

Trends and Challenges Industry Halal Cosmetics: Opportunities Growth in Indonesia and Global Markets

Eva Zunia Khoiriyah¹, Azizah Wulan Dari², Lutfiyah Rahma Novelika³, A'rasy
Fahrullah⁴

¹UNESA Surabaya – 24081725017@mhs.unesa.ac.id

²UNESA Surabaya – 24081725018@mhs.unesa.ac.id

³UNESA Surabaya – 24081725019@mhs.unesa.ac.id

⁴ UNESA Surabaya – arasyfahrullah@unesa.ac.id

Article Info

Article history:

Received:

August 2th, 2024

Revised:

September 11th, 2024

Accepted:

November 3th, 2024

Keywords:

Halal cosmetics
demand consumer
halal regulation
industry cosmetics
digital marketing

ABSTRACT

This research analyze request product halal cosmetics in Indonesia, which is a country with the largest Muslim population in the world. This study use method study library For dig trend, factor drivers, as well as challenges faced by the industry halal cosmetics. Research results show that request to halal cosmetics driven by religiosity consumers, safety and health products, social media influence, and competitive pricing and availability. Generation millennials and Gen Z become segment the main determining factor market direction, with preferences influenced by digital promotions. Although regulation like Constitution Guarantee Halal products have give certainty law, challenges such as complex certification processes and lack of education consumer Still become constraints. This study emphasize importance innovation, marketing strategy based on social media, as well as strengthening education and literacy consumer For support growth industry halal cosmetics in Indonesia sustainable.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

A'rasy Fahrullah

Program Studi S2 Perekonomian Islam dan Industri Halal, Universitas Negeri
Surabaya (UNESA), Surabaya, Indonesia

Email: arasyfahrullah@unesa.ac.id

1. INTRODUCTION

Indonesia, as a country with the world's largest Muslim population, facing challenges and opportunities unique in the product market halal beauty, which has increased rapidly along with increasing awareness of the importance of halal in every aspect of life, including cosmetics. In some years, analysis requests for product halal cosmetics in Indonesia have to obtain significant attention from researchers and practitioners in the industry. Awareness of this is not only related to the materials used, but also to the production process and, more importantly, the validity of halal certification that guarantees that the product is in accordance with Islamic law (Kusuma & Kurniawati, 2022; Amalia & Rozza, 2022).

Requests for product halal cosmetics are often related to a number of factors. Knowledge and understanding about halal products can influence consumer attitudes in choosing safe and compliant products with principles of religion. Research shows that the younger generation, especially Generation Z, shows improvement in product halal cosmetics, where religiosity and consumer attitude become important variables that influence their purchase decisions (Kusuma & Kurniawati, 2022; Amalia & Rozza, 2022; Farichah & Yasin, 2023). With adequate information about benefits and halalness of products, consumers feel more confident in choosing cosmetics that they use (Hasibuan, 2021).

Although requests for halal cosmetics are increasingly strengthening, challenges faced by the industry include the level of awareness of consumers who still varies. Studies find that although 90.9% of respondents consider halal certification at the moment of buying cosmetics, only 52.6% of consumers take the real halal label into account in their decision (Scorita et al., 2023; Genoveva & Utami, 2020). This shows a gap between knowledge and consumer behavior, which may be related to a lack of the right information about the benefits of using halal products and the uncertainty caused by the lack of certification or guarantee of quality products.

Halal certification also becomes an important debate, considering the Constitution Guarantee of Halal Products (UU JPH) that has applied since 2019, which provides authority to the Indonesian Ulema Council (MUI) to do certification (Hasan, 2014). However, challenges in implementing the regulation can create uncertainty for the industry and consumers. This indicates the need for a deeper study to understand how the regulation can influence consumer decisions and the development of the halal cosmetics market in Indonesia. Therefore, it is important to prepare a comprehensive marketing strategy to educate consumers about the superiority of halal products (Balques et al., 2017).

