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Factors of Halal Awareness in Cosmetic Products Among Milenial Muslimah in Indonesia

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ARTICLE INFO

Keywords: Halal Awareness, Halal Information, Availability, Halal in Media, Halal Programs

Received : 3 May

Revised : 18 May

Accepted : 19 June

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ABSTRACT

This study aims to analyze the factors that shape awareness of halal cosmetic products among millennial Muslim women in Indonesia. The data source for this study came from a sample of 100 respondents, namely millennial Muslim women who already have an income and have used halal cosmetics, which were determined using a representative purposive sampling method. Data were analyzed using factor analysis which consisted of 4 factors, namely: (1) Halal Information, (2) Availability, (3) Halal in Media, and (4) Halal Program with a total of 23 variables. The results showed that there were 6 new factors that were formed from 21 variables analyzed and contributed 68.081%, which consisted of: (1) Media Information of 31.448% had an eigen value of 6.604, (2) Halal Accessibility of 10.624% had an eigen value of 2.231, (3) Halal Label Information of 7.928% has an eigen value of 1.665, (4) Knowledge of Halal of 7.243% has an eigen value of 1.521, (5) Halal Program of 5.784% has an eigen value of 1.215, and (6) Halal Assurance of 5.054% has an eigenvalue of 1.061. So from these results, it is advisable for cosmetic companies to prioritize the power of halal cosmetics and disseminate knowledge about the benefits of halal cosmetic ingredients directly to millennial Muslim women. In this way it is hoped that it can increase halal awareness among millennial Muslim women

INTRODUCTION

Indonesia is a country that has a fairly large population. In 2019 Indonesia has 268 million inhabitants. The data consists of three age groups, including 70,635,883 people aged 0-14 years, 15-64 years old 181,354,922 people, and 16,083,760 people aged 65+ years. On the other hand, if grouped by gender, the male population is 134,657.6 million people or around 50.23%, while the female population is 133,416.9 million people or around 49.77%.

In 2019, the number of millennials is known to be 23.77% or as many as 64 million people of Indonesia's total population of 268 million with a total of 41,756.5 million millennial women (bps.go.id, 2019). Meanwhile in the Capital City, based on BPS data for the City of Jakarta in 2019 the female population aged 20-40 years (Millennials) totaled 1,866,741 people. According to data published on the Statistics.jakarta.go.id website (2019), the total number of millennial generation (20-40 years) in Jakarta has reached 2,554,942 workers. Generation Y or millennial classification is formed for those born in 1980-1990, or in the early 2000s and so on.

The millennial generation is a capacity market in the present and the future, for this reason developing a massive possibility to target this era as a goal marketplace. in addition, millennial clients are

a customer segment that lives at a time while technological tendencies are running very hastily, the usage of era and the internet to connect to a completely huge quantity of different humans on a regular basis, on the equal time.

In connection with the above, the cosmetic fashion this is currently happening is due to the growing interest of millennials to use beauty merchandise made from natural components or returned to nature and feature a high-quality effect at the environment. however, now that the migration phenomenon is booming amongst millennials, an increasing number of are deciding on cosmetic merchandise that have halal certification and are searching out diverse developments and improvements which could help them look lovely within the contemporary technology in a manner this is in concord with Islamic values. That is supported with the aid of the reality that Indonesia is the country with the highest percent of Muslim population. According to Paramita (2017) in the last 10 years the cosmetics industry in Indonesia has grown by an average of 12% with a market value reaching 33 trillion Rupiah in 2016. Even in 2020, the beauty industry in Indonesia is predicted to experience the greatest growth compared to other countries. other countries in Southeast Asia.



Figure 1. Cosmetic Market Share

Source: Duniaindustri.com (2019)

Based on the figure above, in 2015 Indonesia had a market share value of 64.34 trillion, an increase of 9% from the previous year. Even though the market share growth was not as big as in 2011 and 2014, the cosmetics market share had an average growth of 14.28% during the period 2010 to 2015. The countrywide cosmetics industry recorded a boom boom of 20% or four instances the national economic growth in 2017 The home cosmetics industry increased through 153 groups in 2017, in 2018 the quantity reached more than 760 corporations. (Ministry of Industry, 2018). Development within the splendor industry in Indonesia is currently showing development.

primarily based on facts from the Ministry of industry (2016), the boom of this industrial market has averaged nine.sixty seven% per year within the closing six years (2009-2015).

