Discourse of Consumer Perception: How Important is Halal Value Chain at Cosmetic Products for Women?

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**ABSTRACT**

In the era of globalization, the rapid growth of economic, technological, and cultural aspects has significantly increased the living needs of the population. This research adopts a discourse analysis approach to explore the importance of Halal Beauty Products for Women in Indonesia, focusing on the halal supply chain management aspects within the cosmetics industry. Cosmetics have evolved into a primary necessity for enhancing women’s beauty, contributing to the flourishing cosmetics industry in Indonesia. This qualitative research employs in-depth interviews with five respondents aged 17-22 to unravel consumer perceptions of Halal Beauty Products. Data collection utilizes semi-structured interviews, allowing for deeper exploration and potential adjustments to the interview process. Thematic analysis is applied to the gathered data, comprising positive reviews, celebrity endorsements, and the significance of kosher insignia in the adoption of halal cosmetics. The research identifies that while positive reviews and celebrity endorsements influence consumer perceptions, the halal symbol plays a crucial role due to limited consumer comprehension of the halal value chain. The halal logo emerges as a pivotal factor in instilling consumer confidence in the halal authenticity of cosmetics. In conclusion, consumer trust in halal cosmetics is influenced by the halal seal, endorsements, and positive reviews, even though awareness of the halal value chain remains limited among consumers. This discourse analysis sheds light on the dynamics of consumer perceptions, emphasizing the role of discourse elements in shaping trust in the halal cosmetics market.

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**1. Introduction**

Consumerist behavior involves actions and social relationships undertaken by individual consumers, groups, or organizations to assess, acquire, and use goods and services through exchange or purchase...
processes initiated by decision-making processes determining those actions (Harahap et al., 2023). The existence of reference groups also plays a role in the purchase of Halal products. Reference groups are considered reference frameworks for individuals in their purchasing or consumption decision-making. These reference groups strongly influence individuals’ lives, as they relate to the group’s recognition of its members (Mowen & Minor, 2002). The internet, serving as a platform for purchasing products and advanced technology for online shopping, impacts every aspect of decision-making in purchasing a product, including choosing between Halal and non-Halal products (Sari et al., 2023).

According to the Qur’an, Halal refers to something permitted by Allah and is related to many aspects of daily life, such as food, drinks, clothing, cosmetics, occupations, and so on. The Global Halal Business Trend in 2016 indicated that ten sectors significantly contributed to the Halal industry in business and economy, one of which is Halal cosmetics. Halal cosmetics are cosmetics that meet the standards of Halal and have obtained a Halal certificate from MUI, the Indonesian Ulama Council. The MUI certificate indicates that the product is deemed Halal according to Islamic law. This Halal certificate is a requirement to obtain permission from the relevant government agency to attach the Halal label to product packaging so that consumers can consume the products safely without violating Allah’s prohibitions (Gunawan & Maryono, 2022).

The growth and development of the cosmetics industry increased by 9% in 2019, higher than the growth in 2018 of about 7.3%. This was partly driven by the increased demand for beauty and personal care products. As of 2019, the government recorded 797 large cosmetics industries and small and medium enterprises (SMEs) in Indonesia. This number is higher than the previous year, 2018, where there were only 760 companies, including large companies, small, and medium enterprises (SMEs) (Hasanah et al., 2022).

Halal brand personality or Halal brand personality refers to a concept that draws on human psychology and consumer behavior theories. In fact, a brand’s personality is akin to a human personality, describing the brand with distinct and enduring human characteristics (Miftahuddin et al., 2020). The brand’s personality also has a significant influence on a person's attitudes. A brand’s personality, like an individual's personality, is not easily changed, and there is a strong relationship between personality and the brand. This means that a brand's personality is closely related to consumer personality, leading consumers to choose brands that match their personalities (Makkiyah & Andjarwati, 2022).

According to Sharia perspectives, products hold significant importance, with the Qur’an employing the concept of production in a very broad sense. Producing a commodity should always be related to human needs. Islam teaches to pay attention to the quality of a product, including its Halal status (Alfatiha, 2022). The Halal status of a product is a mandatory requirement for every consumer, especially for Muslim consumers. Certification and labeling of Halal products need special attention from the government, especially for food products, which are primary needs and consumed massively (Supriadi et al., 2020). The aforementioned issues serve as the foundation for researchers wanting to investigate the importance of Halal cosmetic products for women. Given the booming sales of cosmetics in Indonesia and the increasing level of consumerism among adolescents, this phenomenon needs to be questioned. What is the current perception of teenagers towards Halal beauty products circulating in the Indonesian market? What is the awareness level of women regarding Halal products? Through this research, it is hoped that the questions above, which are part of the issues of a phenomenon, can be answered (Nashirun, 2020).

