

Millennial Generation's Awareness of Halal-Labeled Cosmetics

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Abstract

The type of skincare cosmetic product is one of the beauty products needed to support beauty and facial skin health. The need in fulfilling facial skin care is included in changes in economic behavior patterns in the millennial generation. The industry about halal cosmetics is currently experiencing a very rapid development of this because the community is currently aware of the importance of using halal products. This study aims to analyze any factor that can form a millennial generation awareness in choosing halal labeled cosmetics. The research used is descriptive qualitative research. Research with the method or case study approach. Under the Republic of Indonesia Law No. 33 of 2014, the magnificence quality of cosmetic products is determined by raw materials and production processes. Factors that are indicators of millennial generation awareness in choosing halal products are: a) Halal raw materials, b) religious obligations, c) production process, d) product hygiene, e) knowledge of international halal products.

Keywords: Cosmetics, halal products, millennial generation

Abstrak

Jenis produk kosmetik perawatan kulit merupakan salah satu produk kecantikan yang dibutuhkan untuk menunjang kecantikan dan kesehatan kulit wajah. Kebutuhan dalam pemenuhan perawatan kulit wajah termasuk dalam perubahan pola perilaku ekonomi pada generasi milenial. Industri tentang kosmetik halal saat ini mengalami perkembangan yang sangat pesat. Hal ini karena masyarakat saat ini sadar akan pentingnya menggunakan produk halal. Penelitian ini bertujuan untuk menganalisis faktor-faktor apa saja yang dapat membentuk kesadaran generasi milenial dalam memilih kosmetik berlabel halal. Penelitian yang digunakan adalah penelitian deskriptif kualitatif. Penelitian dengan metode atau pendekatan studi kasus. Berdasarkan Undang-Undang Republik Indonesia No. 33 Tahun 2014, keindahan kualitas produk kosmetik ditentukan oleh bahan baku dan proses produksi. Faktor-faktor yang menjadi indikator kesadaran generasi milenial dalam memilih produk halal adalah: a) bahan baku halal, b) kewajiban agama, c) proses produksi, d) kebersihan produk, e) pengetahuan produk halal internasional.

Kata kunci: Kosmetik, produk halal, generasi milenial

Introduction

In the modern era is currently characterized by the development of science and technology. Where the community is also required to follow as the perpetrator in his ery. It can be seen that it has been recently in the country of Indonesia, which has followed the presence of globalization, with evidence to make the community behave consumptively. Consumptive behavior is the behavior of people who wish to buy products in the market, both the goods and desires with the aim of following the times (Firliana, 2018).

Every human being has different needs, human needs are categorized into two, namely the need for goods (products) and the need for services. Different human needs are caused by various kinds of internal and external factors. Internal factors that affect human needs include age, age, income and characteristic education level, and external factors that affect human needs include lifestyle, environment and technological advancements (Rismananda et al., 2021).

Humans are social beings who will continue to be interconnected and socialize that leads to the process of imitation. The process of imitation is a process of social interaction that explains why and how the occurrence occurs in common views and behavior in many people. One of the factors of a person can identify the view or behavior is if it has a fairly high social look (Widyastuti, 2020).

Cosmetics is one of the very important needs for women. It is realized or not, women cannot escape cosmetics. Most cosmetics are used from morning to night according to each busy (Putri, 2018). Because according to women appearances is important to note. One of them by using cosmetics, the goal is to look more beautiful and attractive in front of others (Falaah, 2020).

The desire to look beautiful and fresh is the dream of every woman. Women always want to look perfect and attract at any time. Therefore, one way to support an interesting appearance is with beauty products (Marbun, 2017). The type of Skincare cosmetic product is one of the beauty products needed for supporting beauty and facial skin health. The need in fulfilling facial skin care is included in changes in economic behavior in the Millennial generation (Kusuma, Hikmah, & Marom, 2020).

Millennial generation or also called Gen Y is a generation born in 1980-2000 with the age of 19 S.D 39 years. They were born in the era of developing technology, the era where computers, cellphones, smartphones began to be created. They are generations that prefer instant ways in doing work (Hana, 2019).