Next, marketing and branding play an important role in interesting consumers to buy halal products. Effective communication strategies about halal as well as the superiority of products from aspects of quality and safety will help attract the attention of consumers who delve into the meaning of halal (Amalia & Rozza, 2022; Scorita et al., 2023; Rosida, 2018). Research also shows that the influence of endorsement from public figures or influencers who promote halal products can push purchase decisions among consumers, in particular the younger generation of people who are highly influenced by social media (Arista & Fikriyah, 2022; Widyaningrum, 2018).

However, it is necessary to pay attention to how halal products are perceived in the context of price, especially because many consumers are willing to pay more for products they trust to be safe and halal (Machbub et al., 2023). Fair pricing

and transparency in management price product halal cosmetics will become booster important in decision purchase consumers. Likewise, a strong brand image and reputation company manufacturer become factor the determinant that is not lost important, where consumers tend choose brands that have known and trusted in produce quality halal cosmetics (Saniatuzzahroh & Trisnawati, 2022; (Farichah & Yasin, 2023)

Development regulation related halal products in Indonesia, including existence Constitution Guarantee Halal Products (UU JPH), become step strategic For increase trust and give certainty law for consumers (Rafianti et al., 2022). With Thus, the problems like uncertainty about halal product can minimized, and industry halal cosmetics in Indonesia can develop in a way more structured and sustainable.

In facing the increasingly global market competition strict, important for the perpetrators industry For Keep going innovate and adapt to demands consumers who continue changed. Further research carry on about behavior and preferences consumer to Halal cosmetics are very necessary For help manufacturer design more marketing strategies effective and comprehensive in fulfil needs and wants consumers (Adawiyah & Khairunisa, 2023).

In addition, it is important For increase literacy and education public about the real meaning from halal products, so that consumer No only get caught up in labels or branding, but can in a way intelligent determine choice based on in -depth knowledge (Hasibuan, 2021; Arini & Achyar, 2023). Educational efforts This Can done through involving programs community, seminars, and use of social media For socialize importance halal in product cosmetics.

With background behind, analysis of product of Halal cosmetics in Indonesia are becoming very relevant and necessary. followed up with a more approach systematic and comprehensive, covering from aspect marketing until regulation and public education.

2. METHOD

This research use method studies library (library research) as approach main For collecting data and information . Literature study done with to study various source written , including article journal scientific , books , reports industry , news , and relevant regulations . Approach This allow researcher For get deep insight about development request product halal cosmetics in the Indonesian market.

Analysis done in a way descriptive with compare data from various credible sources . This research utilise theories related demand, consumption, and behavior consumer For understand market trends and factors main influencing factors request halal cosmetics (Fauziyah & Rahmawati, 2023). In addition , the data obtained were also analyzed with consider context social, cultural and religious aspects that are relevant in Indonesia, so that give better understanding holistic about preference consumer to halal cosmetics (Rini & Utami , 2023).

With this method, researcher capable to identify main factor booster, such as awareness consumer to halal products , social media influence , and support regulation government (Nurhayati & Hendar, 2020). This study also provides projection about prospects industry halal cosmetics in a number of year to front , with referring to global trends and domestic demand.

3. RESULTS AND DISCUSSION

3.1. Theory of Demand and Consumption

Demand and consumption is fundamental concepts in knowledge economics that explains behavior individual in the market. Demand refers to the amount goods or services desired by consumers in various level price in period certain. According to theory request conventional, there are connection negative between price and quantity demanded, which are known as law demand. Other factors that influence request covering income, price goods related, preferences consumers, and expectations to future prices (Samuelson & Nordhaus, 2010).

On the other hand, consumption refers to the action use up mark use goods or service For fulfil needs. In the approach economy conventional, consumption often associated with with satisfaction or utility gained from goods or services used. Milton Friedman through Hypothesis Income Permanent explain that consumption somebody No only determined by income moment This but also by expected future income (Friedman, 1957).

In perspective Islamic economics, concept demand and consumption No only consider aspect utilities but also values ethics and sharia. Request halal goods, for example, are influenced by awareness religion and principles sustainability. Consumption in Islam it is directed towards things that are beneficial and forbidden For nature israf (excessive) or tabdzir (wasteful) (Chapra, 2000). This theory introduce approach holistic which emphasizes balance between need individuals and interests social.

