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# Legal Responsibility of Influencers in Unauthorized Product Endorsements: An Analysis of Toxic Influencer Marketing Practices in Indonesia

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## Abstract

The rise of digital marketing has increased the use of influencers to promote products, including health products, cosmetics, and supplements. The phenomenon of covert endorsement, promoting products without BPOM (Indonesian Food and Drug Authority) approval, poses legal and consumer safety risks. This study analyzes covert endorsement practices within the framework of toxic influencer marketing and examines influencers' legal accountability under Law No. 17 of 2023 on Health and consumer protection principles. Using normative legal research with statutory, conceptual, and relevant empirical case analysis, the study finds that influencers hold a strategic position in influencing consumer behavior, making a duty of care inherent in their promotional activities. Influencers may be held administratively, civilly, or criminally liable if promoting unregistered products that harm consumers. The study emphasizes the need to strengthen regulations, establish product verification standards, and ensure transparency in promotions to protect the public from toxic influencer marketing risks.

**Keywords:** *Influencer, Product Registration, Toxic Influencer Marketing, Legal Accountability, Consumer Protection.*

## Abstrak

Perkembangan pemasaran digital mendorong penggunaan influencer untuk promosi produk, termasuk kesehatan, kosmetik, dan suplemen. Fenomena endorsement gelap, yaitu promosi produk tanpa izin edar BPOM, menimbulkan risiko hukum dan keselamatan konsumen. Penelitian ini menganalisis praktik endorsement gelap dalam kerangka toxic influencer marketing serta meninjau pertanggungjawaban hukum influencer berdasarkan UU No. 17 Tahun 2023 tentang Kesehatan dan prinsip perlindungan konsumen. Metode yang digunakan adalah penelitian hukum normatif dengan pendekatan perundang-undangan, konseptual, dan analisis kasus empiris. Hasil penelitian menunjukkan bahwa influencer memiliki posisi strategis dalam memengaruhi perilaku konsumen sehingga duty of care melekat pada aktivitas promosi mereka. Influencer dapat dimintai pertanggungjawaban administratif, perdata, maupun pidana bila mempromosikan produk tanpa izin edar yang merugikan konsumen. Penelitian ini menekankan perlunya penguatan regulasi, standar verifikasi produk, dan transparansi promosi untuk melindungi masyarakat dari risiko toxic influencer marketing.

**Kata Kunci:** *Influencer, Izin Edar, Toxic Influencer Marketing, Pertanggungjawaban Hukum, Perlindungan Konsumen*

## 1. INTRODUCTION

The expansion of digital technology over the past decade has fundamentally reshaped how individuals interact, shop, and consume information. Social media has evolved beyond a communication platform into a vast marketplace capable of rapidly and significantly shaping consumer behavior. Scholars describe this shift as the “attention economy,” in which human attention functions as the primary commodity of modern marketing. According to Zulli, influencers occupy a central position within this ecosystem due to their capacity to shape public perception through narratives that appear authentic and personal.<sup>1</sup> Within this framework, the role of influencers in product promotion cannot be understated, as the social influence cultivated through a digital presence often surpasses the persuasive power of traditional advertising. When such practices occur within digital spaces that are difficult to monitor and lack verification mechanisms, the need for clearer boundaries of legal responsibility becomes increasingly urgent to ensure that consumer protection remains effective amid the rapid evolution of marketing strategies.

The rise of influencer-driven digital marketing has drawn the attention of legal scholars because the practice intersects directly with issues of consumer protection, product safety, and verification mechanisms. This challenge becomes more complex when it involves the promotion of products not registered with the Food and Drug Authority (BPOM), particularly cosmetics, traditional medicines, health supplements, and other personal care items. Siregar observed that the promotion of illegal products by influencers can create asymmetric information, a condition in which consumers lack adequate knowledge of product safety, leading to misguided purchasing decisions.<sup>2</sup> In these circumstances, the involvement of influencers is not merely a matter of marketing ethics but also a legal concern, as they may participate in disseminating information about products that lack required distribution permits.