Based on data from the Millennial generation of KP3A (2018) living in urban areas have a higher percentage of around 55 percent compared to the Millennial generation living in rural areas. The number follows the Indonesian population pattern which generally has begun to move from rural communities to urban communities. Rural communities who move into urban communities result in traditional values become increasingly marginalized by urban culture. Rural communities that were once simple are now a consumptive society, especially the Millennial generation society that consumed oriented and aware of the brand (Sholikhah, Fitri, & Mahanani, 2021).

At present, the Millennial generation in the world has a purchasing power of approximately 21% of 1 trillion dollars in direct purchasing power and has a major influence on the older generation (the generation of baby boomers and generations x). Within 10 years, 80% of Millennial will have a family, and currently the number of 'New Moms' which has been in this age group is 83%. That way, it can be said that this

age group is a large segment with great shopping power (Wiejayanti, 2018; Zahrawati, 2020).

Consuming halal products is an obligation for every Muslim. Law on the halal anonymity refers to the Qur'an of Al-Baqarah paragraph 168. "Owned of humans, eat the halal anymore either from what is on earth, and do not follow the shaitan steps, because in fact Shaitan is a real enemy for you Islam regulates various aspects of human life, both in worship, commercials, socializing in society, as well as the halal an item that can be consumed. Muslims are required to consider what they will consume, not only limited to worldly but also how not to violate the rules of what God (Allah) (Mardalis & Utami, 2018).

Halal labeled products globally include meat and meat-based, processed food, pharmaceutical, and cosmetic and personal care. Based on the four types of products the highest awareness for consuming halal products is on food products such as meat and meat-based are also processed food. While other products such as cosmetics and personal care have not obtained the same level of awareness. These food products have a high level of halal consumption awareness reaching 94% and 64%. Meanwhile, other products such as pharmaceuticals have relatively low halal consumption awareness of 24%. The consumption awareness of cosmetic products and Personal Care is lower than 18%. Even though cosmetic and personal care products are products consumed every day (Komalasari & Indra, 2021).

Halal products are products not contrary to Sharia, which is not using banned and dangerous materials. It is also very important for cosmetic products and treatment products to be used. Indeed, cosmetics have a risk of use given the content that exists in cosmetics using chemicals, although the effects given are not the same for each user (Devinda Intan Wulandari, 2020).

The industry about halal cosmetics is currently experiencing a very rapid development of this because the community is currently aware of the importance of using halal products (Amanu, 2018). In Indonesia there are many cosmetic products with various brands. Wardah cosmetics became the first cosmetic brand to guarantee halal cosmetic products. Being a pioneer of Halal Wardah cosmetic products can grow and develop defeat the existing products (Damayanti, 2018).

As a student of Islamic economics, awareness of halal is important, because to apply Islamic economics, you do not always have to change the economic order directly, you can start from small things and can start from yourself. For samples with awareness of the importance of consuming halal products. If you are able to realize the importance of halal consumption and get used to it, you can change the environment. Based on the description above, the researcher is interested in raising the above conditions in a study with the title millennial generation's awareness of halal-labeled Cosmetics.

Research Method

This research is qualitative research. The research used is descriptive qualitative research. Descriptive qualitative research is research with a case study method or approach. This research focuses deeply on certain subjects being studied as a case. Case study data can be collected from all stakeholders, namely in this study collected from various sources. Case studies or case study approach aim to study in a way that drives the context of the problem, the situation and location of ongoing events, as well as

school environmental interactions from certain social units. A good case study must be done directly in the real life of the case studied. However, case study data can be collected not only from the case studied, but also from all parties who are familiar and familiar with the case. In other words, data for case studies can be collected from various sources but are limited to cases that need to be learned.

Discussion

Definition of Cosmetics

Cosmetics According to a large Indonesian dictionary means beauty tools such as powder, beige, lotions, and others to beautify faces, skin and so on. The term cosmetics comes from Greek, namely "Kosmein" which means "decorated". The term cosmetics comes from Greek, namely "cosmetics" which means expertise in decorating. Based on the origin of the consequences of cosmetics is a material or mixture of ingredients to rub, attached, poured or sprayed on the part of the human body with the appeal to clean, maintain, add to the attraction and not including the drug group(Pratiwi et al., 2019).