Nashirun (2020) explains that the word “halal" comes from the Arabic word "الحل" (المفتتح), meaning "open" (المفتتح). Technically, it refers to anything that is not prohibited for use or any action that Sharia permits. Halal (in Arabic meaning "permissible") refers to any object or activity whose use or practice is allowed in Islamic law. This term is commonly used in everyday vocabulary to refer to food and beverages or anything used that is permitted according to Islamic law, depending on its type and method of acquisition. Halal has a counterpart called "thayyib," which means "good." Food and beverages or anything used should not only be Halal but also thayyib; whether it is fit for consumption or not, or good for health (Fauzi, 2018). In a Hadith, Ibn Taymiyyah (may Allah have mercy on him) explains, "The original ruling on everything is viewed in terms of gradations and attributes; everything is permissible for humans. The original ruling is also purity, not prohibited for wearing, drinking, or touching. This principle covers various issues and its nature is general" (Majmu’ Al-Fatawa, 21: 535). According to Yusuf al-Qardawi, before the advent of Islam, the world was in illusion and confusion about what should be Halal and what should be Haram (Subagyo et al., 2020). Halal becomes important for society when they attempt to live according to its principles, consumer protection
being one of the main principles of Halal regulation, especially in Indonesia. According to the Global Islamic Finance Report 2013, there are four stages or phases in the development of halal products (Kusnadi, 2019):

a. The first halal stage is the assurance of a product’s halal status based solely on trust.

b. The second stage of halal assurance is based on the halal certificate attached to the product.

c. In the third stage, trust is achieved by ensuring that all halal product supply chains comply with Islamic Shariah law and are audited and certified by competent certification bodies.

d. The fourth stage relates to the halal value chain, where international Islamic food companies can manage the entire supply chain from farm to table.

According to Kusnadi (2019), the regulations for halal products in Indonesia can be seen in the following documents, divided into two periods, the first period before the Halal Product Guarantee Law (JPH Law). One of them is the Halal Product Regulations of the Consumer Protection Law (UUPK), which is only regulated in Article 8(1), which reads as follows: "Businesses are prohibited from producing and/or trading goods and/or services that do not comply with regulations about halal production, such as claiming "halal" on labels. More clearly about the Law is in Law No. 33 of 2014 concerning Halal Product Guarantees (JPH Law) Article 4, which reads: "Products entering, circulating, and traded in the territory of Indonesia must have a halal certificate." The provision relates that every product (food, beverages, medicines, and cosmetics) circulating and traded in Indonesia must have a halal certificate (Wajid, 2019).

Supply chain is a network of agencies that collaborate to make products and deliver them to end users. These agents typically include suppliers, offices, distributors, stores or dealers, and supporting agents such as logistics service agents (Ahmad & Ekowati, 2018). The potential of the halal industry is enormous, both in domestic and international needs in Indonesia. The demand for commodities with halal assurance for Muslim countries even in majority non-Muslim countries continues to increase from year to year, in the form of foodstuffs, medicines, and cosmetics. From 2017 to 2018, it grew by 5.1% or reached $1.37 trillion in 2018. Indonesia's population, which reached 267 million with 87% Muslim, actually constitutes a very large domestic market for halal products. Unfortunately, Indonesia only becomes a consumer country of halal products and not a producer (Nugroho et al, 2020). Coordination is one of the very important supporting factors needed to support the smooth running of the supply chain, especially the smooth distribution process (Dolfinus et al., 2022). The supply chain is a key factor in the efficiency of supply chain operations, as coordination involves the flow of information, material flow. If the coordination of supply chain activities is not smooth, then the function of the supply chain will be disrupted. These actors are actors in the supply chain from suppliers, producers, distributors, warehouses, retailers to end users or consumers (Yulian et al., 2019).

Consumer behavior in decision making is a pressure from within an individual after experiencing or using a product, thus stimulating them to buy products to satisfy their needs (Adriani., Lisa & Ma’ruf, 2020). There are several indicators to measure consumer decisions, such as product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method (Karnita., Ita., & Aprilia, 2021). Consumer knowledge is also another aspect that can influence consumer decisions (Tyas & Supriyanto, 2022). According to the American Marketing Association, consumer behavior is the dynamic interaction between influence and cognition, behavior, and events around us where humans perform aspects of their lives (Setiawan & Sunyoto, 2022). This includes the process and activities when someone interacts with the search, selection, purchase, use, and evaluation of products and services to meet their needs and desires (Irwansyah et al, 2021). Consumer behavior is the underlying factors that drive consumers to make purchasing decisions (Hawkins, Best, & Coney, 2007). Consumer behavior is influenced by various factors, including cultural, social, personal, and psychological factors (Kotler & Amstrong, 2012). These factors are not entirely controlled by companies. Consumer purchasing behavior involves a series of physical and mental actions experienced by consumers when they are going to purchase a particular product. The stages of the purchase decision-making process include problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Kotler & Amstrong, 2012; Hawkins, Best, & Coney, 2007).

