

PAPER • OPEN ACCESS

The Role of Environment in Responding to Halal Skincare Products in Indonesia

To cite this article: K Zaki *et al* 2021 *J. Phys.: Conf. Ser.* **1796** 012030

View the [article online](#) for updates and enhancements.



The Electrochemical Society
Advancing solid state & electrochemical science & technology

240th ECS Meeting ORLANDO, FL

Orange County Convention Center Oct 10-14, 2021

Abstract submission due: April 9

SUBMIT NOW

The Role of Environment in Responding to Halal Skincare Products in Indonesia

K Zaki¹, R Nopiah², A Walid³, E P Putra⁴

^{1,3,4}Institut Agama Islam Negeri Bengkulu, Indonesia

²Universitas Gadjah Mada, Yogyakarta Bengkulu, Indonesia

*Correspondent author: khozin.zaki@iainbengkulu.ac.id

Abstract. Environmental conditions become one of the problems that must be considered and a solution sought. One of the causes is due to human activities in producing and consuming cosmetics industrial products, such as skincare. The study of the environment has not been much explored to what extent halal skincare products care about this issue. The purpose of this paper is to complement the lack of previous studies in discussing user perceptions related to the position of the contribution of halal skincare to environmental concerns whether it is underdeveloped or has developed ideally. The research used a quantitative descriptive method. It was conducted by distributing questionnaires to students conducting studies at universities in the city of Bengkulu, with instruments related to the demographic of respondents and their perceptions about environmental concern through halal skincare products that include content, cover, and campaign. The results show that the percentage of halal skincare content reaches 77%, cover reaches 59%, and campaigns reach 76% from the ideal condition for environmental concern.

1. Introduction

Public awareness of environmental issues has not only become a global narrative but has also become a concern on a local scale. The emergence of attention in the public audience about environmental awareness and various problems can be caused by various factors both directly and indirectly, one of which is due to economic and business activities [1].

One of the industries with high business activity and has the potential and continued sales growth in Indonesia is the halal cosmetics industry, with one of the product variants being halal skincare. Indonesia's high interest in cosmetics products that are currently trending, makes Indonesia potentially a market as well as a major producer of halal skincare products [2].

Data from Statista, cosmetic sales in Indonesia in 2012 stood at 1,029 billion US dollars, then rose to 1.557 billion US dollars in 2019, and is predicted to rise again by 2,077 billion US dollars in 2023 [3]. Skincare products will grow by 31 percent during 2017-2022 and will be led by the Asia Pacific region [4]. This high productivity growth is also accompanied by environmental impacts that arise and will emerge, real threats from the content contained in halal skincare products such as fine grains that are usually made of plastic, packaging that is difficult to decompose, and the lack of literacy campaigns about environmental awareness.

Environmental conditions that are in an alarming position have raised environmental concerns for global consumers, as a result, they now have the desire to be waved in the struggle to protect the



Content from this work may be used under the terms of the [Creative Commons Attribution 3.0 licence](https://creativecommons.org/licenses/by/3.0/). Any further distribution of this work must maintain attribution to the author(s) and the title of the work, journal citation and DOI.

environment from mismanagement and activities that do not pay attention to efforts to protect the environment sustainably [5-7] Efforts which start from an environmental awareness terminology are defined [8-10].

According to Weigel, [11-13] environmental concern can be said as a form of attention and awareness of the facts and behavior of the individual with the impact given to the environment [14]. It is often associated with the term "green", where it refers to terms related to environmental issues such as eco-friendly, environmentally friendly, and others connected with the environment [15] Green skincare product is a product from the cosmetics industry that focuses on skincare that has several concerns related to the free content of testing its products on animals, paying attention to environmental concerns from the production stage to post-consumption, healthy, medically tested and safe to use [16,17].

Meanwhile related to halal skincare products referring to the *Indonesian Ulama Council Fatwa* No. 26/2013 [18], concerning the halal standard of cosmetics products and their use, ingredients which are prohibited in the cosmetics industry including those which are unclean, unclean, and ingredients made with using genetically modified microbes involving pig genes or human genes; materials (raw materials, active ingredients, and / or additives) from halal animal derivatives (in the form of fats and others) for which the slaughter process is not known; material from microbial products which is unknown whether the microbial growth media from pigs, should be avoided until there is clarity about the halal and purity of the ingredients [2].