As additional, theory demand and consumption are also growing with consider modern trends such as preference to product friendly environment and halal. Research shows that consumer moment choose product based on values, such as halal cosmetics and products organic, which reflects need will items that are not only fulfil function consumption but also in harmony with moral principles and sustainability (Haque et al., 2020).

With Thus, the theory demand and consumption Keep going develop For reflect dynamics needs and preferences modern society, both in context economy conventional and Islam. This is show importance understand behavior consumers who do not only influenced by factors economy but also aspects social, culture and values religious.

3.2. Regulation of Halal Products in Indonesia

Regulation halal products in Indonesia have experience development significant along increasing awareness Muslim society will importance consumption halal products. Government respond need This with to validate Constitution Number 33 of 2014 concerning Guarantee Halal Products (JPH), which is mandatory all products that enter , circulate and are traded in Indonesia for own halal certificate (Syekti , 2014). For support implementation regulation This is where the Organizing Body was formed Guarantee Halal Products (BPJPH) under the Ministry of Religion, which works The same with the Halal Inspection Institute (LPH) and the Indonesian Ulema Council (MUI) in the certification process (Syekti, 2014).

However, the implementation of regulation face various challenge. One of the benefit main regulation giving clarity of the halal or non-halal status of products in circulation, which becomes mark plus for producers and consumers (Hidayat, 2024). On the other hand, the implementation of halal certification still become obstacles,

especially for perpetrator business micro, small and medium enterprises (MSMEs). These obstacles includes a complex certification process, lack of access to information, as well as cost certification that is considered height (Putri, 2024). Further research show that MSMEs face difficulty in understand procedure halal certification and still need support in the form of socialization and mentoring intensive from government (Rahman, 2024). This is also reinforced by a study that revealed the need strengthening system guarantee halal products for increase compliance to halal standards among perpetrator business (Sari, 2024).

In general, although regulation halal products in Indonesia have give runway clear law, still required effort collaborative between government , perpetrators business and society For increase understanding, access information, as well as support financial in the halal certification process. With this approach, it is expected implementation regulation halal products can walk more effective and provide maximum benefits.

3.3. Halal Cosmetics Trends in the Global Market

Cosmetics trend in the global market has show significant growth in a number of year lastly. This is driven by increasing awareness Muslim consumers will importance use suitable product with principle sharia, as well as existence improvement request from non-Muslims who are interested in halal products because factor safety, quality and ethics in the production process (Nurhayati & Hendar, 2020). Product halal cosmetics no only comply regulation related halal, but also often prioritizes ingredients natural and sustainable production processes, so that interesting attention caring consumers environment.

Studies show that the global halal cosmetics market is estimated Keep going develop with a high CAGR (Compound Annual Growth Rate). The main factor booster growth This covers improvement global Muslim population, digital penetration that makes it easier access to halal information and products, as well as support regulation from countries with Muslim majority countries such as Indonesia, Malaysia, and Middle Eastern countries (Fadila, 2021). In addition, companies multinational start notice segment This with launch line halal products for fulfil need Muslim consumers. However, the challenges still There is in development of the halal cosmetics market, including lack of understanding about halal standards in various countries, obstacles various certifications, as well as need For education consumer about benefit halal products. According to Rini and Utami (2023), it is important for manufacturer For integrate aspect halal with approach innovative marketing use reach global consumers in general more effective.

As a market that continues to grow developing, halal cosmetics also have big opportunity among generation young, who are increasingly care with product based on values, including mark religion, health and sustainability environment. Innovation in formulation product, transparency in chain supply, as well as an inclusive branding strategy will become key success in expanding the halal cosmetics market at the global level.

3.4. The Role of Social Media in Request Halal Cosmetics

Social media has become a very influential platform in increase request to halal cosmetics, especially among generation young. The presence of social media allow manufacturers and brands For promote products they in a way direct to consumers, creating greater awareness and interest wide to product halal cosmetics

(Fatmawati, 2022). With feature interactive like review users, beauty tutorials, and influencer content, social media help build trust consumer to quality and halal product.

Studies show that social media play role important in to form perception consumer about product halal cosmetics. Consumers tend look for information and reviews from platforms like Instagram, TikTok, and YouTube before decide For buy product. This is especially applicable for generation Millennials and Gen Z who often depend on recommendation from beauty influencers who promote halal products (Fauziyah & Rahmawati, 2023). Influence positive from social media No only increase awareness brand but also expand halal cosmetics market reach to global consumers.