According to the Food and Drug Supervisory Agency (BPOM) in the Regulation of the Head of BPOM RI No. HK.03.1.23.08.11.07331 of 2011 concerning Cosmetic Analysis Methods states that cosmetics are materials or preparations intended for use outside the human body (cuticle, hair, nails), lips and external genitalia), or teeth and mucous membranes of the mouth, especially for cleaning, fragrance and appearance change, and/or correcting body odor or protecting or keeping the body in good condition(Briliani, Safitri, & Sudarno, 2016).

According to Tranggono (1996) its usefulness, cosmetics are divided into two groups, namely make-up cosmetics which are cosmetics needed to make up or beautify the appearance from the outside of the skin and skin care cosmetics or skin care are cosmetics. cosmetics are prioritized to maintain cleanliness and skin health, sometimes even to eliminate skin disorders.(Briliani et al., 2016)

According to Andre et al (2006) classify cosmetics based on their function, which consists of:

Improve appearance and beauty, the aim is to improve the appearance by emphasizing the face or body that looks better so that the vision of the person is focused on the section. At the sometime it is made to disguise less attractive parts and repair skin cells, if needed. Which includes this category is make up, hair dye and nail polish and so on.

Skin care, Cosmetics are used to achieve and maintain the smoothness and flexibility of the skin. The material included here is a moisturizer and face washing.

Skin protector, the aim is to protect the skin from the sun, wind, cold and others. Sunscreen preparations are included in this category. Moisturizer also has skin protective effects. Soap containing anti-microbial ingredients is also included in this category because it contains anti-bacterial materials that protect the skin from bacteria (T. C. Damayanti, 2020).

Halal Cosmetics

Based on the Indonesian Republic UUD number 33 of 2014, the magnificence of cosmetic products is determined by raw materials and the production process. The determination of halal products of cosmetics follows the requirements in general, namely: a) does not contain pigs and materials from pigs, b) does not contain KHAMR

and derivative products, c) All materials from animals must come from halal animals slaughtered according to the Islamic Sharia procedure, d) Does not contain other materials that are forbidden or classified as unclean such as: carcasses, blood, materials originating from human organs, dirt and so on, e) All storage places, place of sale, processing, processing and transportation places for halal products should not be used by pigs or other halal goods.

If the facility has been used for pigs or other halal items and will then be used for halal products, then first must be cleaned in accordance with the procedures regulated according to the Islamic Sharia. The use of production facilities for halal products and not halal alternately is not allowed. Cosmetic producers who have conducted halal certification (Damayanti, 2020).

Halal Label

One label listed on the product is halal label. Halal label is a guarantee provided by an authorized institution such as the Institute for Food Assessment of Drugs and Cosmetics of the Indonesian Ulema Council (LP POM MUI) to ensure that the product has passed the halal testing according to Islamic Sharia (Sahir, 2016).

Halal label is a granting of halal or written evidence to ensure the halal product with halal writing in Arabic writing, other letters and minister's machine code published based on the halal test from the halal testing institution set by the MUI, the Halal Fatwa of the MUI, halal certification from MUI as a guarantee. The halal logo form is supported by Halal and no certificates (Alfian, 2017).

Halal labels are the inclusion of writing or halal statements on product packaging, indicating that the product is a product that has been halal. Halal labels are obtained after the company gets a halal certificate. According to the technical instructions for halal production system published by the Religious Department of Halal Certificate is a written fatwa of the Indonesian Ulema Council (MUI) which states the halal of a product in accordance with Islamic Sharia (Imah, 2020).

Halal labeling is the licensing of the installation of the word "halal" on the product of a product from a company by the POM. The permit of halal labels in the product packaging released by the POM base is based on the MUI recommendation in the form of the MUI halal certificate. The Halal MUI certificate was issued by the MUI based on the results of the POM MUI LP examination (Sadzaliva, 2015).