Halal in cosmetics and personal care products such as skincare include ingredients (ingredients, safety issues, and production processes) [19]. It also covers aspects such as manufacturing processes such as packaging (packaging materials, storage, and shipping that must be following shariah requirements [20]. this also needs to be supported by campaigns with a proper understanding of consumers and avoiding content that is offensive to consumers Muslim [2].

So far many studies on environmental concern have been related to investigations into the desire of consumers to buy green skincare products [17], or halal skincare products [2].several other studies are still in a broad scope where they try to see the relationship between environmentally friendly industries and halal industries. [21] Meanwhile, research on the involvement of perceptions of environmental concern through products in specific halal industries such as halal skincare still less. This research will try to fill this gap to be discussed.

The purpose of this paper is to complement the shortcomings of previous studies that have not paid much attention to whether halal skincare products have ideally contributed to the perception of environmental concern. This paper specifically measures the position of perception of environmental awareness through halal skincare products which are tried to be formulated in three attributes, namely content, packaging, and product campaigns. The three attributes are expected to prioritize and integrate the concept of environmentally friendly, halal, and natural.

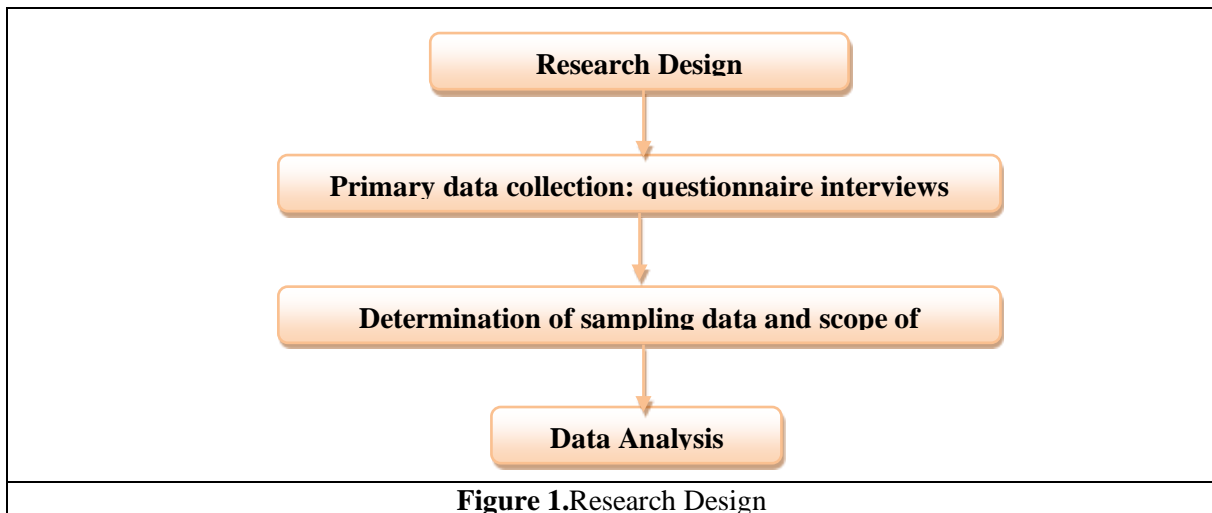
This study is based on the argument that the problem of perceptions of environmental concern through halal skincare products can be evaluated through improvements that can be fulfilled for each of the attributes contains, covers, and campaigns from a minimal level of development to the ideal development conditions for the perception of environmental concern.

2. Methods

This study uses quantitative studies through individual perceptions that are analyzed with primary data. The research subjects were obtained from student respondents at the university distribution in Bengkulu who used skincare products with halal certification. The distribution of students includes Bengkulu University students, Bengkulu State Islamic Religion Institute, Bengkulu Muhammadiyah University, and other universities in Bengkulu. The method of collecting data through a questionnaire (closed questionnaire) and random sampling techniques.

