

## **ABSTRACT**

Cosmetic is commonly used by women to increase their performance. Cosmetic that is often used is whitening cream since it gives a whitening effect on facial skin that can increase confidence. One of the ingredient that is commonly used for whitening cream is hydroquinone. The hydroquinone has an effect of inhibition of melanin formation in the skin. The usage of hydroquinone more than 2% is not allowed because it can give negative effects such as allergies, rash and burning. This study aimed to determine the presence of hydroquinone concentration in whitening cream without BPOM registry number in the market area of Banjarnegara.

Samples were taken from Banjarnegara and the analysis was done in Pharmacy Laboratory of Universitas Muhammadiyah of Yogyakarta. The method of analysis used is TLC-Densitometry. Qualitative analysis used TLC to see the presence of hydroquinone by identifying of the spot under UV light at 254 nm wavelength before calculating the Rf value, whereas quantitative analysis used Densitometry by calculating the area under curve produced by the spot on TLC.

The result of qualitative analysis showed that from 21 samples, there were 6 samples contained hydroquinone and quantitative analysis showed the concentration of hydroquinone in six samples are sample no 11: 7,12%, sample no 12: 3,69%, sample no 15: 0,06%, sample no 16: 11,18%, sample no 18: 4,67%, and sample no 19: 1,07%, respectively. Among 21 samples taken there were 19,05% sample containing hydroquinone more than 2%.

**Keywords:** Cosmetics, Whitening Cream, Hydroquinone.