The gap of this research are more about the the limited exploration on discourse practice which related to the customer behavior. The gap appears on the dept of analysis concerning discursive practices which discuss more about the using of language or words employed by customer and marketer in terms of halal cosmetic. Even though economic, technological and cultural growth and development in the current era of globalization is increasing rapidly, it is not clear how this study discusses and analyzes discourse in the
context of halal supply chain management and halal beauty products in Indonesia. This research focuses on determining the importance of halal beauty products for women, but it is necessary to clarify how this study explores certain aspects of discourse that are relevant to this context. Regarding this Phenomenon, this research will aim to find how does the halal perception of cosmetic customers play roles in the buying decision process, the research will also focus on how important is the halal value chain to the customer in the buying decision of cosmetic goods. In addition, the discourse of halal on customer perception has to be discussed more especially on how customer’s perception align with the meaning of halal word on the product or on the process of creating it.

3. Method

The method used in this research is qualitative through in-depth interviews with a group of respondents. The researcher will focus on questions like 'why' and 'how' to further describe this research. This descriptive research will refer to systematicity and accuracy, facts, and characteristics about the population or specific things (Saifuddin, 1997). The data collection technique in this study is purposive sampling, where the researcher makes specific considerations in selecting subjects, including: (1) the researcher selects subjects based on their interest in using cosmetics, and (2) the researcher selects subjects based on their educational background, at least high school or equivalent, and their religion, which is Islam.

The data collection method used is semi-structured interviews. Interviews are conducted to delve further into the topic with the possibility of adding new questions if necessary. The researcher will conduct in-depth interviews with 4 respondents selected within the age range of 17-22 years. The data obtained will be elaborated, analyzed, and further discussed as the research results. The stages in conducting this research begin with online observation through internet searches. Research respondents are determined based on the research objectives. The researcher prepares interview guidelines conducted through FGD, Direct Interviews, Zoom Meeting Interviews, and conversations via WhatsApp. After successfully collecting the data, the researcher analyzes the data using thematic analysis and the discourse analysis approach, including:

1. Understanding the data
   The researcher collects data which is then consolidated and understood by reviewing the interview transcripts or even listening to recordings of the interview subjects. Personal notes in understanding the data are made so that the researcher can delve deeper and find the meaning contained within the data to be analyzed.

2. Coding
   The second stage in the thematic analysis process is coding. The researcher labels questions that correspond to the research questions. Then the researcher reviews the coded data and groups the created codes according to the essence or meaning of each code.

3. Finding themes
   In the final stage, the researcher attempts to find themes that correspond to the research objectives, where these themes depict something important related to the research problem and describe patterns of the phenomenon under study. Tentative themes are determined based on the researcher’s observation of codes and groups that have similarities or differences in meaning. When tentative themes are compiled, each is then recalculated based on its significance and relevance to the research questions, which are then integrated into one overarching theme.

4. Discourse analysis
   It offers a valuable methodological and epistemological direction for marketers who, while willing to subject the mainstream marketing discourse to scrutiny and analysis are also able to examine some of the reasons why dominant discourses about marketing remain powerful and widely accepted (Caruna & Fitchett, 2015).

4. Result

The data collection of the research shown that there are some focus themes that should be pointed and discuss more as the findings of this study. The 4th respondents show their enthusiasm of being interviewed by the researchers and willing to be part of this study. Table 1 describes the result of the interview from all
respondents which each respondents have different number of interview meeting depend on the deepness of their answer. The first respondent needs 3 times meeting, while the other respondents gave enough information with only two time for the interview meetings. Therefore, the table below is the summary of interview which are important.