Moreover, research disclose that marketing strategy based on social media that highlights values halal and sustainability product own impact significant on loyalty consumers (Lestari, 2021). Producers who utilize social media For give education about importance halal cosmetics as well build story authentic brand often successful interesting attention consumers. This help to differentiate product they from competitors in an increasingly competitive market competitive.

However, the challenge still there is, including distribution information that is not accurate and competitive strict on digital platforms. Therefore it is important for manufacturer to ensure content published on social media is credible, informative and relevant with need consumers. In general overall, social media play a role as significant catalyst in push growth request halal cosmetics. With an effective digital marketing strategy, manufacturers can take advantage of this platform For increasing visibility product them and strengthen connection with consumers.

3.5. Profile Consumer Halal Cosmetics in Indonesia

Based on results study library, majority of consumer halal cosmetics in Indonesia come from from group aged 18–35 years, which is generation Millennials and Gen Z. Groups This own awareness tall to importance halal products and often look for information via social media before buy product beauty. Social media give they convenience For get more information transparent about quality, composition and halal certification of a products, which affect decision purchase them. With trend this, company cosmetics you want interesting interest consumer young need ensure that product they consume Not only fulfil standard halal but also provide clear and understandable information trusted through many digital channels accessed by group age This.

3.6. Factor affecting Request Halal Cosmetics

Based on analysis literature, there is a number of factor main influencing factors request halal cosmetics in Indonesia:

- Product Safety and Health: Consumers more choose product made from natural free from material chemistry dangerous.
- Religiosity or Compliance to Halal Principles: Halalness product become factor main in decision purchase for Muslim consumers.
- Social Media Influence: Promotion through influencers and beauty bloggers to increase awareness as well as Power pull halal products.
- Price and Availability Products: Halal cosmetics that have price competitive and easy found in the market more in demand by consumers.

3.7. Challenge in Development Industry Halal Cosmetics

Although request For product halal cosmetics are increasing, still There is a number of challenges that must be faced. One of them is limited knowledge manufacturer cosmetics local about proper halal regulation and certification. The halal certification process is quite complicated and requires long time often become obstacle for manufacturer small.

Besides that, still There is impression that product halal cosmetics have better quality low compared to non-halal products, even though matter This is Not always true. Improvement of quality halal products and more education wide to consumer become important For overcome the perception.

In addition, competition in the industry halal cosmetics are increasingly strict with presence various brand local and international. Various brand local halal cosmetics and also international now the more Lots found in the Indonesian market. Some brand local halal cosmetics that have famous These brands include Wardah, Sariayu, Emina, and Safi. This No only focus on quality products, but also pay attention to elements important thing to be Power pull for Muslim consumers, such as simple packaging and claims clear halalness.

Besides local brands, some brand international like Maybelline and L'Oréal also started divert focus they For produce halal product for use fulfil Indonesian market demand. They realize that the Indonesian market has big potential, and Muslim consumers are increasing look for product suitable cosmetics with belief they. If No balanced existence product local with good quality, and still notice halal a product, then product cosmetics local in the future front will experience decline productivity.

3.8. Impact of Regulation of Halal Certification

Regulation must valid halal certification starting 2026 to provide challenge for manufacturers who have not to obtain halal certification. However, the policy this also opens opportunity for industry Indonesian cosmetics for expanding export markets to other Muslim countries.

Regulation must halal certification that started will be valid in 2026 give big challenge for manufacturer cosmetics in Indonesia that have not to obtain halal certification. Most of manufacturer cosmetics, especially those that are still use non-halal ingredients or Not yet notice aspect halal in production, must quick adapt product them to fulfill standard halal certification as determined by the Indonesian Ulema Council (MUI). This process covers change in election material raw materials, production process, and checking appropriate security with provision Islamic law. For producers who have not own halal certification, thing This will become burden addition in operational, which requires cost and time For conducting audits, training, and changes to the line production.