Sigma Research Indonesia has conducted research on 1,200 Indonesian women in the 15-55 year age segment. This research is intended to find out what factors are considered by women in choosing to buy cosmetic products and other beauty products. From the results of this study, there are several factors that are considered by women in buying cosmetic products.



Figure 1. Factors for Consideration of Women in Choosing Cosmetics
Source: Sigmaresearch.co.id (2017)

Can be seen in the picture above, the factor with the greatest percentage is the suitability of the formula for facial skin (79.4%), followed by long-lasting products (67.4%), lightweight formulas (62.2%), and choosing color, halal, price with percentage above 50% each. The halal factor has a percentage above 50%, this proves that halal is a factor that is quite important in the consideration of women to buy cosmetic products. Not only because of the halal label, but the reasons, benefits, raw materials and production processes also need to be known.

Meanwhile, based on the results of Aisyah's research (2017), which was analyzed with 100 respondents, 42% of respondents did not understand

the potential for non-halal ingredients and the use of permitted materials in cosmetics and personal care products. In addition, the survey also shows that 30% of respondents regularly test halal labels on cosmetics and frame care product packaging before shopping for, while 41% hardly ever check halal labels, and 29% by no means take a look at halal labels earlier than shopping for.

The top ranking of cosmetic sales in Indonesia is occupied and dominated by imported cosmetic brands from Europe, China, the US, etc. namely as much as 55%, and the second rank is occupied by Wardah as much as 16%, the third and fourth ranks are occupied by Martha Tilaar and other

local products as much as 11%, then Mustika Ratu is ranked fifth with a percentage of 10%, and the sixth rank is occupied by brands from ASEAN as much as 5%. As a very good Muslim girl, it is not most effective meals that should be saved halal, however also cosmetics. So of course it should be watched cautiously, no longer to apply cosmetic products that turn out to include uncleanness or elements that aren't encouraged by way of Islamic law, in order that fardhu prayers which might be done, as an instance, grow to be invalid. At present the provisions regarding cosmetics ought to be halal and freed from elements that are not encouraged via Islamic law, this has also been stipulated legally-formally in regulation (UU) No. 33 of 2014 concerning Guarantees for Halal Products (JPH)

Initially, the establishments involved in halal certification consisted of (1) MUI via the Fatwa commission as issuers of fatwa and halal certificate, (2) LPPOM MUI as inspectors for halal products from uncooked materials to manufacturing techniques, (3) BPOM as a licenser within the set up halal label, (four) the Ministry of religion as a policy maker and carrying out outreach to the public, and (five) different associated ministries. While after the life of the JPH law (Halal Product guarantee law), there were several changes associated with the establishments worried in certification, particularly (1) the Halal Product assurance Organizing company (BPJPH) as the main organization legal inside the halal certification procedure, (2) Halal Inspection business enterprise as an group that conducts audits or inspections of halal products. While LPPOM MUI will become part of LPH together with other LPHs mounted by means of the government or the network, (3) MUI will remain as fatwa company, but now not absolutely authorized in the halal certification procedure, (4) MUI and BPJPH will together perform certification on halal auditors and LPH accreditation (Faridah, 2019).

The issuance of UUJPH brought modifications, mainly associated with the institutional company of halal certification. The establishment of BPJPH (Halal Product assurance organization) in collaboration with numerous

establishments consisting of the Ministry, LPH and MUI in realizing the JPH regulation. BPJPH cooperates with the Halal Inspection enterprise (LPH) to behavior an audit of the product. Meanwhile, in figuring out the fatwa, BPJPH cooperates with the MUI with the aid of issuing a selection at the determination of Halal merchandise thru the Halal Fatwa consultation (Suparto et al. 2016).

Reasearch Purpose

Referring to the formulation of the problem, the formulated research objectives are as follows:

1. In connection with the formulation of the research problem above, this study aims to find out and analyze what factors can shape halal awareness among millennial Muslim women in choosing halal cosmetics in Indonesia.

METHODS

This research is a quantitative research using a factor analysis design to identify the main dimensions or regularity of halal awareness. This research was conducted in Jakarta with a population of 1,627,798 people with certain criteria and 100 samples taken using the Lemeshow formula.

Data collection was carried out using a questionnaire containing questions and statements from each variable studied. The questionnaire in this study used a Likert scale with five scales. The analysis technique used in this research is descriptive analysis, data causality test and factor analysis.