Based on Government Regulation Number 69 of 1999, Halal Labels About Halal Labels and Food Ads are every information about food in the form of images, writings, combinations of both or other forms that are included in the food, put in, inserted on and or is the part of the food packaging (Izzuddin, 2018).

Amat et al., (2014) measure the perception of halal labels using four indicators, among others:

Security (Safety), individual processes (Muslim consumers) choose, regulate, and interpret information about halal food products have aspects of safety, in terms of source or raw materials and processes.

Religious Value (Religious Value), individual processes (Muslim consumers) choose, regulate, and interpret information about halal food products have aspects of religious values.

Health (Health), individual processes (Muslim consumers) choose, regulate, and interpret information about halal food products have health aspects.

Specialization (exclusivity), individual processes (Muslim consumers) choose, regulate, and interpret information about halal food products have a client aspect, halal food products are separated from products(Madevi, 2019).

Hallmark

Awareness of Halal is known depending on the understanding of a Muslim about what it is halal, knowing the correct slaughter process and prioritizing halal food for consumption. From the above understanding, we can conclude that halal awareness is the knowledge of a Muslim about the concept of halal, halal process, and that consumption of halal food is important for him(Izzuddin, 2018).

The factors that are indicators of consumer awareness in choosing halal products are as follows:

Halal raw material, halal raw material is one of the important factors that consumers must understand. A consumer in choosing its products must have knowledge of the composition of raw materials used to ensure the halal of a product.

Religious Obligation, the halal of a product is a priority and liability for Muslim consumers in carrying out obedience to their religion. Therefore, the obligation to consume halal products is one of the benchmarks from the halal consumer of Muslim consumers.

Production process, one indicator of halal awareness is the knowledge of the halal production process. Knowledge of the production process can be known via television or internet media.

Cleanliness of the product, product cleanliness is one of the benchmarks of halal awareness that we can directly look at the product.

Knowledge of international halal products, halal awareness of a product is not only limited to understanding the products in the country alone, more-more products circulating in the market not only products from domestic inland, have also circulated in the country. Therefore, the knowledge of the product coming from abroad becomes one indicator in halal awareness (Pambudi, 2018).

Millennial Generation

According to NG, Schweitzer, & Lyons (2010) Millennial is often referred to as Y generation because they are born after the X (Gen-x) generation. Many other terms used in magazines and books to call Millennial, including; Echo boomers, baby boom echo, next, generation of nexus, generation me (Damayanti, 2020)

According to Howe and Strauss (2000) Millennial is a generation born in 1980 to 2000. If until now, Millennial is in the age group of 20 to 40 years, while in this age group that works on average is a student, workers Therefore, several millennials have their own income and regulate their own consumption behavior (Damayanti, 2020).

Millennial is the first generation that is strongly influenced by technology, because this generation is born and developed along with the rapid development of technology. Thus, millennial life is filled with various conveniences that influence the characteristics or personality of this generation. But it must be remembered that other features of technology other than comfort were created by complex structures. This is in accordance with the view of Lyons (2004) that many millennials use instant communication technology such as email, SMS, instant messaging and social media

such as Facebook and Twitter in other words. which grows in the era of internet boom (Yulita Amalia & Fauziah, 2019).

Kilber et al. (2014) refers to the properties formed in the Millennial Generation, namely Internet addiction, confidence and high self-esteem, more open and tolerant of change (Damayanti, 2020).

Conclusion

According to the large Indonesian dictionary, cosmetics refer to beauty tools such as powder, cream, lotion and others to beautify facial skin, and others. Based on the origin of the cosmetics is a material or mix of the material that is smeared, affixed, poured or sprayed on the human body part with the aim of cleaning, maintaining, or increasing its appeal, and not the drug.

Under the Republic of Indonesia Law No. 33 of 2014, the magnificence quality of cosmetic products is determined by raw materials and production processes. The factors that are indicators of consumer awareness in choosing halal products are as follows: a) Halal raw material, b) Religious obligation, c) Production process, d) Cleanliness of the product, e) Knowledge of international halal products.

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