**Table. 1 Person Coding**

<table>
<thead>
<tr>
<th>Transcripts</th>
<th>R</th>
<th>Open</th>
<th>Axial</th>
<th>Selective</th>
</tr>
</thead>
<tbody>
<tr>
<td>In my opinion, halal products are those that use ingredients that do not come from items considered forbidden.</td>
<td>R1</td>
<td>The forbidden things</td>
<td>Ingredient of product</td>
<td></td>
</tr>
<tr>
<td>If a product is halal, it means it is certified halal and already, um, what? It complies with Islamic Shariah requirements.</td>
<td>R2</td>
<td>There is Halal certificate</td>
<td>Terms and conditions of Islamic law</td>
<td></td>
</tr>
<tr>
<td>Seeing if it has the halal logo or not</td>
<td>R1</td>
<td>The existence of a halal logo</td>
<td>The importance of halal certification</td>
<td></td>
</tr>
<tr>
<td>In my opinion, if it has the halal logo, that alone indicates that the product is halal.</td>
<td>R4</td>
<td>The existence of a halal logo</td>
<td>The importance of halal certification</td>
<td></td>
</tr>
<tr>
<td>If the composition ingredients are Halal and there's also a halal label on it, then that's it.</td>
<td>R2</td>
<td>Halal ingredients and composition</td>
<td>The importance of halal certification</td>
<td></td>
</tr>
<tr>
<td>Because maybe, local brands, because Indonesians are mostly Muslim, they might prefer products with, um, halal ingredients. Hmm, maybe I'll look for another similar brand then.</td>
<td>R3</td>
<td>Preference for local products Search for alternative brands</td>
<td>The influence of local products on the use of halal products Consumer preferences</td>
<td></td>
</tr>
<tr>
<td>If I prefer products that have been, what's it called? Halal certified.</td>
<td>R4</td>
<td>Trust in halal certified products</td>
<td>The importance of halal certification</td>
<td></td>
</tr>
<tr>
<td>The important thing for me is to see if there is a halal label and it's already halal certified, then I'll just take it and buy it.</td>
<td>R2</td>
<td>Priority for halal labels and halal certification</td>
<td>The importance of halal certification</td>
<td></td>
</tr>
<tr>
<td>So far, I don't understand and haven't looked into it yet. Yeah, because there are many benefits when we choose halal products like, um, for maintaining the health of our skin and also for adhering to the Islamic Shariah.</td>
<td>R1</td>
<td>Lack of knowledge Benefits of halal products for skin health The importance of choosing products that comply with Islamic law</td>
<td>Ignorance</td>
<td></td>
</tr>
<tr>
<td>R1</td>
<td>The importance of product transparency</td>
<td>The role of transparency in purchasing decisions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R2</td>
<td>Criteria for skin needs</td>
<td>Understanding of the product</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Well, in terms of finding out, not really, you know? What matters is like my skin needs, for example. Like, I get acne, right? So, also, the composition that's suitable for my skin needs, that's it.**

| R1 | Criteria for skin needs | Understanding of the product |

**Yeah, because sometimes some ingredients, right, they may not be suitable, right? Some might not be suitable depending on the skin type as well.**

| R2 | There is halal certification | The importance of halal certification |

**As for the halal label, I've never used, for example, those that haven't been officially approved, so I'm afraid even though they might be halal, I'm still not brave enough to try those that haven't been officially approved, like by MUI.**

| R1 | Product selection | The importance of halal certification |
| R2 | Product selection | The importance of halal certification |

**Usually, I just buy it as long as it has the halal label.**

| R3 | Search for information about halal | Halal uncertainty |

**Maybe it can't be called thorough either, because as long as it has the halal logo, it's enough.**

| R2 | desire to buy | The importance of halal certification |

**EHmm, maybe for those who are really into it, they'll search first whether it's really halal or not. But if it turns out it's really not halal, then whether they like it or not, they won't buy it.**

**Even though I really want to buy the product, but if it's not halal, I won't buy it.**

| R1 | The decision to discontinue use of a product | Halal uncertainty |

**Maybe I'll stop using it. Yeah, because if it's not halal, we don't know what caused it to be not halal, you know.**

| R2 | Continuing to use products that are not certain to be halal | Halal uncertainty |

**If I've already bought this, and it turns out it's not MUI certified and doesn't have the halal label, then I'll use it first. But for next time, I won't buy that product again, I won't use it again.**

| R1 | Information search | Adapt to needs |

**I don't really have a strategy, I usually just ask my friend who has the same skin type. For example, if person A uses this brand and**
person B uses that brand. It's more like, for oily skin type, which one is actually more suitable, A or B.

Maybe in terms of quality, for example, the quality of this lipstick is better than that of B, and also the ingredients are better for A, then I can determine which one is good.

Asking someone trustworthy, someone close, so it can be trusted.

Product safety, and also, I mean, whether the ingredients used are safe for us or not, you know. And also, what's important is that it's halal, because it wouldn't be possible for us as Muslims to use something that's haram.

There are, um, for example. Maybe if you buy brand A, its advantage is, um, it's cheap, right? And then if you buy brand B, its disadvantage is, for example, it's expensive, but its, um, coverage, its coverage is actually, um, better than this brand. So, there are definitely pros and cons like that.

As for being more detailed, I'm not really someone who goes into that kind of detail. But what's important is that we know, for example, from people's reviews, if the product is safe, then that's it, and it's also suitable for my skin's needs, so yeah, I'll just use it like that.

Yeah, because even if it's just a cosmetic product, if it's not halal, it would feel strange, wouldn't it, for us as Muslim women to use non-halal products.