RESULTS AND DISCUSSION

Validity and Reliability Test

The model can be said to be valid if the calculated r value is greater than the r table value at $\alpha = 5\%$. The r table value in this study was obtained from the degree of freedom formula (df) with a pre-test sample of 30 samples ($df = 30-2$ means the 28th df table is 0.361). The dimension of halal information has valid criteria for all question items with a calculated r value greater than the r table value of 0.361. The availability dimension has valid criteria for all question items with a calculated r value greater than the r table value of 0.361. The halal dimension of the media has valid criteria for all question items

with a calculated r value greater than the r table value of 0.361. The dimension of the halal program has valid criteria for all question items with an r count value greater than the r table value, namely 0.361. This shows that all items used in this study are declared valid.

The variables are said to have Cronbach Alpha values > 0.70 , which means that the instrument can be used as a reliable data collector, namely the results of measurements are relatively coefficient if repeated measurements are made. The Cronbach's Alpha value of the halal information dimension is 0.891. The Cronbach's Alpha value from the availability dimension is 0.853. The Cronbach's Alpha value of the halal dimension in the media is 0.799. The Cronbach's Alpha value from the dimensions of the halal program is 0.793. Thus it can be concluded that the statements in all questionnaires

are reliable, because they have a Cronbach's Alpha value greater than 0.70.

KMO-MSA Test

The results of the KMO test and Bartlett's Test, showed the results of the Bartlett's Test of Sphericity Chi-Square of 1021,672 and the KMO MSA (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) value of 0.792 at a significant 0.000. Because the KMO MSA value is above 0.5 ($0.792 > 0.5$) and the significance is below 0.05, the variables and samples as a whole can be analyzed further. In this study, the Measure of Sampling Adequacy (MSA) value of all variables was obtained which was greater than 0.05. The variables above meet the requirements for the Measure of Sampling Adequacy (MSA) value so that no variables are excluded then further tests can be carried out.

Communalities

Table 1. Communalities

	Initial	Extraction
IH1	1.000	.577
IH2	1.000	.797
IH3	1.000	.643
IH4	1.000	.682
IH5	1.000	.690
IH6	1.000	.579
IH8	1.000	.599
IH9	1.000	.639
IH10	1.000	.701
IH11	1.000	.673
K1	1.000	.762
K2	1.000	.799
K3	1.000	.677
HM1	1.000	.734
HM2	1.000	.650
HM3	1.000	.733
HM4	1.000	.658
HM5	1.000	.681
PH1	1.000	.594
PH2	1.000	.672
PH3	1.000	.758

From the communalities table above, it can be seen that the 21 variables have a value above 0.5 so that all variables meet the requirements. Communalities values are found in the extraction column which shows how much the factors formed can explain a variable.

1. For the halal label variable on clear cosmetic products (IH1) of 0.577 this shows that 57.7% of the variance of the halal label variable on clear cosmetic products can be explained by the factors formed.
2. For the variable familiar with the halal logo on cosmetic products (IH2) of 0.797, this shows that 79.7% of the variance of the variable familiar with the halal logo on cosmetic products can be explained by the factors formed.
3. For the variable having read about the halalness of cosmetic products in various media (IH3) of 0.643 this shows that 64.3% of the variance of the variable having read about the halalness of cosmetic products in various media can be explained by the factors formed.
4. The variable feels satisfied when it sees the certainty of the halal label on cosmetic products (IH4) of 0.682, this shows that 68.2% of the variance of the variable feels satisfied when it sees the certainty of the halal label on cosmetic products can be explained by the factors formed.
5. For the variable having heard about halal cosmetic product information in various media (IH5) of 0.690 this shows 69% of the variance of the variable having heard about halal cosmetic product information in various media can be explained by the factors formed.
6. For the variable quite interested in halal information on cosmetic products in various media (IH6) of 0.579 this shows 57.9% of the variance of the variable quite interested in halal information on cosmetic products in various media can be explained by the factors formed.
7. For label variables and halal certificates on cosmetic products in Indonesia guaranteeing safety and good product quality (IH8) of 0.599 this shows 59.9% of the variance of the variable labels and halal certificates on cosmetic products in Indonesia guaranteeing the safety and quality of products that are can be explained by the factors that are formed.
8. For the halal certainty variable in cosmetic products guaranteeing consumers to be free to worship (IH9) of 0.639 this shows 63.9% of the variance of the halal certainty variable in cosmetic products guaranteeing consumers to be free to worship can be explained by the factors formed.
9. For the halal label variable on cosmetic products guaranteeing its halalness (IH10) of 0.701 this shows that 70.1% of the variance of the halal label variable on cosmetic products guarantees its halalness can be explained by the factors formed.
10. For the variable knowing about the halalness of cosmetic products from the halal label (IH11) of 0.673 this shows 67.3% of the variance of the variable knowing about the halalness of cosmetic products from the halal label can be explained by the factors formed.
11. For the variable knowing where I can buy halal cosmetics (K1) of 0.762 this shows 76.2% of the variance of the variable can be explained by the factors that are formed.
12. For the easy variable to find halal cosmetics on the market (K2) of 0.799 this shows that 79.9% of the variance of the variable can be explained by the factors that are formed.
13. For the variable halal cosmetics widely available in various shops and shopping centers in Indonesia (K3) of 0.677 this shows 67.7% of the variance of the variable can be explained by the factors formed.
14. For the variable that has found talk about halal cosmetic products on social media (HM1) of 0.734 this shows that 73.4% of the variance of the variable has found talk about halal cosmetic products on social media can be explained by the factors formed.

