

MUSLIM CONSUMERS' HALAL AWARENESS TOWARDS THE PURCHASE OF SKINCARE PRODUCTS

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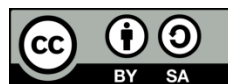
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ABSTRACT

The purpose of this study is to analyze the halal awareness of Muslim consumers who buy skincare products through the marketplace from the halal label printed on the most sold products because it is important for Muslims to consume and use products that are clearly halal. The research method used is a descriptive qualitative approach with liberal research analysis with secondary data. The results of this study indicate that the level of halal awareness of Muslim consumers in Indonesia is still low, as evidenced by the highest product sales in the marketplace, namely Garnier products from France that do not have a halal label. From this research it is hoped that the government, especially the halal product guarantee institution, will educate consumers about the importance of using halal skincare products to avoid things that are prohibited by Islam.

Keywords: *halal awareness, muslim consumers, halal label, marketplace, skincare*



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1. INTRODUCTION

The development of high beauty trends in social life in society requires humans, especially women, to always maintain their appearance. One of the things that is often done to maintain appearance is to care for body parts, especially facial skin, a bright and clean face will improve a person's appearance. An experiment showed that women who use beauty products on their faces are considered healthier, more confident and even have better potential than women who do not use beauty products (Kintan, 2018). Commonly used beauty products are skincare products, namely skin care that is used to stay healthy and avoid skin problems such as acne,

dark spots, scars and so on (Prabandari, 2021). Meanwhile, halal skincare according to the Indonesian Ulema Council (MUI) is a product made from halal and pure ingredients, and does not contain prohibited ingredients (MUI, 2018). For every Muslim, in addition to product quality, they must also pay attention to the content in using skincare, which does not contain prohibited ingredients such as pork or dog content, wild animals, human body content, blood, carcasses, animals whose slaughtering is not in accordance with Islamic law and alcohol (Purwanto, 2021). Such as the command to consume halal things stated in Surah Al-Baqarah verse 168:

أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: "O mankind, eat from what is lawful and good on earth, and do not follow the footsteps of Satan. Indeed, Satan is a clear enemy to you".

According to data from the Central Statistics Agency (BPS) in 2021, the pharmaceutical, chemical and traditional medicine industry sector experienced growth of up to 9.61%, the Food and Drug Supervisory Agency (BPOM) also revealed that the cosmetics industry experienced an increase in the number of companies of up to 20.6% throughout 2021 to July 2022 from 819 to 913 companies. The rapid growth of the beauty industry is due to the development of digital platforms to expand the market to remote areas and abroad. However, the rapid growth of the beauty industry has not been fully supported by the guarantee of halal products and the slow halal awareness of consumers in Indonesia, the Indonesian Ulema Council's Food, Drug and Cosmetics Assessment Institute (LPPOM MUI) stated that until 2018 only around 10% of products were halal certified in Indonesia or as many as 688,615 products that had halal labels (Petriella, 2019).

In Indonesia, one of the local cosmetic brands that pioneered halal cosmetics, namely Wardah, which has been around since 1995, revealed that their sales are currently 30% online and 70% offline (Makmun, 2022). Indonesia also has a large potential halal cosmetics market where 87.2% of Indonesia's population is Muslim or 207 million people in 2020 (Indonesia.go.id, 2022) and 135.24 million people are women with a productive age of 68.52% (BPS, 2021). The development and potential of halal skincare is also supported by technological developments that open access to shopping anywhere through online marketplaces or e-commerce and driven by the Covid-19 pandemic which has changed consumer behavior. In addition, online shopping also offers many advantages such as transactions that can be done anywhere and at unlimited times, it also reduces time and costs, and there are many product choices in one place so it is more efficient. Consumers also easily find out information that is easier and more open to find out prices between different sellers. Of the many marketplaces, Tokopedia is currently the largest marketplace (Aeni, 2022).