Yeah, because halal products are guaranteed to be safe, especially for skincare, so we already trust them. Especially when they're halal certified. That's why I dare to use them. With non-halal products, we don't know if the ingredients are in line with Islamic law. Maybe gelatin is made from pork, so I wouldn't dare. Maybe if I'm comparing, I'm not sure because I haven't found any cosmetic products, so far the ones I use haven't found any that are non-halal.

Oh yeah, it's clear, if the product is halal, then I'll just buy it. I'm confident to buy it because it has the halal label.
| Yeah, social media has a big influence. Like I mentioned earlier, I look for information through reviews, so it’s very influential. | R1 | The influence of social media | Helping consumers make purchasing decisions |
| So far, I haven’t tried any non-halal products yet. Alhamdulillah. | R2 | The importance of halalness | The importance of halal certification |
| So far, yeah, it’s important. Especially skincare, right? It’s a daily necessity, so I prioritize skincare more. | R2 | The importance of skincare | Consumer needs |
| For halal products, they’re already guaranteed, you know. The ingredients are already guaranteed to be safe and certified by MUI. So if it’s not certified by MUI, then I wouldn’t dare to try it. That’s the difference between non-halal products, they might use pork oil or something. | R2 | Trust in the safety of halal products | The importance of halal certification |
| Yes, I choose halal because I’m also a Muslim. And I wouldn’t dare to use non-halal products. | R3 | The importance of halalness | Religious values |
| It’s a coincidence, my friends in the neighborhood also look at the composition of the products. They are also more detailed about the ingredients. And they also use halal products. So, they also influenced me to use those products. | R2 | The influence of peer group on product selection | Helping consumers in making purchasing decisions |
| Yeah, it’s clear, because I feel safe when using products that comply with Islamic law. | R2 | Product safety | Terms and conditions of Islamic law |
| Social media influence, right? (Yes) It does have quite an influence on me because I often scroll through TikTok for product references that are safe. So yeah, it does have a significant influence on me. | R2 | The influence of social media | Helping consumers in making purchasing decisions |
| The goal is to avoid sin and gain rewards. By following Islamic law and using halal products, we accumulate more rewards, thus offsetting our sins. | R3 | Reasons for using halal products | Terms and conditions of Islamic law |
| For me, I just look at the halal logo because I don’t really understand what ingredients are used. But yeah, I just search first to be safe. Sometimes there are fake halal logos. So, by searching what ingredients are used, then it’s safe to believe it’s halal. | R2 | Information search | The importance of halal certification |
Yeah, as Muslims, if a halal product is already certified, then it’s like, that’s it. I only dare to use halal products, I’m not brave enough to use various types.

I’m not sure, you know. But in my opinion, if it’s a halal product, it’s definitely environmentally friendly.

Yeah, as long as it’s halal, that’s it, no need for it to be an identity for me.

Yeah, I wouldn’t buy it.

|Yeah, as Muslims, if a halal product is already certified, then it’s like, that’s it. I only dare to use halal products, I’m not brave enough to use various types.\n|---|---|---|
|R3|Product safety|The importance of halal certification|

|I’m not sure, you know. But in my opinion, if it’s a halal product, it’s definitely environmentally friendly.\n|---|---|---|
|R2|Halal products and environmentally friendly|Perception of halal products|

|Yeah, as long as it’s halal, that’s it, no need for it to be an identity for me.\n|---|---|---|
|R4|Identity|The importance of halal certification|

|Yeah, I wouldn’t buy it.\n|---|---|---|
|R3|Decision not to purchase|Determining factors in the decision not to purchase|

Referring to the provided table, a comprehensive understanding of halal consumerism unfolds, particularly focusing on the pivotal aspect of product certification. The data in the table distinctly illustrates that halal certification serves as a tangible confirmation, signifying adherence to the rigorous criteria established by Islamic authorities. Whether the context involves food, cosmetics, or other consumables, the significance of halal certification cannot be overstated. This certification extends beyond a mere formality; it provides consumers with a robust assurance that the product’s ingredients, manufacturing processes, and overall production align meticulously with Islamic guidelines. As evident from the table, the pursuit of halal-certified goods is driven by consumers’ explicit intention to make informed and discerning choices. The data underscores the active role of consumers in supporting businesses that prioritize and demonstrate compliance with halal standards. The nuanced breakdown in the table reveals that halal consumerism is not a monolithic concept; rather, it is dynamically tailored to the diverse preferences and priorities of individual Muslims. Noteworthy variations emerge, with some consumers specifically concentrating on ensuring the absence of certain forbidden ingredients in their food choices. On the other hand, a substantial segment of consumers expands their considerations to clothing choices, actively seeking garments that are both modest and ethically produced.