The Indonesian context underscores the urgency of this issue, particularly following the enactment of Law Number 17 of 2023 on Health, which explicitly requires all health products to obtain a distribution permit before being promoted to the public. Research by Dimas Ulinnuha Sadewo and Rendra Widyatama indicates that more than 58% of Indonesian consumers trust influencer recommendations more than formal advertising, demonstrating a high level of reliance on digital public figures.<sup>3</sup> Kotler and Keller emphasize that a communicator’s credibility is directly correlated with

<sup>1</sup> Jeffriansyah Dwi Sahputra Amory, Muhtar Mudo, and Rhena J, “Transformasi Ekonomi Digital Dan Evolusi Pola Konsumsi: Tinjauan Literatur Tentang Perubahan Perilaku Belanja Di Era Internet,” *Jurnal Minfo Polgan* 14, no. 1 (2025): 28–37, <https://doi.org/10.33395/jmp.v14i1.14608>.

<sup>2</sup> Alva Yenica Nandavita et al., “Etika Dalam Pemasaran: Upaya Mewujudkan Keadilan Dan Perlindungan Konsumen Di Era Digital,” *PENG: Jurnal Ekonomi Dan Manajemen* 2, no. 2 (2025): 2360–69, <https://doi.org/10.62710/e5hqb690>.

<sup>3</sup> Dimas Ulinnuha Sadewo and Rendra Widyatama, “Kepercayaan Publik Dalam Iklan: Peran Kunci Publik Figur,” *Jurnal Ilmu Komunikasi UHO* 9, no. 1 (2024): 136–50, <https://doi.org/10.52423/jikuho.v9i1.168>.

persuasive impact, which enables influencer promotions to significantly shape consumer decisions.<sup>4</sup> Consequently, when influencers endorse unlicensed products, the resulting risk extends beyond misinformation to potential harm to public health. This high degree of trust suggests that any inaccurate information disseminated by influencers can produce wide-ranging effects on consumption patterns, making violations involving unlicensed products a far broader threat than conventional promotional activities.

Empirical evidence further shows that influencers frequently promote products that are illegal or lack distribution permits. The article “7 Dark Facts About Influencer Marketing That Are Rarely Revealed by the Public” reports cases in which consumers received unsafe or substandard products after purchasing items promoted by influencers, including cosmetics without BPOM authorization and other goods that failed to meet safety standards.<sup>5</sup> These findings reveal a regulatory gap, where the rapid development of digital marketing outpaces the capacity of regulatory mechanisms and oversight systems to govern it effectively. This condition demonstrates that existing regulatory frameworks are not fully equipped to address the complexity of the digital marketplace, thereby necessitating a more adaptive formulation of legal liability within influencer-based marketing practices.

This issue raises significant questions, particularly concerning the circumstances under which influencers may be held legally responsible for promoting products that lack BPOM authorization. The Indonesian legal framework contains provisions related to advertising, unlawful acts, and specific regulations within the Health Law. However, the position of influencers, who are neither producers nor distributors, creates a gray area in determining legal liability. Huswatun Hasanah et al. explain that influencers possess the capacity to act as opinion leaders who shape market behavior. Thus, even though they are not primary business actors, they nonetheless participate in the chain of commercial information dissemination. Accordingly, assessing the extent to which influencers may be held legally accountable for promoting unlicensed health products becomes essential. The absence of explicit provisions governing their role in the promotional chain often leads to reliance on analogical reasoning in determining liability.<sup>6</sup> Therefore, this gray area requires systematic examination to determine whether influencers may be positioned as parties contributing to consumer harm.

The widespread promotion of products lacking distribution permits by influencers reflects a clear imbalance between the rapid expansion of digital marketing and the

<sup>4</sup> Yudha Putra Aditya and Muhammad Bayu Widagdo, “Pengaruh Kredibilitas Brand Ambassadors Dan Terpaan Promosi Penjualan Produk Fashion Di Shopee Terhadap Impulsive Buying Generasi Z Pada Erigo Di Shopee,” *Interaksi Online* 12, no. 4 (2024): 323–37.

<sup>5</sup> IDN Times, “7 Fakta Gelap Influencer Marketing Yang Jarang Dibongkar Publik,” *idntimes.com*, 2025.