E-Commerce dengan Pengunjung Web Bulanan Tertinggi (Kuartal III 2021)

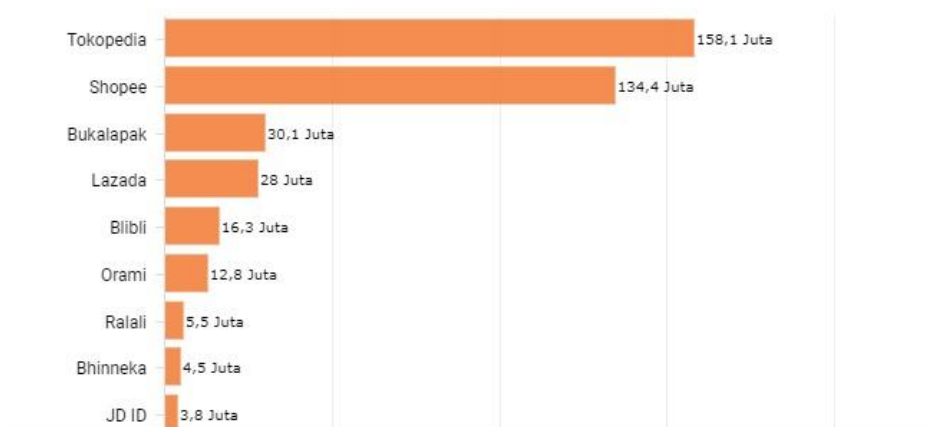


Figure 1. E-Commerce with the highest monthly web visitors

The increasing beauty trend and the potential of the large skincare product market in Indonesia, supported by technological developments through the marketplace, have increased the purchase of skincare products. Indonesia is the second largest country in terms of cosmetic consumption after India, in 2023 the cosmetic market share is estimated to increase by 6.9 percent to USD 90 billion (Bappenas, 2018). However, this increase is not accompanied by halal awareness of Muslim consumers in purchasing skincare products in the marketplace. The Indonesian cosmetic industry as a whole in 2017 experienced a shift in purchasing power which was directly caused by the economic slowdown. However, the main factor that influences it is consumer behavior. They tend to prioritize the experience in buying, rather than the product (Bappenas, 2018).

Halal awareness is defined as an understanding of the halalness of a product from a consumer so that they are careful in consuming a product. High halal awareness can affect the demand for halal products (purchase intention) (Adistiar Prayoga, 2018). Based on several studies, among the factors that influence consumer halal awareness are: religiosity (religious believe), self-identity, marketing mix, and halal certification (Adistiar Prayoga, 2018). According to Sholikhah in her research, halal knowledge, halal awareness, and brand image have a significant positive effect on the decision to purchase cosmetics labeled halal MUI by the millennial generation in East Jakarta City. It is hoped that domestic cosmetic manufacturers will immediately carry out MUI halal certification and labeling as a form of consumer protection (Sholikhah et al., 2021).

Rangkuti explained that the definition of halal labeling is the inclusion of a writing or a term halal listed on the product packaging which functions as a sign that the product is a halal product. The inclusion of halal labeling aims to meet market demands as a whole. A very important goal in including halal labeling is to

protect the beliefs of Muslim consumers so that Muslim consumers will not worry/hesitate in choosing or consuming products. According to Rangkuti, a product can be said to be halal and have a halal label if the product has received a halal certificate. A halal certificate is a fact written in a product that is in accordance with Islamic law and comes from the Indonesian Ulema Council (MUI) (Choirun Nisak, 2020).

Based on this background, the author will examine "Halal awareness of Muslim consumers towards purchasing skincare products in the marketplace", this study aims to determine how halal awareness of Muslim consumers is when buying skincare products through the marketplace as seen from the halal label listed on the skincare products purchased so that they avoid products that contain things that are forbidden in Islam.