The detailed insights from the table paint a vivid picture of the multifaceted nature of halal consumerism. It is inherently adaptable, allowing for personalized approaches that enable individuals to navigate the market in a manner that resonates with their unique interpretation of Islamic values. The interplay between consumer choices and market dynamics is intricate, as reflected in the nuanced patterns highlighted in the table. Transitioning to the context of halal cosmetics, the table sheds light on the explicit criteria that delineate beauty and personal care products as halal. The table explicates that the concerns driving this category of consumer choices revolve around avoiding ingredients considered haram (forbidden) in Islam. Key considerations include steering clear of ingredients derived from pork, alcohol, and certain animal by-products. Additionally, the table emphasizes the ethical dimensions of halal cosmetics, signaling that these products are produced using practices that align with Islamic principles and are cruelty-free.

A noteworthy aspect illuminated by the table is the global impact of halal cosmetics. It cogently captures the increasing awareness and purchasing power of Muslim consumers on a global scale. The cosmetics industry’s response, as articulated in the table, involves introducing certified halal products and adapting manufacturing processes to meet halal standards. This strategic response not only caters to the needs of Muslim consumers but also creates market niches that transcend religious considerations. The data suggests that non-Muslim consumers are increasingly drawn to the ethical and cruelty-free attributes associated with halal cosmetics, contributing significantly to the growth of this industry on a global scale. In the specific context of Indonesia, the table provides valuable insights into the mandatory nature of using halal...
cosmetics for women. The majority-Muslim population in Indonesia, as reflected in the table, perceives the use of halal cosmetics as an essential necessity. However, the table nuances this perception by elucidating that the concept of halal itself is perceived as less specific and holds varying meanings among the respondents in the study. Despite this, the unanimous agreement among respondents is that the halal status of a cosmetic product is a non-negotiable prerequisite before making a purchase. The table further unpacks the belief among consumers that all products entering Indonesia are already guaranteed halal due to the country’s predominant Muslim population. This prevalent belief is strongly held, leading consumers to conclude that specific, in-depth knowledge about the products is unnecessary.

Referring to the table, it can be observed that a fundamental aspect of halal consumerism lies in product certification. This certification serves as a tangible confirmation that a product aligns with the stringent criteria set by Islamic authorities. Whether pertaining to food, cosmetics, or other consumables, halal certification provides assurance to consumers that the product’s ingredients, manufacturing processes, and overall production adhere to Islamic guidelines. The pursuit of halal-certified goods reflects consumers' desire to make informed and discerning choices, endorsing businesses that prioritize compliance with halal standards. Notably, halal consumerism is not a universal concept; rather, it is customized to the diverse preferences and priorities of individual Muslims. While some consumers concentrate on ensuring the absence of certain forbidden ingredients in their food, others broaden their considerations to clothing choices, seeking garments that are both modest and ethically produced. The diverse nature of halal consumerism allows for personalized approaches, enabling individuals to navigate the market in a manner most aligned with their interpretation of Islamic values.

Halal cosmetics, within this context, refer to beauty and personal care products that adhere to Islamic principles and abstain from ingredients considered haram (forbidden) in Islam. Common concerns include avoiding ingredients derived from pork, alcohol, and certain animal by-products. Additionally, halal cosmetics are produced using ethical practices and are cruelty-free. Motivated by their beliefs, many consumers actively seek halal alternatives in the cosmetics industry, thereby generating demand for products with clear halal certification. The global impact of halal cosmetics is considerable, reflecting the increasing awareness and purchasing power of Muslim consumers. The cosmetics industry has responded to this demand by introducing certified halal products and adjusting manufacturing processes to meet halal standards. This not only caters to the needs of Muslim consumers but also establishes market niches that transcend religious considerations. Non-Muslim consumers are becoming increasingly aware of the ethical and cruelty-free aspects associated with halal cosmetics, contributing to the industry’s growth on a global scale.

The use of halal cosmetics has become a mandatory necessity for women, particularly in Indonesia, where the majority of the population is Muslim. However, the concept of halal itself is perceived as less specific and holds varying meanings, especially among the respondents in this study. All respondents unanimously agree that the halal status of a cosmetic product is a prerequisite before making a purchase. Nevertheless, due to Indonesia’s predominantly Muslim population, consumers feel that all products entering the country are already guaranteed halal. This belief is strongly held, leading consumers to believe that specific knowledge about the products is unnecessary.

5. Discussion

Halal is an issue that always remains relevant among Muslims worldwide. The development of the meaning of halal itself continues to evolve and urges consumers to think more intelligently. Halal consumerism, rooted in Islamic principles, encompasses various considerations that guide Muslim consumers' choices in their daily lives. This extends beyond food and reaches many other areas such as finance, cosmetics, clothing, and travel. In addition, halal consumerism reflects a commitment to aligning one's lifestyle with Islamic values and ethical practices. It is a self-awareness approach that influences buyers’ choices, encouraging consumers to seek goods and services that are not only legal but also in line with broader principles such as justice, compassion, and social responsibility.