However this policy also brings opportunity significant for industry Indonesian cosmetics to grow and develop, especially in the global market. With halal certification which is requirements in many Muslim countries, manufacturers Indonesian cosmetics that have get halal certification will more easy For entering the international market, especially countries with majority Muslim population such as the Middle East, Malaysia, and other Southeast Asian countries. Demand to product Halal cosmetics in the global market continue developing, and Indonesia as a country

with amount the world's largest Muslim population has potential big For become leader in industry global halal cosmetics.

On the other hand, the policy this can also push manufacturer cosmetics For more innovative and competitive in create products that are not only fulfil halal standards but also prioritizes quality and desire. With recognized halal certification international, manufacturer Indonesian cosmetics can increase reputation them in the global market, taking advantage of opportunity more exports big, and strengthen position they in industry world cosmetics are increasingly competitive. Although however, even though challenges faced by manufacturers Indonesian cosmetics are big sufficient, policy this halal certification can become catalyst For further growth and expansion wide in the global market.

3.9. Future Prospects

See existing trends, the prospects for the halal cosmetics market in Indonesia are very promising. With increasing awareness to importance suitable product with religious teachings and health, requests product halal cosmetics predicted will Keep going developing. In addition, there is support from government through halal certification and improvement quality product local halal cosmetics in Indonesia become key For strengthen this market position.

Consumers, especially those who are Muslim, are increasingly notice ethics and values contained in the products they consumption. Therefore that, industry halal cosmetics have opportunity big For Keep going growing, both in the domestic market both global and local.

In addition, support government through policy mandatory halal certification in 2026 also give chance big for industry halal cosmetics indonesia for developing. The Indonesian government is actively push manufacturer local For fulfil halal standards, which in turn can increase Power competition product Indonesian cosmetics in the international market. The increase quality product local halal cosmetics are also becoming key For strengthen this market position. With existence innovation in formulation, packaging, and creation products that are not only halal but also effective and aesthetic, industry Indonesian halal cosmetics can become market leader, both at the level domestic both global and meet increasing demand big among Muslim consumers around the world.

4. CONCLUSION

Request product halal cosmetics in Indonesia continues experience growth significant , driven by increasing awareness consumer will importance halal products, regulations the government is increasingly tight , and trend beauty halal -based. The main factors that influence request This covering aspect security product, value religiosity, social media influence, and affordable prices. Consumers now more care about the ingredients natural and friendly environment, so that push manufacturer For Keep going innovate in create products that are not only halal, but also appropriate with style modern life.

With bright market prospects , industry halal cosmetics in Indonesia have opportunity big For developing, both at the level of domestic and also international. For utilise opportunity this, producer need strengthen innovation products, such as use material natural, safe and sustainable, and implementing marketing strategies digital based for reach more consumers extensive. In addition, support government

through supportive regulations and education public about importance halal products become element key in speed up growth industry This. In the middle increasingly fierce competition tight, success industry halal cosmetics will depend heavily on the ability manufacturer For guard quality, meet standard halal certification, and follow market trends. A holistic approach, involving collaboration between perpetrator industry, government, and consumers, can push industry halal cosmetics Indonesia becomes global market leader in the future.