<sup>6</sup> Huswatun Hasanah, Tjuk Wirawan, and Zainuri, “Pertanggungjawaban Hukum Influencer Terhadap Kegiatan Promosi Melalui Aplikasi Tiktok,” *Jurnal Pro Hukum: Jurnal Penelitian Bidang Hukum Universitas Gresik* 11, no. 5 (2022): 670–89, <https://doi.org/10.55129/v11i5.2681>.

effectiveness of legal oversight. This condition presents risks to consumers and places influencers in a position of potential legal exposure. In response, this study examines the characteristics and manifestations of illicit endorsement practices within the broader phenomenon of toxic influencer marketing, and analyzes the legal liability of influencers who promote products without distribution authorization under Law Number 17 of 2023 on Health and established consumer protection principles. This analytical framework provides a foundation for understanding the need to reaffirm legal boundaries amid the fast-evolving dynamics of digital marketing. The urgency of this research lies not only in mapping the contours of the digital marketing landscape but also in articulating proportionate limits of legal liability for influencers so that promotional activities in digital spaces remain anchored within a legal regime that ensures certainty and public protection.

## 2. RESEARCH METHODOLOGY

This study employs a normative legal research method by examining positive legal norms governing influencer liability in the promotion of products without distribution permits. The methodology incorporates a statute approach, a conceptual approach, and a case approach. Regulatory analysis was conducted on the Health Law, the Consumer Protection Law, the Electronic Information and Transactions (ITE) Law and its amendments, as well as BPOM regulations concerning distribution permits. The conceptual approach is applied to delineate the foundations of legal liability and the legal standing of influencers in endorsement activities. The case approach involves reviewing court decisions addressing the promotion of illegal products by influencers to observe the concrete application of legal norms. Data were collected through a literature review encompassing primary, secondary, and tertiary legal materials, and subsequently analyzed qualitatively and prescriptively to develop legal arguments and recommendations relevant to the research issue.<sup>7</sup>

## 3. RESULT AND DISCUSSION

### 3.1. Illicit Influencer Endorsement Practices in the Marketing of Products Without Distribution Permits

The phenomenon of dark endorsements, or toxic influencer marketing, has emerged as a significant issue in the evolution of digital marketing in Indonesia. Influencers now occupy a strategic position in shaping consumer behavior, making their promotional activities directly consequential for consumer safety. However, this rapid expansion has opened space for shadow marketing practices, namely covert promotions that lack

<sup>7</sup> Juan Matheus, "E-Arbitration: Digitization Of Business Dispute Resolution Pada Sektor E-Commerce Dalam Menyongsong Era Industri 4.0 Di Tengah Pandemi Covid-19," *Lex Renaissance* 6, no. 4 (2021): 692–704.

transparency and fail to comply with applicable legal requirements.<sup>8</sup> This phenomenon exhibits several defining characteristics, particularly when influencers promote products that do not possess BPOM distribution permits.

The most prevalent pattern involves promoting products without verifying their distribution authorization. Many influencers engage in paid promotions or commercial collaborations without examining the legality of the products and often disregard ethical and legal obligations to ensure their safety.<sup>9</sup> In some instances, influencers intentionally conceal their commercial relationships with manufacturers, creating the appearance that their reviews reflect personal and objective experiences.<sup>10</sup> Such concealment heightens the risk of misleading persuasion, causing consumers to be deceived regarding the purported benefits or safety of the promoted products.

Another characteristic is the use of exaggerated claims or fabricated testimonials. Influencers frequently present instant results, guarantees of efficacy, or dramatic physical changes that lack scientific support. Research by Dzaky Luqyanan Fauzi and Suraji confirms that this pattern constitutes deceptive advertising, as it misleads consumers and poses substantial health risks.<sup>11</sup> A recent trend also shows influencers collaborating with small-scale producers to create illegally formulated products, which are then widely marketed through platforms such as Instagram, TikTok, and affiliate-based marketplaces.<sup>12</sup> This practice extends the scope of illicit endorsements to include product promotions that entirely disregard regulatory standards.

The impact of these practices is highly significant for consumer protection. Products distributed without authorization often contain hazardous substances such as mercury and hydroquinone. Legally, influencer actions may constitute misleading advertising under Articles 8 and 9 of the Consumer Protection Law, as they convey inaccurate information regarding a product's safety and legal status. In the civil law context, influencers may also be held liable under Article 1365 of the Indonesian Civil

<sup>8</sup> Nadira Rachmadina et al., "Etika Periklanan Di Era Influencer: Tantangan Kejujuran Dalam Endorsement Digital," *Konstitusi Jurnal Hukum, Administrasi Publik, Dan Ilmu Komunikasi* 2, no. 2 (2025): 265–76, <https://doi.org/10.62383/konstitusi.v2i2.942>.