15. For the variable having seen and heard about halal cosmetics in electronic media (television, radio, etc.) (HM2) of 0.650 this shows 65% of the variance of the variable having seen and heard about halal cosmetics in electronic media (television, radio, etc.) can be explained by the factors formed.
16. For the consumer variable, it is easy to access information about halal cosmetic certificates on the MUI website (HM3) of 0.733, this shows that 73.3% of the variance of the consumer variable easily accesses information about halal cosmetic certificates on the MUI website can be explained by the factors formed.
17. The variable has ever found information in various media that halal provisions also apply to cosmetic products (HM4) of 0.658, this shows 65.8% of the variance of the variable has found information in various media that halal provisions also apply to cosmetic products can be explained by formed factors.
18. For the variable having found information in various media about places that sell halal cosmetics (HM5) of 0.681 this shows 68.1% of the variance of the variable having found information in various media about places selling halal cosmetics can be explained by formed factors.
19. For the variable halal assurance audited by auditors who are competent in their field (PH1) of 0.594 this shows that 59.4% of the variance of the variable halal assurance audited by auditors who are competent in their field can be explained by the factors formed.
20. The seminar variable on halal products is often held by various groups (business circles, academics and government) (PH2) of 0.672, this shows 67.2% of the variance of the seminar variable on halal products often held by various groups (business circles, academics, and government) can be explained by the factors that are formed.
- For the variable consumer halal awareness raising programs held in capital cities and other cities in Indonesia (PH3) of 0.758 this shows 75.8% of the variance of the variable consumer halal awareness raising programs held in capital cities and other cities in Indonesia can be explained by the factors that are formed.

Component Factors

Table 2. Rotated Component Matrix

	Component					
	1	2	3	4	5	6
IH1				.495		
IH2				.713		
IH3						.731
IH4						
IH5						
IH6	.685					
IH8						
IH9						.680
IH10			.775			
IH11			.676			
K1						
K2		.858				
K3		.766				
HM1	.755					
HM2	.769					
HM3				.643		
HM4				.647		
HM5	.655					
PH1					.713	
PH2					.837	
PH3						

Based on the test results above, several interpretations can be taken and described as follows:

1. Factor 1, which includes 5 (five) variables, namely: the variable having heard about halal cosmetic product information in various media (IH5) of 0.620, the variable being quite interested in halal information on cosmetic products in various media (IH6) of 0.685, the variable has found talk about halal cosmetic products on social media (HM1) of 0.755, the variable has seen and heard about halal cosmetics in electronic media (HM2) of 0.769, and the variable has found information in various media about places that sell halal cosmetics (HM5) of 0.655.
2. Factor 2, which includes 3 (three) variables, namely: the variable knowing where to buy halal cosmetics (K1) of 0.742, the variable easy to find halal cosmetics on the market (K2) of 0.858, and the variable halal cosmetics widely available in various shops and shopping centers in Indonesia (K3) of 0.766.
3. Factor 3, which enters into this factor there are 3 (three) variables, namely: the variable label and halal certificate on cosmetic products in Indonesia guarantees safety and good product quality (IH8) of 0.695, the variable halal label on cosmetic products guarantees halalness (IH10) of 0.775, and the variable knowing about the halalness of cosmetic products from the halal label (IH11) is 0.676.
4. Factor 4, entering into this factor there are 4 (four) variables, namely: the variable halal label on cosmetic products is clear (IH1) of 0.495, the variable familiar with the halal logo on cosmetic products (IH2) is 0.713, the consumer variable easily accesses information regarding cosmetic halal certificates on the MUI website (HM3) of 0.643, and the variable has found information in various media that halal provisions also apply to cosmetic products (HM4) of 0.647.
5. Factor 5, which includes 3 (three) variables in this factor, namely: variable halal assurance audited by auditors who are competent in their field (PH1) of 0.626, variable seminars on halal products are often held by various groups