2. RESEARCH METHOD

This study uses a qualitative research type with a descriptive approach. Qualitative research can be understood as a research method that uses descriptive data in the form of written or spoken language from people and actors that can be observed. This qualitative approach is carried out to explain and analyze individual or group phenomena, events, social dynamics, attitudes, beliefs, and perceptions. Meanwhile, a descriptive approach means an investigation that explains or explains a problem. Descriptive studies aim to explain populations, situations, or phenomena accurately and systematically (Ananda, 2021). The data sources used in this study usually come from the natural environment, namely various events that occur in social conditions and situations. The research process is carried out through direct interaction through observation, recording, and exploring sources related to the events being studied (Ananda, 2021). The study uses a literature study method, namely examining a document so that later conclusions or meanings can be drawn from the literature. The hope is that the meaning and information contained can provide new insights and knowledge about a problem (Iqbal Hakim, 2020).

3. RESULT AND DISCUSSION

Indonesia as the country with the largest Muslim population in the world certainly has great potential to become the center of the world's halal industry, in line with the target set by the Indonesian government in 2024. Currently, Indonesia has a Muslim population of more than 207 million (Indonesia.go.id, 2023). Based on the report from the State of the global Islamic economy in 2022, Indonesia also ranks fourth based on the Global Islamic Economic Indicator (GIEI) score, and ninth in the field of halal pharmaceuticals and cosmetics (Dinarstandard, 2022). In addition, the pandemic in 2020 also had a positive effect

on the development of the halal skincare industry, consumers began to shift from using cosmetics to skincare products, especially transactions through the marketplace which increased due to the pandemic which required minimizing direct contact.

The development of technology, especially the marketplace and the increasing use of technology are also opportunities, Indonesia is one of the countries with the highest internet and e-commerce penetration in the world along with Malaysia and Saudi Arabia. The growth of the halal skincare industry is also increasing, based on data from the Central Statistics Agency (BPS), it is stated that cosmetics which include the pharmaceutical, chemical, and traditional medicine industries have experienced growth of up to 9.61%. In addition, BPOM also noted that the cosmetics industry experienced an increase in the number of companies of up to 20.6 percent. A total of 819 cosmetic industries have increased to 913 industries since 2021 to July 2022. The increase in the cosmetics industry is dominated by SMEs, which is 83% (Fabiola Febrinastri, 2022).

From medium and large-scale industries, some have exported their products abroad such as to ASEAN, Africa, the Middle East and others. However, with great potential, there are also great challenges in the development of the halal skincare industry as described in the analysis above that the halal awareness of Indonesian Muslim consumers is still low, as evidenced by the highest sales of skincare products, namely imported brands that do not have the MUI halal label. In addition to low halal awareness, Indonesian Muslim consumers also still use a lot of imported products such as the Garnier and Skintific brands. Competition with fellow Muslim countries and non-Muslim majority countries that are starting to develop halal skincare products is also a challenge for Indonesian producers who must continue to develop the quality and variety of their products so as not to lose out to foreign producers. In addition to competition, the absence of global halal certification standards is a challenge for the development of the halal skincare industry. The lack of unity from Muslim countries in creating halal standards which in the end are also dominated by non-Muslim countries, even though determining halal and haram is the realm of Islamic sharia in its formulation.

The low awareness of the Indonesian people in competing, the Indonesian people only tend to be consumers and target markets for other countries, not as producers. Based on the results of a survey conducted by We Are Social in April 2021 which was quoted by Databooks Katadata.co.id, Indonesia is the first country out of 10 countries with the highest e-commerce users in the world, namely 88.1% of internet users are e-commerce users (Muslimin & Jafar, 2022). Halal awareness is an understanding of the halalness of a product from a consumer so that it makes him/her careful in consuming a product, where a Muslim realizes that his/her religion requires its followers to consume halal products. High halal awareness can affect the demand for halal products (purchase intention) (Adistiar Prayoga,

2018). The following are the five countries with the largest consumption of halal cosmetics in the world:

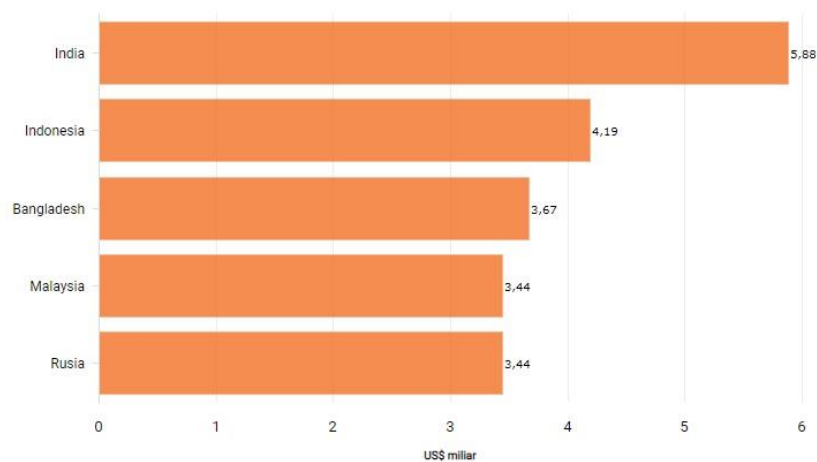


Figure 2. Countries with the largest consumers of halal cosmetics in the world (2020)

Indonesia itself as a Muslim majority country is the largest consumer of halal products in the world, while for the consumption of halal cosmetic and skincare products, Indonesia is in second place after India, reaching US\$4.19 billion in 2020. Based on a report from the State of the global Islamic economy in the last five years from 2017 to 2021, Muslim consumption has continued to increase, with the following data:



Figure 3. Indonesian Muslim spending on the Halal Cosmetics Industry (USD billion)

Since 2017, Indonesian Muslim consumption of halal cosmetic and skincare products has continued to increase, even in 2020 during the Covid-19 pandemic where the entire halal industry experienced negative growth, but the cosmetics industry continued to experience positive growth, namely from US\$4 billion to US\$4.19 billion. Meanwhile, skincare sales through the marketplace in the second quarter of 2022 reached IDR 292.4 billion. The large number of skincare products currently available with various formulas and ingredients that have been developed and the conditions in the midst of the pandemic have made consumers switch from using make-up to skincare, such as the results of an inventura study

conducted by Alvares which stated that 78.2% of respondents switched to skincare products. These data illustrate that the pandemic has not reduced the purchasing power of consumers of skincare products, especially transactions through the marketplace. The following is a list of the best-selling skincare brands in Indonesia in 2022 (Sutiani, 2022b):

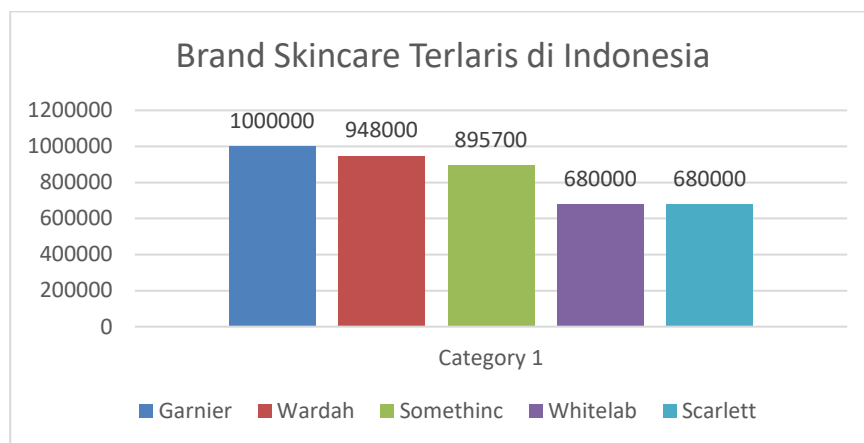


Figure 4. Best-selling skincare products in Indonesia 2022

Imported products are often considered to be of better quality than local products, although currently this paradigm is starting to shift, as evidenced by the increasing sales of local skincare products in the marketplace, although currently the highest sales are still held by imported products. Based on data obtained from [compas.co.id](https://www.compas.co.id), it states that the best-selling skincare brand in the largest marketplaces in Indonesia, namely Tokopedia and Shopee, is the French brand Garnier during the first semester of 2022. The types of Garnier products that are included in the best-selling product ranks are dominated by serum and moisturizing cream products, followed by local brands such as Wardah, Somethinc, Whitelab and Scarlett. From these data, it can be analyzed about the halal awareness of Indonesian Muslim consumers based on the MUI halal certification of these brands and the halal label of each best-selling product checked through the [halalmui.org](https://www.halalmui.org) page, the following data is obtained:

Table 1. Analysis of halal awareness of Indonesian Muslim consumers

Urutan	Merk terlaris	Asal	Produk terjual (Ribuan)	Total penjualan (Miliar)	Produk terlaris	Label halal MUI
1	Garnier	Prancis	1 juta	77,9	1. <i>Bright Complete Daily Kit</i> 2. <i>Sakura Glow Kit</i> 3. <i>Bright Complete Vitamin C 30x Boos</i>	1. Belum terdaftar 2. Belum terdaftar 3. Belum terdaftar

2	Wardah	Lokal	948	34,2	1. Lightening Series 2. UV Shield Sunscreen Gel SPF 30 PA+++ 3. Lightening Face Toner	1. Terdaftar 2. Terdaftar 3. Terdaftar
3	Somethinc	Lokal	895,7	99,8	5% Niacinamide + Moisture Sabi Beet Serum	Terdaftar
4	Whitelab	Lokal	680	48,5	Brightening Face Serum	Belum terdaftar
5	Scarlett	Lokal	680	78,3	Whitening Acne Serum	Terdaftar

Based on the data above, it can be seen that the best-selling skincare products from France, namely Garnier Bright Complete Daily Kit, Sakura Glow Kit, and Bright Complete Vitamin C 30x Boos, have not been registered for MUI halal certification. Meanwhile, local skincare products that have not been registered for MUI halal certification are Whitelab Whitening Acne Serum, while all Wardah products consisting of Wardah Lightening Series, UV Shield Sunscreen Gel SPF 30 PA+++ , and Lightening Face Toner have been registered for MUI halal certification, apart from Wardah which is indeed a pioneer of halal skincare in Indonesia, local products from Somethinc and Scarlett have been registered for MUI halal certification. This proves that the halal awareness of Indonesian Muslim consumers is still low with the high purchase of skincare products that do not have a halal label, more than one million products sold for Garnier and 680,000 sold from Whitelab products. Most imported products still do not have a halal label compared to skincare products produced by local producers. In addition to Garnier, there are other imported products that sell well in Indonesia, such as Skintific, which is in the top five best-selling serums in Indonesia for the period 1-15 September 2022 and has a market share of 9.33% and a sales quantity of more than 18 thousand products (Sutiani, 2022). Based on a search on the halalmui.org page, not a single Skintific product that has entered Indonesia has been registered for halal certification. This also indicates the low halal awareness of Indonesian Muslim consumers, especially towards imported products.

4. CONCLUSION

Imported products are often considered to be of better quality than local products, although currently this paradigm is starting to shift, as evidenced by the increasing sales of local skincare products in the marketplace, although currently the highest sales are still held by imported products. The best-selling skincare brand in the largest marketplaces in Indonesia, namely Tokopedia and Shopee, is the French brand Garnier during the first semester of 2022. followed by local brands such as Wardah, Somethinc, Whitelab and Scarlett. The best-selling skincare product from France, namely Garnier, has not been registered for MUI halal certification. Meanwhile, local skincare products that are also not registered

for MUI halal are Whitelab, while all Wardah products are registered for MUI halal, in addition to local products from Somethinc and Scarlett have been registered for MUI halal.

This proves that the halal awareness of Indonesian Muslim consumers is still low with the high purchase of skincare products that do not have a halal label. Most imported products still do not have a halal label compared to skincare products produced by local producers. In addition to Garnier, there are other imported products that sell well in Indonesia such as Skintific, based on a search on the halalmui.org page, there is not a single Skintific product that has entered Indonesia that has been registered for halal certification. This also indicates the low halal awareness of Indonesian Muslim consumers, especially towards imported products.

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