<sup>9</sup> Leny Rosdiana, "Hukum Dan Sosial Media: Tanggung Jawab Selebgram Dalam Melakukan Endorsement Kosmetik Ilegal Di Instagram," *Supremasi Hukum Jurnal Kajian Ilmu Hukum* 10, no. 1 (2021): 36–56, <https://doi.org/10.14421/sh.v10i1.2348>.

<sup>10</sup> Gunawan Widjaja, Songga Aurora Abadi, and Yuri Anggi, "Tanggung Jawab Perdata Influencer Terhadap Klaim Produk Dalam Endorsement : Tinjauan Hukum Atas Perlindungan Konsumen Berdasarkan UU No. 8 Tahun 1999 Dan Perkembangan Praktik Digital Di Indonesia," *Referendum: Jurnal Hukum Perdata Dan Pidana* 2, no. 2 (2025): 174–85, <https://doi.org/10.62383/referendum.v2i2.889>.

<sup>11</sup> Dzaky Luqyana Fauzi and Suraji, "Perlindungan Hukum Bagi Konsumen Produk Kosmetik Ilegal," *Konstitusi: Jurnal Hukum, Administrasi Publik, Dan Ilmu Komunikasi* 2, no. 3 (2025): 243–50, <https://doi.org/10.62383/konstitusi.v2i3.875>.

<sup>12</sup> Iin Febrianti Sende et al., "Peredaran Kosmetik Pemutih Ilegal Di Indonesia Dan Upaya Penanggulangannya," *Eruditio: Indonesia Journal of Food and Drug Safety* 1, no. 1 (2021): 48–62, <https://doi.org/10.54384/eruditio.v1i1.30>.

Code if their actions are found to constitute an unlawful act that results in consumer harm.<sup>13</sup>

The promotion of illegal products likewise poses a serious threat to public health. Products that have not undergone laboratory testing may cause irritation, skin damage, organ impairment, or more severe long-term health risks. BPOM has recorded an increase in the circulation of illegal cosmetics since 2020, driven in part by widespread influencer promotion.<sup>14</sup> The strong social influence of these figures generates a form of social legitimacy that leads consumers to believe such products are safe. This aligns with the findings of Intan Putri Titania and Ratih Hasanah Sudrajat, who note that influencer credibility is directly correlated with consumer purchasing decisions.<sup>15</sup>

The regulatory framework governing influencer roles in the promotion of health products reveals ambiguities in the construction of legal liability under Indonesian law. Although the Health Law and the Consumer Protection Law stipulate the obligation to provide accurate information and prohibit the distribution of products lacking authorization,<sup>16</sup> neither statute clearly defines the legal position of influencers within the marketing chain. As actors who do not fall within the categories of producers, importers, or distributors, influencers occupy a legal position that does not fully correspond to their actual role as disseminators of commercial information.

In practice, there is a discrepancy between the normative boundaries attributed to influencers and their actual capacity to shape consumer decisions. Takdirmin et al. note that although influencers are not formally classified as business actors, they perform functions that closely resemble those of business entities due to their involvement in promoting products and expanding market reach.<sup>17</sup> This miscategorization results in an ill-defined sphere of responsibility, making it challenging to situate influencer promotional activities within the framework of administrative or civil violations without a more detailed legal framework.<sup>18</sup>

<sup>13</sup> Gita Nurnila Putri, Jacobus Jopie Gilalo, and R. Djuniarsono, "Analisis Perlindungan Hukum Bagi Konsumen Atas Pengiklanan Produk Berbahaya Oleh Influencer," *Karimah Taubid Karya Ilmiah Mahasiswa Bertaubid* 3, no. 4 (2024): 4929–46, <https://doi.org/10.30997/karimahtauhid.v3i4.12948>.

<sup>14</sup> Yusuf Dwi Utomo and Baidhowi, "Perlindungan Hukum Konsumen Terhadap Peredaran Kosmetik Berbahaya Yang Ditarik Di Provinsi Jawa Tengah," *Indonesia Law Journal* 5, no. 1 (2025): 17–33, <https://doi.org/10.15294/ipmhi.v5i1.28961>.

<sup>15</sup> Intan Putri Titania and Ratih Hasanah Sudrajat, "Pengaruh Konten Instagram Dan Kredibilitas Beauty Influencer Nanda Arsyinta Terhadap Gaya Hidup Remaja," *Jurnal Pustaka Komunikasi* 7, no. 2 (2024): 293–301, <https://doi.org/10.32509/pustakom.v7i2.3784>.

