

Consumer Perception of the Halalness of Skincare Products: Case Study in Palangka Raya City

Nanda Putri¹, Erry Fitrya Primadhany², Ramadhani Alfin Habibie³

¹²³Universitas Islam Negeri Palangka Raya, Indonesia

Email: nandaputri13@gmail.com

Keywords:

Consumer Perception, Skincare,
Halal.

Abstract

This field research in Palangka Raya City revealed that consumer perceptions of the halalness of skincare products vary. Some consumers prioritize safety, skin suitability, and product popularity, while others are highly concerned with halalness as a form of religious observance and choose halal-certified products. The main factors influencing consumer choices are religious beliefs, the influence of family and friends, and the role of social media and influencers. Although halalness is not yet a priority for everyone, awareness of the importance of halal products continues to grow in the community. Data were collected through interviews with two consumers, two skincare sellers, and two religious scholars as informants. The aim was to understand the perceptions and factors influencing the choice of halal skincare products in Palangka Raya City. Semi-structured interviews were conducted directly with informants to freely express their views and experiences and obtain valid data regarding consumer perceptions and factors considered in choosing halal skincare products.

INTRODUCTION

In Islam, beauty is a gift from God that should be appreciated and used wisely. Beauty is not only about physical appearance, but also about morals and a noble heart. While caring for one's outward appearance is a form of gratitude, appearance should not be the primary goal without also improving one's heart and behavior. True beauty encompasses a pure heart, sincere intentions, and good behavior (Ikhwan, 2024).

In the Generation Z era, beauty and appearance are highly valued, leading to the increasing popularity of skincare products. Indonesia, with its largest Muslim population, is a potential market for halal skincare. Manufacturers have adapted their advertisements to feature women wearing hijabs to attract Muslim consumers. Islam values women's beauty, but skincare products must be carefully formulated and processed to comply with Islamic law (Umbarani et al., 2021). Many women are now using skincare products.

Skincare is a series of skin care treatments designed to maintain health and beauty. Today, skincare is no longer just a trend, but an integral part of a modern lifestyle. Demand for skincare products in Indonesia, including in Palangka Raya, continues to rise, with various claims of benefits such as skin brightening, anti-aging, and acne treatment. This reflects a shift in lifestyles, with people increasingly embracing skincare as a form of self-care (Ashifa, 2021).

Despite the rise in skincare consumption, Muslim consumers are also concerned about the halal certification of products in accordance with Islamic law, both in terms of ingredients and production processes. With direct contact with the skin, halal certification is crucial. The growing Muslim population and increasing religious awareness are driving demand for halal products, but the lack of uniform regulations and certification raises concerns. Therefore, the government and

regulatory agencies need to ensure the halal certification of products in accordance with Law Number 11 of 2008, specifically Article 1 Paragraph 2, which discusses the legal provisions regarding halal and haram in the use and processing of ingredients (Lestari, 2023).

Interviews with two users of whitening lotions and serums, ND and HZ, revealed differing views on product halal certification. ND focuses more on the effectiveness and safety of products, such as Alpha Arbutin from Thailand, although she doesn't pay much attention to halal labels. For ND, what matters is that the product is safe and delivers good results. HZ, on the other hand, is more concerned with the halal certification of the product, especially since it is used daily and absorbed into the skin. If a product is found to be non-halal, HZ prefers to seek a halal alternative. Despite awareness of halal certification, many people around HZ are more focused on the results (whiter skin) than the halal certification of the product. Overall, despite growing awareness of halal certification, effectiveness remains a top priority for many users.

METHODS

This research is a type of field research, which is research conducted directly at the location where a social phenomenon occurs. Field research was chosen because it allows researchers to understand a social phenomenon in depth and naturally, through direct interaction with the subjects and the environment that are part of the phenomenon (Muslimah et al., 2020). The approach used in this study is descriptive qualitative, where the data collected is in the form of words, oral or written statements, and directly observed behavior (Supratiknya, 2019). The goal of this approach is to depict social reality as it is, as it actually occurs in everyday life. Through this approach, researchers attempt to understand the meaning behind each informant's actions and perspectives without intervening in or altering the social conditions being studied (Salim, 2019).