(business circles, academics, and the government) (PH2) of 0.713, and the variable of consumer halal awareness raising programs held in the capital city and other cities in Indonesia (PH3) of 0.837.

6. Factor 6, which includes 3 (three) variables, namely: variable having read about halal cosmetic products in various media (IH3) of 0.561, variable feeling satisfied when seeing the certainty of a halal label on cosmetic products (IH4) of 0.731, and the variable halal certainty in cosmetic products guarantees consumers to be free to worship (IH9) of 0.680.

Factor Name

To name the factors that have been formed in the factor analysis, it can be done in two ways, the first way is: giving a factor name that can represent the names of the variables that make up the factor. The second way is: giving the name of the factor based on the variable that has the highest factor loading value. This can be done if it is not possible to give factor names that can represent all the variables that make up these factors (Suliyanto, 2005).

In this study the new factors formed and the magnitude of the variable contribution of the factors that shape halal awareness are:

1. Factor 1: The new factor that was formed was named "Media Information" contributing 31.448% formed from the variable having seen and heard about halal cosmetics in electronic media, having found talk about halal cosmetic products on social media, quite interested in information regarding halal cosmetic products in various media, have found information in various media about places that sell halal cosmetics, and have heard of halal cosmetic product information in various media.
2. Factor 2: The new factor formed is named "Halal Accessibility" contributing 10.624% formed from the variable easy to find halal cosmetics on the market, halal cosmetics are widely available in various shops and shopping centers in Indonesia, and knowing where to buy halal cosmetics.

3. Factor 3: The new factor formed is named "Halal Label Information" contributing 7.928%, formed from the variable halal labels on cosmetic products guaranteeing their halal status, halal labels and certificates on cosmetic products in Indonesia guaranteeing safety and good product quality, and find out about halal cosmetic products from their halal labels.
4. Factor 4: The new factor formed is named "Knowledge About Halal" contributing 7.928% formed from the variable familiar with the halal logo on cosmetic products, having found information in various media that halal provisions also apply to cosmetic products, consumers easily access information about cosmetic halal certificates on the MUI website, and the halal label on cosmetic products is clear.
5. Factor 5: The new factor that was formed was named "Halal Program" contributing 5.748% formed from the variable consumer awareness raising halal programs held in the capital city and other cities in Indonesia, seminars on halal products were often held by various groups, and halal guarantees are audited by auditors who are competent in their fields.
6. Factor 6: The new factor that was formed was named "Halal Certainty" contributing 5.054% formed from the variable feeling satisfied when seeing the certainty of a halal label on cosmetic products, halal certainty on cosmetic products guarantees consumers to be free to worship, and have read about Halal cosmetic products in various media.

Analysis and Interpretation

Given the very broad discussion regarding the factors that shape halal awareness, we limit the problem from 4 dimensions which in factor analysis are used with the term factor, namely (1) Halal Information, (2) Availability, (3) Halal in Media and (4) Halal Program on Halal awareness of cosmetic products in Indonesia. The number of questions in the questionnaire used were 23 questions which in factor analysis are referred to as variables. After the factor analysis process was carried out, there were 2 variables that did not meet the communalities value

with a value below 0.5 so they had to be excluded, so the number of variables that were eligible for further analysis became 21 variables. From these 21 variables, 6 new factors are formed that shape halal awareness.

Factor 1 named "Information Media" made the highest contribution in forming halal awareness, namely 31.448% formed from the variable having seen and heard about halal cosmetics in electronic media, ever found talk about halal cosmetic products on social media, quite interested in information halal cosmetic products in various media, have found information in various media about places that sell halal cosmetics, and have heard of halal cosmetic product information in various media. Based on previous research by Yasid et al. (2015) with the title "Factors Affecting Muslim Students Awareness of Halal Products in Yogyakarta, Indonesia" research shows that media exposure forms halal awareness in consumers. As this research shows, at this time which can also be referred to as the digital era, it supports that most consumers know information about halal cosmetics through friends on social media and recognize that the media has a major influence on their awareness of halal cosmetics.