<sup>16</sup> Heseikel Kevin Octovian, Wiwik Sri Widiarty, and Bernard Nainggolan, "Perlindungan Konsumen Terhadap Peredaran Obat Kadaluwarsa," *Sostech Jurnal Sosial Dan Teknologi* 5, no. 6 (2025): 2015–33, <https://doi.org/10.59188/jurnalsostech.v5i6.32175>.

<sup>17</sup> Takdirmin, Septianingsih, and Justika Sukri, "Pengaruh Influencer Marketing Sebagai Strategi Digital Marketing Terhadap Implementasi Rencana Usaha," *Pendas Jurnal Ilmiah Pendidikan Dasar* 10, no. 2 (2025): 419–32, <https://doi.org/10.23969/jp.v10i02.27307>.

<sup>18</sup> Pinter Putra Sudianto Daely, "Tanggung Jawab Hukum Influencer Terhadap Produk Yang Dipromosikan Di Media Sosial," *Leuser: Jurnal Hukum Nusantara* 2, no. 2 (2025): 1–6, <https://doi.org/https://journal.myrepublikcorp.com/index.php/leuser/article/view/150>.

This condition is closely tied to the dynamics of digital marketing, which evolve more rapidly than the development of legal regulations. Algorithm-driven promotional models and paid content have diversified the forms of endorsement in ways that conventional regulatory instruments struggle to accommodate. The resulting lack of synchronization between marketing practices and regulatory design produces a regulatory gap that enables product endorsements without distribution permits to continue operating in a space that is inadequately addressed by oversight mechanisms.

Within this context, illicit endorsement practices by influencers underscore the need to establish more structured boundaries of legal responsibility. The role of influencers as disseminators of commercial information within the digital ecosystem necessitates a reassessment of their legal status and the scope of their responsibilities, particularly when promotional activities involve health products that have not obtained distribution permits.

### **3.2. Legal Liability of Influencers for Promoting Products Without Distribution Permits Under Law Number 17 of 2023 on Health and Consumer Protection Principles**

The legal liability of influencers for promoting health products without a distribution permit arises from the obligation imposed on all parties involved in disseminating commercial information about such products to ensure compliance with the safety, quality, and efficacy requirements mandated by Law Number 17 of 2023 on Health.<sup>19</sup> The requirement for distribution authorization applies not only to manufacturers or importers but also to any party that promotes the product to the public. Accordingly, influencers who actively publicize or recommend products that have not obtained a distribution permit may incur legal liability if their promotional activities result in harm or pose risks to public health.

From a consumer protection standpoint, influencer endorsement activities place them in a functionally analogous position to business actors due to their role in influencing consumer decision-making by conveying information about a product's quality, benefits, and safety. The Consumer Protection Law obligates business actors to provide accurate, honest, and non-misleading information; therefore, influencer promotion of products without legal authorization constitutes a breach of the principle of truthful information.<sup>20</sup> Findings by Yochi Elanda and Ainur Rizki indicate that the persuasive power of influencer communication often exceeds that of traditional

<sup>19</sup> Hidayah Aulia Fuskhahti and Tiyas Vika Widyastuti, *Perlindungan Hukum Bagi Konsumen Endorsement Produk Kecantikan Ilegal* (Pekalongan: Penerbit NEM, 2024), hal. 153.

<sup>20</sup> Ismi Azizah, Mohammad Zamoroni, and Agung Pramono, "Perlindungan Hukum Konsumen Terhadap Kosmetik Ilegal Yang Diiklankan Influencer Di Media Sosial," *Innovative: Journal Of Social Science Research* 4, no. 3 (2024): 6896–6905, <https://doi.org/10.31004/innovative.v4i3.11118>.

advertising, meaning that inaccurate or concealed promotional information directly heightens consumer vulnerability.<sup>21</sup>

From a civil law perspective, liability may be analyzed through several doctrines, particularly when the promotion is shown to have caused consumer harm. In certain contexts, the doctrine of strict liability may be applicable, especially when the promoted product is classified as high-risk to health, such that harm need not be accompanied by proof of fault.<sup>22</sup> In addition, the legal relationship between influencers and producers may give rise to a vicarious liability framework when promotional activities occur within a commercial agreement that integrates the influencer into the marketing network.<sup>23</sup> Under such circumstances, liability may attach to both the primary business actor and the influencer who contributed to expanding the dissemination of product information, particularly when they failed to exercise a duty of care to ensure the accuracy of promotional content.