The research was conducted in Palangka Raya City, Central Kalimantan Province. This location was chosen based on the consideration that Palangka Raya is a city with quite complex urban dynamics, including in terms of beauty and skincare product consumption, as well as the diversity of public perceptions regarding the halal status of these products from a religious perspective.

The subjects in this study consisted of six individuals, divided into three categories: two skincare product consumers, two skincare sellers or business owners, and two religious scholars or religious leaders. The informants were selected purposively, based on specific criteria relevant to the research objectives. Consumers were selected based on their experience in regularly using skincare products; sellers were selected for their involvement in the product distribution and marketing process; and religious scholars were selected for their capacity as religious leaders with understanding of Islamic law, particularly regarding product halalness. Data were collected through three main techniques: observation, in-depth interviews, and documentation. The data obtained were then analyzed using an interactive analysis approach that includes three stages: data reduction, data presentation, and conclusion drawing.

To ensure the validity and legitimacy of the data, the researcher employed source triangulation, comparing data from various informants to ensure consistency. Member checking was also conducted, reconfirming the interpretations with informants to ensure they align with the original intent. The researcher also held discussions with colleagues to gain more objective perspectives on the collected data. Overall, the research design was flexible and evolving, adapting to the dynamics of the field. The research was conducted in stages, starting with problem identification, location and informant selection, data collection, data analysis, and finally, drawing conclusions and compiling a final report.

RESULTS AND DISCUSSION

Factors Influencing Consumer Considerations in Choosing Halal Skincare Products

Based on interviews with several consumers in Palangka Raya City, it was found that several key factors influence consumers' considerations in choosing halal skincare products in Palangka Raya City. First, perceptions of the halal nature of skincare products vary widely among consumers. Some consumers pay little attention to halal aspects as long as the product is safe to use, suitable for the skin, and popular among users. However, others place significant importance on halal certification because they consider it part of their religious values and provide a sense of peace of mind when using the product. Second, religious beliefs are a dominant factor for consumers who choose halal skincare as a form of compliance with Islamic law. Third, social influences, such as family and friends, contribute to shaping consumers' habits in choosing halal products. Finally, social media and influencers also play a significant role in raising public awareness of the importance of choosing halal skincare products.

Halal is not only symbolic but also has a strong spiritual dimension for some consumers. This finding aligns with the concept of halal consciousness in Muslim consumer behavior theory, which explains that awareness of Islamic law in consumption can be a dominant factor in decision-making, especially when influenced by high levels of religiosity. Social factors have also been shown to significantly influence consumer preferences. Family and friends act as reference groups that can encourage someone to purchase a particular product, even without explicitly considering halal aspects.

Furthermore, social media and influencers also contribute significantly to shaping perceptions of a product's halal status and quality. Positive reviews from trusted influencers, even if they don't mention the product's halal status, are often the primary basis for purchasing decisions. Viral marketing strategies utilizing digital platforms like Instagram, TikTok, or YouTube have proven effective in attracting the attention of the younger generation, especially Gen Z. Several studies have shown that lifestyle and exposure to online promotions have a more significant influence on the purchase of halal skincare products than religiosity alone. This is supported by data showing that religiosity has an insignificant influence on purchasing decisions, as the t-values in statistical tests do not meet the criteria (Sari, 2023).

Previous studies have shown that social, personal, and psychological factors contribute 76% to purchasing decisions, while other factors such as halal awareness, lifestyle trends, and the power of digital marketing influence the remaining 24%. These findings indicate that while halal labels are important to some consumers, product effectiveness, price, and external influences

from the environment and social media are more influential in practice. Therefore, education regarding the importance of halal skincare products needs to be continuously improved, not only from a religious perspective but also through approaches relevant to the preferences of today's younger generation. These efforts are expected to foster a more applicable halal awareness in everyday life, not only as a religious symbol but also as part of responsible consumption ethics (Amalia, 2022).