REFERENCES

- Ariny, B. D. (2018). Dampak positif undang-undang nomor 33 tahun 2014 tentang jaminan produk halal dalam menciptakan sistem jaminan produk halal di Indonesia (Master's thesis, Fakultas Syariah dan Hukum Universitas Islam Negeri Syarif Hidayatullah Jakarta).
- Chapra, M. U. (2000). *The future of economics: An Islamic perspective*. The Islamic Foundation.
- Fatmawati, N. (2022). Peran media sosial dalam meningkatkan kesadaran terhadap kosmetik halal. *Jurnal Komunikasi dan Bisnis Syariah*, 6(1), 55–68.
- Fadila, N. (2021). Global halal cosmetics market: Opportunities and challenges. *Jurnal Ekonomi Syariah Global*, 8(2), 45–60.
- Fauziyah, R., & Rahmawati, S. (2023). Pengaruh media sosial terhadap preferensi konsumen kosmetik halal di Indonesia. *Jurnal Ekonomi dan Bisnis Syariah*, 7(3), 98–112.
- Friedman, M. (1957). *A theory of the consumption function*. Princeton University Press.
- Hartini, H., & Malahayatie, M. (2024). Implikasi Sertifikat Halal dalam Manajemen Bisnis Industri Makanan dan Minuman. *Great: Jurnal Manajemen dan Bisnis Islam*, 1(2).
- Haque, A., Sarwar, A., & Yasmin, F. (2020). Halal cosmetics adoption: The role of personal and religious values. *Journal of Islamic Marketing*, 11(2), 340–355.
- Hidayat, A. (2024). Penerapan regulasi jaminan produk halal di Indonesia: Tinjauan masalah Imam al-Ghazali. *In Right: Jurnal Agama dan Hak Azazi Manusia*, 13(1), 45–60.
- Lestari, A. (2021). Strategi digital marketing pada produk kosmetik halal. *Jurnal Inovasi dan Teknologi Islam*, 5(2), 123–136.
- Nurhayati, T., & Hendar, H. (2020). Halal certification and market performance: The role of innovation and market orientation. *Journal of Islamic Marketing*, 11(6), 1775–1799.
- Permata, A. R. E. (2018). Harapan dan Realitas Implementasi Regulasi Jaminan Produk Halal Di Indonesia. *Dinar: Jurnal Ekonomi Dan Keuangan Islam*, 5(1), 1-10.
- Putri, A. M. (2024). Tantangan sertifikasi halal pada pelaku usaha mikro kecil dan menengah (UMKM) produk pangan di Kabupaten Pamekasan. *Assyarikah: Journal of Islamic Economic Business*, 5(2), 150–165.
- Rahman, A. (2024). Kendala sertifikasi halal pada UMKM di Indonesia: Sebuah kajian literatur. *Jasmien: Journal of Halal Product and Research*, 2(1), 25–35.
- Rini, E., & Utami, D. (2023). Strategi pengembangan kosmetik halal untuk generasi muda. *Jurnal Manajemen Bisnis Islam*, 5(3), 105–120.
- Samuelson, P. A., & Nordhaus, W. D. (2010). *Economics*. McGraw-Hill.
- Sari, D. P. (2024). Implementasi sistem jaminan produk halal pada usaha mikro kecil dan menengah: Studi kasus Roti Q-Ta. *Indonesian Journal of Halal Research*, 4(1), 12–20.