The accountability framework established in Law Number 17 of 2023 also enables the imposition of administrative and criminal sanctions on individuals who promote health products without distribution permits. The Food and Drug Authority (BPOM) has consistently emphasized that the circulation of illegal products is frequently facilitated by influencer-driven digital marketing, indicating that enforcement efforts cannot focus solely on traditional producers or distributors. Administrative sanctions—including fines, content removal orders, public clarifications, and even the termination of commercial partnerships—have been applied in several cases. Criminal liability may arise when promotional activities are shown to cause health complications, financial losses, or other forms of harm that can be causally linked to an influencer's promotional conduct.

Case studies involving enforcement actions against the promotion of unregistered cosmetics by several Instagram celebrities illustrate that authorities have begun to place influencers under a more stringent accountability regime. Summonses, investigations, and directives to regulate digital content show that influencers are no longer regarded merely as communicators but as marketing actors capable of influencing product circulation within society. This development demonstrates that the boundary between “social media users” and “marketers” is increasingly indistinct, rendering the legal liability of influencers more tangible in practice.<sup>24</sup>

<sup>21</sup> Yochi Elanda and Ainur Rizki, “Pemasaran Influencer Di Media Sosial: Tinjauan Literatur Tentang Efektivitas Dan Etika Di Era Digital,” *Paradoks: Jurnal Ekonomi* 8, no. 1 (3035): 405–12, <https://doi.org/10.57178/paradoks.v8i1.1127>.

<sup>22</sup> Yetti, Mitahul Haq, and Dedy Felandry, “Prinsip Strict Liability Pelaku Usaha Dalam Rangka Mewujudkan Asas Keadilan Dan Kepastian Hukum Bagi Konsumen Berdasarkan Undang-Undang Nomor 8 Tahun 1999 Tentang Perlindungan Konsumen,” *Jotika Research in Business Law* 3, no. 2 (2024): 86–96, <https://doi.org/10.56445/jrbl.v3i2.151>.

<sup>23</sup> Novika Wama Putri and Putri Raodah, “Tanggung Jawab Influencer Terhadap Endorsement Produk Palsu Melalui Media Sosial,” *E Commerce Law* 5, no. 1 (2025): 98–107, <https://doi.org/10.29303/commercelaw.v5i1.3023>.

<sup>24</sup> Fuskhahti and Widyastuti, *Perlindungan Hukum Bagi Konsumen Endorsement Produk Kecantikan Ilegal*.



Accordingly, the legal liability of influencers who promote products without distribution permits encompasses administrative, civil, and criminal dimensions, depending on their degree of involvement and the resulting impact of the promotional activity. This analysis indicates that influencers' obligations extend beyond publication ethics to the duty of exercising prudence and complying with health and consumer protection regulations. The failure to verify product legality prior to promotion generates substantial legal risks and highlights the need to strengthen legal literacy among digital marketers to prevent the proliferation of toxic influencer marketing practices.

#### 4. CONCLUSION

This study demonstrates that the practice of illegal endorsements of products lacking distribution permits by influencers constitutes a form of toxic influencer marketing that has the potential to harm consumers and violates Indonesia's positive law. Given their persuasive capacity and high levels of public trust, influencers play a substantial role in shaping consumption decisions. Accordingly, the promotion of products without distribution authorization not only creates informational disparities but also poses significant health risks. Under Law Number 17 of 2023 on Health and the principles of the Consumer Protection Law, influencers are required to provide accurate and non-misleading information. As a result, administrative, civil, and criminal liability may be imposed when such promotional activities breach legal obligations or cause harm to the public. In this regard, more assertive and adaptive regulatory measures are necessary to clarify the role of influencers within the digital marketing ecosystem, including strengthening product verification standards, enhancing oversight mechanisms for promotional content, and defining the scope of legal liability. Influencers must exercise due diligence before engaging in promotional collaborations, businesses must comply with licensing requirements and establish clear contractual arrangements, and consumers must improve their digital literacy to avoid relying solely on the popularity of public figures when making purchasing decisions. Future research may focus on comparative regulatory models in other jurisdictions to further develop the concept of influencer legal accountability within Indonesia's digital marketing environment.

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