Consumer Legal Awareness

As a predominantly Muslim country, Indonesia's halal certification is crucial for cosmetic products. For Muslims, a product's halal certification is paramount. The first thing to examine before choosing and purchasing a product is its halal certification. A product may provide positive benefits for our bodies. However, if it contains non-halal ingredients, the best option is to avoid using it. Cosmetics are no exception. Even though cosmetics are products for external use, as a good Muslim, we must still consider their halal certification. Some ingredients used to produce cosmetics are suspected of being non-halal or of questionable halal status. This is evident in the wide variety of cosmetic products on the market, but many still have unclear halal certification (Lia, 2022).

Based on interviews with several consumers in Palangka Raya City, it appears that perceptions regarding the halal status of skincare products are still varied and not fully aligned with the applicable legal provisions of the Consumer Protection Law. Some consumers stated that they do not pay much attention to halal aspects as long as the product is safe to use, suitable for their skin, and popular with other users. For this group, effectiveness and ease of use are far more important than ensuring halal status. However, on the other hand, there are consumers who are very concerned about the halal status of skincare products as part of their religious observance, so they tend to choose products with official halal certification.

This disparity in perception becomes interesting when linked to legal aspects, specifically Law Number 8 of 1999 concerning Consumer Protection (UUPK). Under UUPK, consumers have the right to obtain correct, clear, and honest information regarding the condition and guarantees of a product, including its halal status. Furthermore, producers are also obliged to ensure that products in circulation meet established standards, one of which is halal standards for products that require it. This provision aligns with Law Number 33 of 2014 concerning Halal Product Assurance, which mandates halal certification for products entering, circulating, and trading in Indonesia. Thus, halal certification is part of the product standards that must be legally met and must be accepted by consumers (Directorate General, 1999).

However, interviews revealed that consumers tend to ignore these standards. Many consumers, especially younger generations, do not prioritize halal labels when choosing skincare products. They are more influenced by global beauty trends, social media recommendations, and the assumption that products on the market are automatically safe and halal. This indicates that consumer legal awareness regarding the right to products that meet standards, including halal standards, remains low. Yet, legal regulations are in place that guarantee protection for Muslim consumers, ensuring they can use products that are safe and compliant with Sharia principles.

On the other hand, more religious and cautious consumers demonstrate greater legal awareness. They verify halal claims, pay attention to ingredient composition, and choose halal-certified products from official institutions such as the Indonesian Ulema Council (LPPOM MUI). This attitude aligns with consumer rights as stipulated in the Consumer Protection Law

(UUPK) and reflects the implementation of the precautionary principle (ihtiyath) in consumption (Harsita, 2025).

However, it is important to note that the halal label significantly influences consumer perceptions of product quality and safety. This label provides peace of mind and increases confidence in using the product. Accordingly, the Indonesian government has regulated halal product assurance through Law No. 33 of 2014 concerning Halal Product Assurance and Government Regulation No. 39 of 2021, which regulates halal product labeling, certification, and supervision. Furthermore, the National Council of Indonesian Ulemas (DSN MUI) Fatwa No. 26 of 2013 provides halal standards for cosmetic products, including skincare, which serves as a reference for manufacturers in ensuring their products comply with Islamic values (Awalia, 2023).

Thus, this diversity of views indicates that although awareness of the importance of halal labels is growing, many consumers still do not understand or exercise their rights as stipulated in the Consumer Protection Law. This means that public legal awareness regarding the importance of halal standards in skincare products remains low. Therefore, ongoing education is needed to better understand consumers' rights, while simultaneously encouraging producers to be more transparent and comply with regulations regarding halal product assurance. This is crucial for realizing consumption patterns that are not only safe and high-quality, but also compliant with legal provisions and Sharia values.