The research instrument consisted of respondents' demographic information and perceptions questions regarding the use of halal skincare which included containing, packaging, and campaigns for environmentally friendly. The measurement data of this study uses a dummy scale and a

Likert scale filled by respondents from possible alternatives given. [22] The questionnaire instrument was analyzed through validity and reliability tests to determine the accuracy and accuracy of the question instrument. The data analysis method in this study uses quantitative description analysis and scoring analysis.



This technique shows the level of categories of respondents' responses to questionnaire items. The level of the range of categories determines the position of the value of the perception of the use of skincare towards "environmental concern" is whether the halal skincare is in the range of levels of less improve to improve [23,24] This research is limited to assessing respondents' perceptions regarding halal skincare products are related to whether the content of this product uses ingredients with halal status, whether the cover also comes from halal, natural and environmentally friendly ingredients and whether this product campaign has prioritized and integrated halal and environmentally friendly concepts.

3. Results and Discussions

3.1. Validity Test

Validity testing aims to determine the suitability of the questionnaire used to obtain data from research respondents. This test is done with the Pearson correlation validity test by connecting each item score from the respondent's answer.

Table 1. Validity Test Result

Variable	Jumlah Item	Pearson Correlation	Nilai sig. (2-tailed)	Keterangan
Containing	1	0.518	0.000	Valid
	2	0.592	0.000	Valid
	3	0.561	0.000	Valid
	4	0.464	0.000	Valid
Covering	1	0.345	0.000	Valid
	2	0.385	0.000	Valid
	3	0.509	0.000	Valid
	4	0.399	0.000	Valid
Campaign	1	0.626	0.000	Valid
	2	0.634	0.000	Valid
	3	0.426	0.000	Valid
	4	0.610	0.000	Valid
	5	0.650	0.000	Valid

Source: processed data by author

Retrieval of the results of validity is based on a comparison of sig values. (2-tailed) with a probability of 0.05 ie if the value of sig. (2-tailed) <0.05 and Pearson correlation is positive then the item is said to be valid. From Table 1, The test results show that the questionnaire items used are valid.

3.2. Reliability Test

Reliability test is used to determine the level of consistency (reliability) of a questionnaire item used in measuring research variables [22] This reliability test uses Cronbach's alpha test with a decision if the Cronbach's alpha value > 0.60, then the questionnaire items are declared reliable or consistent. In this study, the results of Cronbach's alpha showed a result of 0.749. Value of 0.749 > 0.60 so that it can be concluded that the items used in this study are quite reliable.

Table 2. Reliability test result – Cronbach's alpha test

Cronbach's Alhpa	N of Items
0.749	13

Source: processed data by author

3.3. Statistic Data Description

The results of the data obtained in the questions that have been distributed to respondents related to the type of skincare products that both male and female respondents use, the existence of the halal logo on the respondent's skincare products, and the halal certification of skincare products will be explained below.