Factor 2 named "Halal Accessibility" gave the second highest contribution, namely 10.624% formed from the variable easy to find halal cosmetics on the market, halal cosmetics are widely available in various shops and shopping centers in Indonesia, and knowing where to buy halal cosmetics. This is supported by previous research by Shaari et al. (2020) with the title "Does Halal Product Availability and Accessibility Enhanced Halal Awareness and Intention to Purchase Halal Packaged Food Products" with research results showing that Availability and Accessibility affect halal awareness. According to this research, accessibility is very important for a country with a majority Muslim population like Indonesia because as a Muslim consumer, they must prioritize consuming halal products.

Factor 3 is named "Halal Label Information" contributing 7.928% formed from the variable halal labels on cosmetic products guaranteeing their halalness, halal labels and certificates on cosmetic

products in Indonesia guaranteeing safety and good product quality, and knowing about the halalness of cosmetic products from labels its halal. These results are supported by previous research by Marizsa et al. (1441H/2019M) with the title "Halal Awareness of Muslim Millennials Toward Cosmetics and Skincare Decision", research on 12 variable factors of halal awareness from product characteristic variables, environmental influences, individual innovation, sharia knowledge of halal products, and knowledge of hazardous cosmetic ingredients on average the average value is above 3, meaning that on these factors the respondent can recognize the halal logo and also halal sharia well. According to this research, creating halal characteristics in a product that is already halal certified is very important to support the belief in the halal guarantee of a product and to increase halal awareness for the community.

Factor 4 is named "Knowledge About Halal" contributing 7.928% formed from the variable being familiar with the halal logo on cosmetic products, having found information in various media that halal provisions also apply to cosmetic products, consumers easily access information about cosmetic halal certificates on the MUI website, and the halal label on cosmetic products is clear. Like previous research by Clarita et al. (2020) with the title "Factors Impacting Customer Attitude toward Buying Halal Cosmetics in Jabodetabek" the results show that of the 24 variable factors, there are 22 factors that deserve further research based on validity and reliability tests. The variables religiosity, product involvement, and halal knowledge significantly influence customer attitudes on buying halal cosmetics, and customer attitudes on buying halal cosmetics significantly influence purchase intention. As in this research, knowledge of halal is also an important factor, especially in terms of choosing cosmetics, because consumers must know ingredients that are safe to use and are allowed in Islamic law, this is also an obligation for Muslims to consume halal products.

Factor 5 is named "Halal Program" contributing 5.748% formed from the variable consumer awareness raising halal programs held in the capital city and other cities in Indonesia, seminars on

halal products are often held by various groups, and halal guarantees are audited by auditors competent in their field. Factor 6 named "Halal Certainty" contributed the lowest influence on halal awareness, namely 5.054% formed from the variable feeling satisfied when seeing the certainty of a halal label on cosmetic products, halal certainty on cosmetic products guarantees consumers to be free to worship, and have read about Halal cosmetic products in various media. Factors 5 and 6 are in line with previous studies by Nusran et al. (2018) with the title "Halal Awareness on the Socialization of Halal Certification" with research results showing that halal awareness, halal certification, marketing promotions, and brands are positively related to purchase intentions for halal products. The research also shows the results of the contribution of programs to increase public awareness of the urgency of consuming halal products, which are expected to increase excellence in terms of trade, economy, product competitiveness and other business advantages. According to this research, the program to increase halal awareness is not only beneficial for the consumers themselves, it is also beneficial for increasing the advantages of traders or companies in terms of the superior characteristics of their products which can affect their competitiveness in the market. the inclusion of the halal logo also really needs to be clarified in a product, especially cosmetic products that already have a halal certificate, this serves to increase the halal certainty of a product to attract consumer confidence in choosing and using the product.

Testing in this study initially had 4 factors, namely (1) Halal Information, (2) Availability, (3) Halal in Media and (4) Halal Programs were analyzed with 23 variables, after these variables were tested there were 2 variables that had to be excluded because it has a communalities value below 0.5 so that only 21 variables can be tested further. After the 21 variables were continued in the factoring process, 6 new factors were formed and arranged based on the sum of the eigenvalue numbers owned by each factor to form a new factor which initially only had 4 factors in this study. The new factors that are formed are named based on the name that represents each variable that

forms a factor and the factor names are based on the variable that has the highest factor loading value (Suliyanto, 2005). The 6 new factors formed are: (1) Media Information, (2) Halal Accessibility, (3) Halal Label Information, (4) Halal Knowledge, (5) Halal Program, and (6) Halal Assurance.