CONCLUSION

Based on research findings regarding consumer perceptions and considerations in choosing halal skincare products in Palangka Raya City, it can be concluded that awareness of halal products is growing but still varies. Some consumers prioritize halalness due to religious beliefs and belief in sharia principles, while others prioritize product effectiveness, safety, price, and popularity without paying much attention to the presence of a halal label. Factors such as social influence (family and friends), social media, psychological factors, and the power of influencers play a significant role in shaping consumer preferences. Theoretically, these findings confirm that consumer behavior is not solely determined by religious values, but also by a combination of internal and external factors, as explained in the theory of consumer behavior and reference group influence. Practically, this provides input for business actors to develop a more balanced marketing strategy between halal education and functional product promotion, as well as for relevant institutions to increase halal literacy in the community. Future research is recommended to use a quantitative or mixed-method approach with a wider range of respondents and additional variables such as level of trust in halal certification institutions, to obtain a more comprehensive understanding of the dynamics of Muslim consumer behavior in choosing halal skincare products.

REFERENCE

- Amalia, R., & Sylvia Rozza, SE (2022). Analysis of the influence of halal awareness, religiosity, lifestyle, and viral marketing on purchasing decisions for halal skincare and cosmetic products (A study of Generation Z in DKI Jakarta). *Account: Journal of Accounting, Finance and Banking*, 9(2).<https://doi.org/10.32722/account.v9i2.4688>.
- Ashifa Maharani, Rois Arifin, and Khoirul Anwaruddin, (2021). The Influence of Brand Image, Product Quality, Price Perception, Promotion and Halal Label on Ms Glow Customer

Satisfaction in the 18-25 Year Age Range in Malang City, Management Study Program Journal, Malang: Islamic University, 10(13).

Awalia, Putri. (2023). Consumer Perception of Products with Halal Guarantees on YOU Brand Skincare Products (Study of Tumbubara Village, Bajo Barat District, Luwu Regency)." Thesis-State Islamic Institute (IAIN) Palopo.

Directorate General of Mineral Resources. ESDM. Law Number 8 of 1999.<https://share.google/QGdw9zWvI54W6vqJ3>

Umbarani, EM, & Fakhruddin, A. (2021). The Concept of Self-Beautification from an Islamic and Scientific Perspective. Journal of Socio-Cultural Dynamics, 23(1), 115-125.

Harsita, VM, & Hamid, AM (2025). The Influence of Halal Labels, Consumer Perceptions, and Sharia Marketing on Safi Skincare Purchase Interest in Sekaran Village. Student Journal, 2(2), 105-119.

Ikhwan, M. (2024). "The Islamic Message of Safi Skincare Advertisements in Promoting Halal Beauty Products on Social Media." Thesis-IAIN Parepare.

Lestari, PDA, Putra, PAA, & Nurrachmi, I. (2023). Analysis of Law Number 33 of 2014 concerning Halal Product Assurance on Consumer Behavior in the Use of Halal Skincare in Korean Beauty Products. In Bandung Conference Series: Sharia Economic Law, vol. 3, no. 2, pp. 299-306. 2023.

Lia, A., Ibdalsyah, I., & Hakiem, H. (2022). The Influence of Consumer Perception, Halal Labeling and Brand Image on Purchasing Decisions of SR12 Herbal Skincare Products." El-Mal: Journal of Islamic Economics & Business Studies. 3(2), 263-273.

Muslimah., et al. (2020). Easy Ways to Make a Research Proposal. Palangka Raya: CV. Narasi Nara.

Salim, Haidir. (2019). Educational Research: Methods, Approaches, and Types. Kencana.

Sari, NS, Semaun, S., Muliati, M., & Muhammadun, M. (2023). "Self-Actualization Dilemma: IAIN Parepare Students' Behavior in Consuming Skincare Without Halal Label." Scientific Journal of Islamic Economics. 9(2), 2114-2122.

Supratiknya, A. (2019). Scientific Methods & Writing: Miscellaneous in Psychology. Depok: PT Kanisius Member of IKAPI (Indonesian Publishers Association).