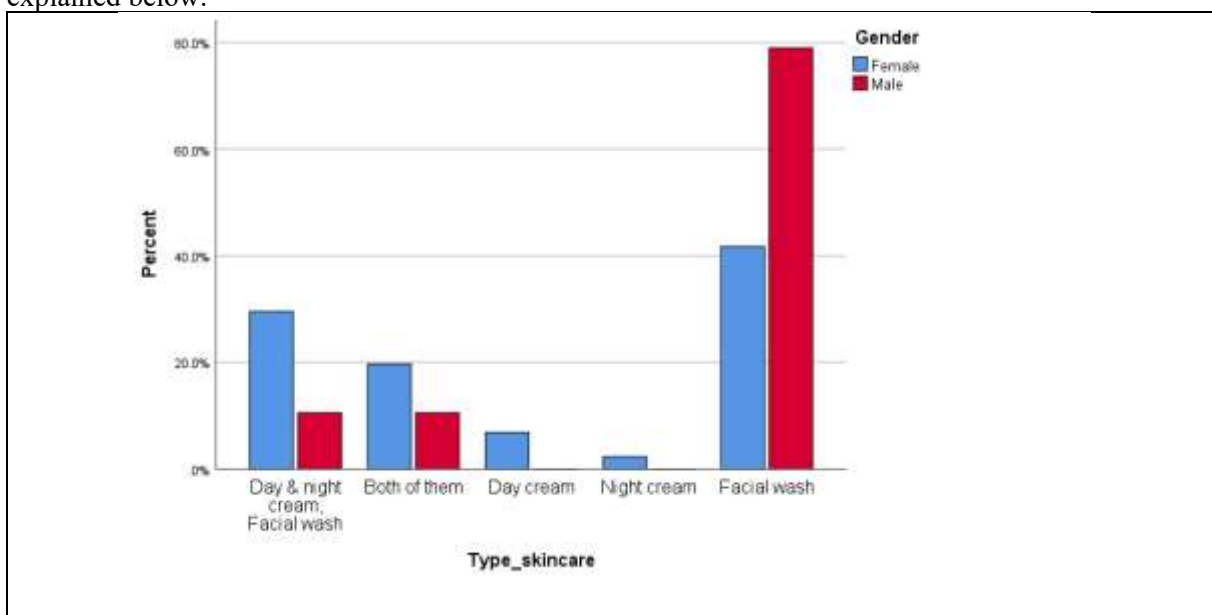


Figure 2. Percentage of Gender and Type of Skincare Used

The graph from figure 2, describes that the percentage of men using facial wash products has the largest percentage of around 78% and the use of skincare day cream, night cream, and facial wash is simultaneously dominated by women by 30% of the total study respondents. Facial wash products as familiar products are used and their use is fairly common by every gender. while day cream and night cream products are only significantly used by women. Meanwhile, for the use of a combination of three combinations at the same time, it is still significant to be used by women because women's concern for skincare is higher. Figure 2 also shows that for most of today's society, both women and men, have assumed that appearance and lifestyle are very important. It is caused, psychologically, the

use of skincare has two functions, namely *the* seduction and camouflage function. The seduction function means that individuals use skincare to improve their appearance. The camouflage function means that individuals use make-up to cover up their physical deficiencies [25].

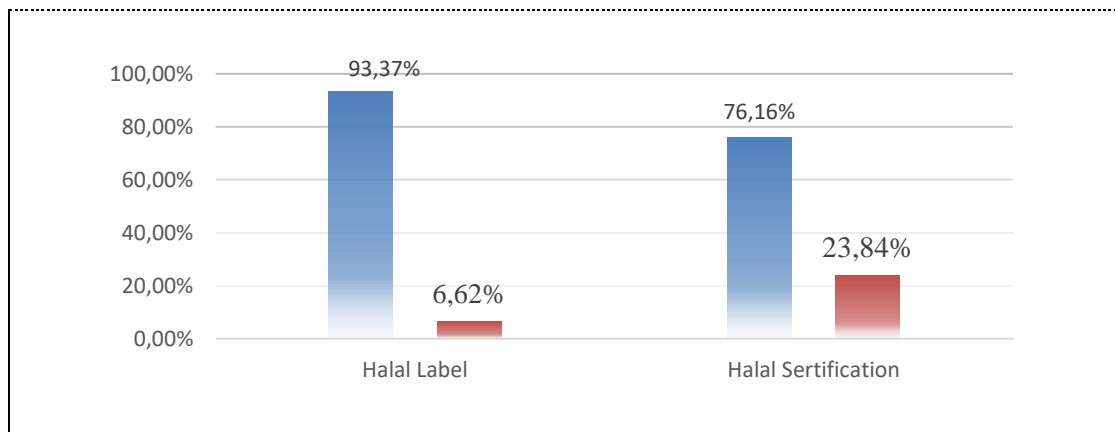


Figure 3. Percentage of Halal Label & Halal Certification on Respondent Skincare

In the blue bar from figure 3, we found that the skincare used by respondents was 93.37% having the halal label and 76.16% having the halal certification. The red bar showed 6.67% skincare without halal label and 23.84% without halal certification. From this data, it can be seen that not all consumers use skincare that is labeled as halal, and there are halal skincare products but only self-claim the label and do not process halal certification through an authorized institution.