Of the 6 factors, there are 5 factors with new names, namely Media Information, Halal Accessibility, Halal Label Information, Halal Knowledge, and Halal Assurance, and 1 factor with the same name from the 4 factors previously analyzed, namely Halal Program. In the 4 factors analyzed previously, there were 3 factor names that were omitted because the arrangement of the variables changed due to the factoring process, namely Halal Information, Availability, and Halal in Media.

According to Malik et al. (2013) halal awareness refers to the extent to which consumers have a special interest or experience about something and or are well informed about what is currently happening in relation to food, beverages and other halal products.

Information about halal can now be obtained from anywhere, including information presented from various media including information about halal cosmetic products. According to Patnod (2001), information about halal products can be done either through print media such as newspapers, magazines, or electronic media such as television, radio, internet or other information channels, which can influence consumer awareness of halal.

According to Cloud et al. (2015) awareness is the result of consumers' understanding of the availability and accessibility of a company's products or services. Halal accessibility refers to the extent to which consumers perceive the availability of products and the ease of accessibility of halal products to potential consumers. Meanwhile, the availability of halal products refers to the extent to which consumers perceive the breadth and depth of the range of halal products offered by resellers.

One of the elements that must be owned by halal products is the MUI halal certificate. According to Segati (2018) MUI Halal Certificate is a written fatwa of the Indonesian Ulema Council which states

the halalness of a product in accordance with Islamic shari'ah. This MUI Halal certification is a requirement to obtain permission to place a halal label on packaging

Products from authorized government agencies. According to Tjiroesmi and Suhodo (2014) halal certification will bring benefits, namely providing guarantees for four elements:

- a. Consumption conformity guarantee with sharia
- b. Quality product guarantee
- c. Product safety guarantee, especially in terms of health
- d. Guarantee of good treatment of slaughtered animals and fair trade

According to Kertajaya and Ridwansyah (2014) awareness reflects the first stage of the buying process, where consumers who initially do not know a product begin to know it. Without prior knowledge of the product, there is a relatively high probability that the consumer will not purchase the product or service.

According to Marizsa et al. (2020) knowledge of halal sharia or the law of a product is very important because it can influence consumer behavior towards a halal product. The deeper consumers understand Islamic law, the more likely consumers will choose halal products and vice versa. Islamic understanding not only influences decisions in using halal cosmetics but can also play a role in determining product characteristics, the environment and consumer innovation.

According to Akim (2020) Providing information and knowledge to Indonesian Muslim consumers is very necessary in order to build public awareness to avoid using non-halal products. One of the efforts to disseminate information and knowledge that can be done is through outreach activities. Ideally socialization activities can target various groups of people.

As previously discussed, of the 23 variables there were 2 variables that were omitted because they did not meet the requirements for the Communalities value, namely the IH variable (7) "I believe Indonesia is capable of becoming a halal cosmetics producer in

the global market" and the PH variable (4) "Halal certificate guarantees the cosmetic industry has implemented halal provisions. These two variables are considered unsuitable for Muslim millennial respondents in Indonesia because the cosmetics industry in Indonesia is still dominated by 55% by imported products from Europe, Korea, the US, China etc. and there are still halal-certified cosmetic products that do not include a halal label on their packaging, making millennial Muslim women respondents in Indonesia still prioritize the suitability of their formulas for their faces compared to the guarantee of their halal certificates.

CONCLUSION

Based on the results of the analysis and discussion of the analysis of the factors that shape halal awareness of cosmetics among millennial Muslim women in Indonesia using the factor analysis method, it can be concluded that there are 6 main factors that shape halal awareness of 68,081%, these factors are: (a) Factor 1 with the name "Information Media" contributed 31.448%. (b) Factor 2 with the name "Halal Accessibility" contributed 10.624%. (c) Factor 3 with the name "Halal Label Information" contributed 7.928%. (d) Factor 4 with the name "Knowledge About Halal" contributed 7.928%. (e) Factor 5 with the name "Halal Program" contributes 5.748%. (f) Factor 6 with the name "Halal Certainty" contributes 5.054%.

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