cost is not an issue of skin care clinics for visitors. For

visitors clinics, access to clinical services is quite easy with a satisfactory service. They are well served by both administration officials and nurses who graciously served. Based on the observation of quite a lot of visitors who are already doing well in the house registration for consultation and making cosmetic products. So they are not too long to wait to get service.

"I used to call first to consult a physician as well as for making cosmetics, usually I come, continue to submit my id card to the registration, not long I was called into the treatment room for consul as well as other treatments such as peels, facials, or other"

According to information from medical personnel (nurses), that at the time when a patient visits a lot, sometimes occurs miss communication between the service registration section to section nurse. Registration section asks whether a patient has been entered into the treatment room, it turns out after a check by the maintenance, card status has not been entered on the patient's care. After a search in the patient's status card was tucked in the registration section. This occurs when a patient visits a lot.

"If it fits many patient visits, occasional miss communication between the registration of the part of nurses. Registration section asks whether the patient has entered treatment, it turns out after check, card status has not been entered into the nurse, still tucked in the registration section"

"To optimize care, nurses should be added, now there are only 8 people, at the time a patient visits a lot, work the verge of defeat, due to lack of power. Ideally the number of nurses 10 people, it could be 5 morning shift and afternoon shift 5 people "

Reinforcing factors, from the information obtained, the husband turned out very large role in doing care of face. Because the husband is also the advocate and told to immediately visit a beauty clinic where cosmetics is almost gone. In addition, based on observations, many visiting to the clinic with a friend or parents . Clinic attendees said that the major support comes from her husband who drove his wife willing to do skin care. At the time of cosmetics is running out, the husband is asked to immediately visit the clinic aesthetics.

"The support that I visit the clinic for almost 15 years is a husband, I used to get my cosmetics had to go out of town, now is easier"

Adolescence visitors said that in the face with acne treatment, parents who give support to a visit to a beauty clinic, in order to consult a doctor and acne can be handled.

"I did my facial acne treatments in order for parents, and the parents too who drove me here."

"Usually my mother to a beauty clinic with her friend or her brother, so we often go to the same beauty clinic."

Visitors come to the clinic for consultations beauty facials, usually from a friend or relative recommendation. Instead of television and newspaper advertisements, information about clinics beauty only by friend or some one.

"I became a beauty clinic visitors due to the recommendation of friends, who said good cosmetic products here, if the regular use and according to the rules, the skin can be bright, shining "

"I also recommend to my brothers and sisters to do the facial skin care beauty clinic. So now my brothers to follow me, which is long enough to be a visitor of this aesthetic clinic"

4. Discussion

Based on the results of observations and observation, good service beauty clinic medical personnel (nurses), administrative staff and physicians who do care, they are good enough to serve visitors clinics. However, by the time many patients visit or an increase in visitors, sometimes miss the communications occurring between the registration of the part of nurses, where the card status of patients who have already signed up, tucked in at the registration, so that the patient is rather long wait to be called into the treatment, because cards not up to the nurse. By the time a patient visits a lot, sometimes also occurs each miss in the internal parts among nurses themselves or between the registration officers themselves, ie no card tucked patient status. However, it has not been a problem for visitors to the clinic, because cases are rarely. The information from the informant clinic attendees, who said that the service fast and friendly enough officers serve visitors in the clinic.

Predisposing factors using of cosmetics, based on observations of visitors, they visit to beauty clinic on the day before the holiday. It is on Friday and Saturday and eve of national holidays. Visitors from morning till evening with an age range from teenagers, middle-aged and aged > 40 years. They consisted of patients who visited the old and new patients. While the day outside, visitors are relatively reduced. Their motivation is the group of officers, namely doctors, nurses and administrative staff using aesthetic cosmetic clinic, because in addition to recommended, they feel fit and feel the positive benefits of using cosmetic products which she wore skin becomes bright and shining cosmetics when used as directed. The main cause of visitors come to the clinic for aesthetic facial skin care is skin becomes bright and shining.

Views of education, visitor turns middle-aged and aged > 40 years high education (bachelor). While visitors teens, their average high school education. Relatively high educational factors with the desire to get a clear and shinning skin is a factor that can lead to permanent visitor came to the clinic for treatment of skin beauty. Enabling factor for visitors, easy access and good service, a factor that allows visitors to keep using cosmetics beauty clinic. The availability of sufficient financial means such as a car that accommodates the visitor reaches a beauty clinic also enabling factors. Good financial condition causing visitors to feel that the price of cosmetics in aesthetic clinics affordable enough. Visitors are less trusting impression on cosmetics advertising also contributed to and enabled to remain a visit to a beauty clinic. Based on the informant visitors only believe in cosmetic beauty clinic. Though there are cosmetic beauty clinic has never advertised, visitors use cosmetics just based recommendation of friends, relatives but they have proved that a good cosmetic beauty clinic for skin care, namely skin becomes bright and shining.

Reinforcing factors for beauty clinic attendees, the husband is the main factor of the amplifier. As for visitors who do not have family, friends or relatives is a reinforcing factor and an important role in affecting the beauty clinic attendees. Moreover, with using cosmetic of the beauty clinic, visitors feel comfortable and her skin

became cold with bright and shining results. Visitors said that they would continue to use cosmetics from beauty clinics. While informants especially nurses said that to have a relationship with visitors, nurses always remind visitors by telephone, one week before the procedure to be performed in the next month.

5. Cconclusions

- 1.Characteristic of the beauty clinic attendees are all female, have an age range of teens, middle-aged (<40 years) and > 40 years.
- 2.Enabling factors that allows visitors to visit the clinic beauty clinic is access to services, financial, transportation, and the impression is less confidence in the cosmetics advertised.
- 3.Reinforcing factors that makes visitors still come to the clinic for skin care beauty clinic is the influence of husbands, brothers and friends, plus a sense of comfortable and cool when wearing cosmetics from beauty clinics.
- 4.Beauty clinic services has been quite satisfactory, both from the administration, nurses and doctors.
- 5.The reasons of the most of informants felt the positive effects of using of cosmetic from beauty clinic, the skin becomes white, bright and shining, when it is used based on rules.
- 6.Good services for beauty clinic, cosmetic products suitable for beauty clinic attendees

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