- Supriyadi, E. I., & Asih, D. B. (2020). Regulasi kebijakan produk makanan halal di Indonesia. *Jurnal Rasi*, 2(1), 18-28.
- Syekti, N. W. (2014). Harapan dan realitas implementasi regulasi jaminan produk halal di Indonesia. *Dinar: Jurnal Ekonomi dan Keuangan Islam*, 1(2), 103-114.
- Wahyudi, F. S., Setiawan, M. A., & Armina, S. H. (2023). Industri Halal: Perkembangan, Tantangan, and Regulasi di Ekonomi Islam. *Innovative: Journal Of Social Science Research*, 3(6), 1801-1815.
- Mahanum, M. (2021). Tinjauan Kepustakaan. *ALACRITY: Journal of Education*, 1-12. <https://doi.org/10.52121/alacrity.v1i2.20>
- Nazir, M. (1985). Metode penelitian. Ghalia Indonesia. https://books.google.co.id/books?id=M_-dAQAACAAJ
- Sugiyono, D. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D.
- Sarwono, J. (2006). Metode penelitian kuantitatif & kualitatif. 979-756-146-1.
- Adawiyah, S. and Khairunisa, K. (2023). Pemilihan branding produk halal kosmetik bagi konsumen. *JishJG*, 1(1), 44-56. <https://doi.org/10.61743/jish.v1i1.41>
- Amalia, R. and Rozza, S. (2022). Analisis pengaruh halal awareness, religiusitas, gaya hidup, dan viral marketing terhadap keputusan pembelian produk skincare dan kosmetik halal (studi pada generasi z di dki jakarta). *Account*, 9(2). <https://doi.org/10.32722/account.v9i2.4688>
- Arini, N. and Achyar, A. (2023). Optimization of deoxyribonucleic acid (dna) isolation methods from several types of cosmetic samples for molecular-based halal tests. *Journal of Halal Product and Research*, 6(1), 1-10. <https://doi.org/10.20473/jhpr.vol.6-issue.1.1-10>
- Arista, K. and Fikriyah, K. (2022). Pengaruh label halal, harga dan song joong ki sebagai brand ambassador terhadap keputusan pembelian produk scarlett whitening di kabupaten sidoarjo. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(4), 453-466. <https://doi.org/10.20473/vol9iss20224pp453-466>
- Farichah, S. and Yasin, A. (2023). Pengaruh sertifikasi halal, halal awareness, dan brand image terhadap keputusan konsumen muslim dalam membeli kosmetik di surabaya. *Al-Kharaj Jurnal Ekonomi Keuangan & Bisnis Syariah*, 6(3), 2966-2980. <https://doi.org/10.47467/alkharaj.v6i3.4851>
- Hasibuan, S. (2021). Kesadaran konsumen kosmetik halal terhadap peran sertifikasi label halal di kota medan. *Al-Amwal Jurnal Ekonomi Islam*, 9(2), 140-150. <https://doi.org/10.36341/al-amwal.v9i2.171>
- Kusuma, R. and Kurniawati, R. (2022). Pengaruh halal knowledge, religiusitas, sikap konsumen generasi z terhadap perilaku konsumen produk kosmetik halal dalam negeri studi kuantitatif di lingkungan kota tangerang. *Ekonomi Bisnis*, 28(01), 91-99. <https://doi.org/10.33592/jeb.v28i01.2537>
- Machbub, S., Nopiyanti, F., Fitria, T., & Marlina, L. (2023). Analisis dampak sertifikasi halal terhadap keputusan pembelian kosmetik (studi kasus mahasiswa prodi ekonomi syariah universitas siliwangi tahun 2020-2021). *Ekonom*, 3(3), 140-148. <https://doi.org/10.58432/ekonom.v3i3.1012>
- Rafianti, F., Krisna, R., & Radityo, E. (2022). Dinamika pendampingan manajemen halal bagi usaha mikro dan kecil melalui program self declare. *Jurnal Sains Sosio Humaniora*, 6(1), 636-643. <https://doi.org/10.22437/jssh.v6i1.19732>

- Rosida, R. (2018). Faktor-faktor yang mempengaruhi intensi pembelian kosmetik halal. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 4(2), 129. <https://doi.org/10.20473/jebis.v4i2.10501>
- Saniatuzzahroh, A. and Trisnawati, D. (2022). Pengaruh pengetahuan produk halal, brand image dan religiusitas terhadap niat membeli produk kosmetik halal: sikap sebagai variabel intervening. *J-Ceki Jurnal Cendekia Ilmiah*, 1(6), 870-888. <https://doi.org/10.56799/jceki.v1i6.1549>
- Scorita, K., Usep, S., Umi, W., & Agus, W. (2023). Faktor yang mempengaruhi purchase decision produk kosmetik halal indonesia. *Kinerja*, 5(02), 246-254. <https://doi.org/10.34005/kinerja.v5i02.2697>
- Widyaningrum, P. (2018). Pengaruh label halal, asosiasi merek, iklan, dan celebrity endroser terhadap keputusan pembelian (survei pada konsumen wardah di malang. *Capital Jurnal Ekonomi Dan Manajemen*, 1(2), 110. <https://doi.org/10.25273/capital.v1i2.2318>
- Genoveva, G. and Utami, N. (2020). The influence of brand image, halal label, and halal awareness on customers purchasing decision of halal cosmetic. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355. <https://doi.org/10.24912/jmieb.v4i2.8381>
- Hasan, K. S. (2014). Kepastian hukum sertifikasi dan labelisasi halal produk pangan. *Jurnal Dinamika Hukum*, 14(2). <https://doi.org/10.20884/1.jdh.2014.14.2.292>
- Balques, A., Noer, B. A., & Nuzulfah, V. (2017). Analisis sikap, norma subjektif, dan niat beli produk kosmetik halal pada konsumen muslimah di surabaya. *Jurnal Sains Dan Seni ITS*, 6(2). <https://doi.org/10.12962/j23373520.v6i2.25472>