One fundamental aspect of halal consumerism is the certification of products. This certification serves as tangible confirmation that the product meets the strict criteria set by Islamic authorities. Whether it’s food, cosmetics, or other consumable items, halal certification provides assurance to consumers that the product’s ingredients, manufacturing processes, and overall production align with Islamic guidelines. The search for halal-certified goods reflects consumers' desire to make informed and careful choices, supporting businesses
that prioritize compliance with halal standards. Halal consumerism is not a universal concept; instead, it is tailored to the diverse preferences and priorities of individual Muslims. Some consumers may focus on ensuring the absence of certain forbidden ingredients in their food, while others expand their considerations to clothing choices, seeking modest and ethically produced garments. The diverse nature of halal consumerism allows for personalized approaches, where individuals navigate the market in a way that is most aligned with their interpretation of Islamic values.

Halal cosmetics refer to beauty and personal care products that adhere to Islamic principles and do not contain ingredients considered haram (forbidden) in Islam. Common concerns include avoiding ingredients derived from pork, alcohol, and certain animal by-products. Additionally, halal cosmetics are produced using ethical practices and are free from cruelty. Many consumers, motivated by their beliefs, seek halal alternatives in the cosmetics industry, thus creating demand for products with clear halal certification.

The global impact of halal cosmetics is significant, reflecting the increasing awareness and purchasing power of Muslim consumers. The cosmetics industry has responded to this demand by introducing certified halal products and adapting manufacturing processes to meet halal standards. This not only caters to the needs of Muslim consumers but also creates market niches that transcend religious considerations. Non-Muslim consumers are increasingly aware of the ethical and cruelty-free aspects associated with halal cosmetics, contributing to the growth of this industry on a global scale.

Using halal cosmetics has become a mandatory necessity for women in particular. However, the concept of halal itself is perceived as less specific and has varying meanings, especially among the respondents in this study. All respondents agree that the halal status of a cosmetic product is a prerequisite before making a purchase. However, because Indonesia has a majority Muslim population, consumers feel that all products entering Indonesia are already guaranteed halal. This belief is strongly felt by consumers, leading them to feel that there is no need for specific knowledge about the products. Role models play a significant role in strengthening consumers’ confidence in using particular beauty products. Even if a product is not certified by the Indonesian Food and Drug Monitoring Agency (BPOM) or the Indonesian Ulema Council (MUI), consumers feel safe using it if a well-known figure has endorsed it. Some viral products also serve as reasons for consumers to purchase them without considering their origin or manufacturer. Indonesian society has a group culture where if one member, family, or close friend uses a product, there is a high likelihood that others will also use it.

The halal logo has become a significant selling point for beauty product manufacturers. It’s not only crucial for major players but also for local producers who are competing in the market. To obtain the halal logo in Indonesia, several steps in licensing procedures must be followed, including laboratory tests. Through the halal logo displayed on the product, it indicates that everything contained in the product is compliant with Islamic Shariah. Consequently, consumer trust in cosmetics labeled as halal undoubtedly increases significantly. This aligns with the statement made by the respondents, which is:

"Most importantly, as long as I see the halal label and it’s already certified halal, then I’ll just take it and buy it."

"Yeah, because halal products are guaranteed to be safe, especially for skin care, so we already trust them. Especially when they’re halal certified. That’s why I dare to use them. With non-halal products, we don’t know if the ingredients are in line with Islamic law. Maybe gelatin is made from pork, so I wouldn’t dare to use it."

As time and technology progress, consumers’ perspectives become broader. Consumers are more meticulous in choosing the cosmetics they use. Comfort and product safety are certainly paramount, especially when the product already bears the halal logo or has been certified by the government's BPOM logo. The importance of halal products is not only indicated by the logo itself but also by the process undergone by the product. Table 1 below shows that the interview results with respondents were quite thorough regarding the selection of halal cosmetic products. Besides emphasizing safety, as stated by the respondent below, a halal supply chain appears to be important to consider as well.
"Safety of the product, and also, I mean, whether the ingredients used are safe for us or not, you know. And also, what’s important is that it’s halal, because it wouldn’t be possible for us as Muslims to use something that’s haram."

The supply chain of a product is very important and certainly determines the halal and safety of a product. Consumers feel that halal cosmetics are very important and undoubtedly safe. However, consumers do not understand how a product can be considered halal (besides products that are halal certified). If a product does not have halal certification, consumers will switch to other products that are more guaranteed. However, in some cases, there are consumers who still use it based on reviews from previous consumers.

"If it’s for, in more detail, I’m not really someone who goes into that kind of detail. But, what’s important is that we know, for example, from people’s reviews, if the product is safe, then that’s it, and it’s also suitable for my skin’s needs, so yeah, I’ll just use it like that."

Consumer decision-making processes based on knowledge of the Halal Value Chain itself are very low. The word halal is considered to be a term that simply provides safety. However, a halal product itself has a very deep and broad meaning, such as halal raw materials, manufacturing processes in accordance with Shariah, a good and environmentally friendly supply chain, sales that comply with Islamic law, and finally reaching consumers for consumption. From the interview results, it was found that consumers’ ability to think about this pattern is very narrow, so a product is deemed safe to use if it only has the halal logo, or/and due to good reviews. However, consumers are reluctant to find out or investigate the cosmetic products they use themselves. Customer has to be educated and learn more about the meaning of halal word on cosmetic goods.

The impact of the less knowledge of it broadly spread to their response on purchasing. Customers discuss and assess halal cosmetics, engaging in discursive practices. This category includes, among other things, discussions with coworkers, internet reviews, interactions on social media, and private thoughts regarding their purchase decisions. Customers can select cosmetics according to specific criteria and languages, like ethical manufacture, transparent ingredient lists, and halal certification. The using of language on those products itself will influence the decision. The trust from words strongly attached to the customers especially when it comes to the transparency of the products, such as the using of some ingredients, how to produce the product, and the transaction itself. The supply chain of cosmetic product has a long tight journey to be concerned, whereas, all the process has to be align with the Islamic religion.

“Personally, I might be more inclined to avoid using such products (products lacking transparency)”

In the muslim country, it definitely will be easier for customer to get those information. In addition, people are considered to align their perception to their cultural norms. Indonesia is a multicultural country where the customer have their own values based on their religion and their region. Halal in some part of Indonesia might be has a different meaning to the others. Some people will mention that halal is anything except things that contained pork or alcohol. In the context of food, halal might be easier to defined, but for the cosmetic products are more challenging. The halal certificate is not only needed for the company, but also from the sources of their products. This may lead to the product’s being scrutinized more closely in terms of its halal certification, encourage the use of natural ingredients or ingredients that are derived ethically, and highlight the benefits of halal cosmetics for individual and group health. Language and sign language used in the adv campaign maintain important points.

“Social media influence, right? (Yes) It does have quite an influence on me because I often scroll through TikTok for product references that are safe. So yeah, it does have a significant influence on me.”

The trust of customer is not only built from the logo of halal only, but also from review of other customers. In the influence of social context, there are some factors included religious beliefs, cultural values, market dynamics, and media representations that shape the discursive landscape. On this research
context, those 4 factors of the discourse of halal cosmetics will influence the decision process directly especially on the first steps of customer decision process.

The Limitations and Suggestions
Limitations of this study may include its concentration on a particular age group and its small sample size of respondents. The more number of respondents with specific age of group are required to this theme of research. As a result, it’s possible that the study’s findings are not immediately transferable to a larger population. It is suggested that in order to obtain a deeper grasp of customers’ attitudes and comprehension of supply chain management and halal beauty goods, future study should consider employing more specialized discourse analysis methodologies and broadening the scope of respondents.

5. Conclusion
The halal logo on a product is considered very important and increases the sense of security in its use. Consumer awareness of halal products is significant, driven by the self-concepts they hold. However, information related to the halal supply chain is still considered unimportant. Consumers trust both Indonesian government-issued halal logos and those issued by foreign governments, so further investigation into the halal supply chain is deemed unnecessary. Additionally, products that do not have or lack halal logos can still be trusted in terms of safety and halal status if they are used by well-known Muslim influencers and have good reviews among the predominantly Muslim population in Indonesia. The word of halal may influence people to reach their decision based on their own perspective of halal. Finally, the halal concept in the value chain process of cosmetic products becomes important to notice.

Declaration of Conflicting Interest
As the article's authors, we thus attest to the absence of any conflicts of interest that could compromise the objectivity, sincerity, or interpretation of the study's findings. We voluntarily and sincerely accept that no connections—financial, personal, or professional—should unfairly affect the way this study is conducted or reported. This study was conducted ethically and with the best of intentions by scientists. No parties are interested in providing money or any financial support for the findings of this study. Every investigation, data analysis, and decision-making process is carried out independently and free from intervention from any parties that could influence the outcome of the inquiry.

Furthermore, we would like to stress that this study was conducted in accordance with all applicable laws, guidelines, and standards in the pertinent scientific domains. At every step of the inquiry, we are dedicated to upholding academic integrity and professionalism while delivering readers with accurate and trustworthy information. As a result, we are certain that this inquiry has been carried out in an open and sincere manner, free from any conflicts of interest that would jeopardize the reliability or integrity of its findings. It is our aim that this book will contribute to the growth of connected disciplines' knowledge. We are prepared to offer further details or explanations if needed.

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References


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