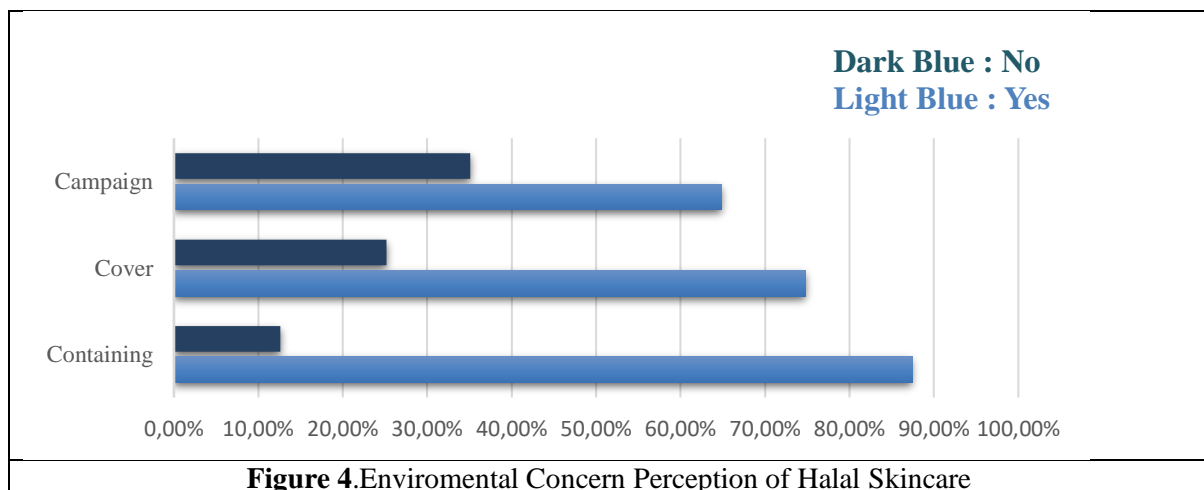


Figure 4. Enviromental Concern Perception of Halal Skincare

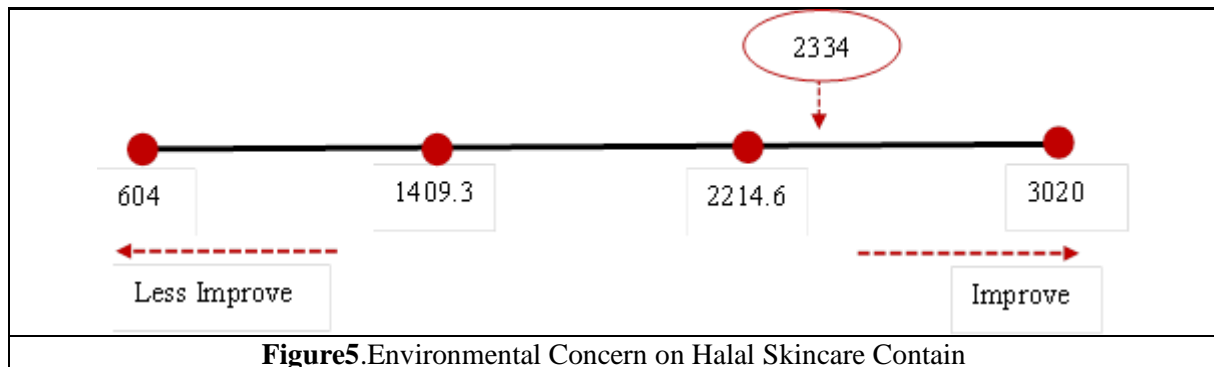
The graph from figure 4, states the respondents' perceptions of halal skincare products towards containing environmental concern. In this study, it was divided into 3 parts of skincare products contain, cover, and campaign. In the content attribute, 87.41% of respondents felt that the product already cared about the environment, and 12.59% thought they had not. In the cover attribute, 74.83% think they care about the environment and 25.17% think not. For the campaign attributes 64.90 think they care about the environment and 35.10% think they do not care about the environment.

3.4. Environmental Concern Improvement on Halal Skincare Product

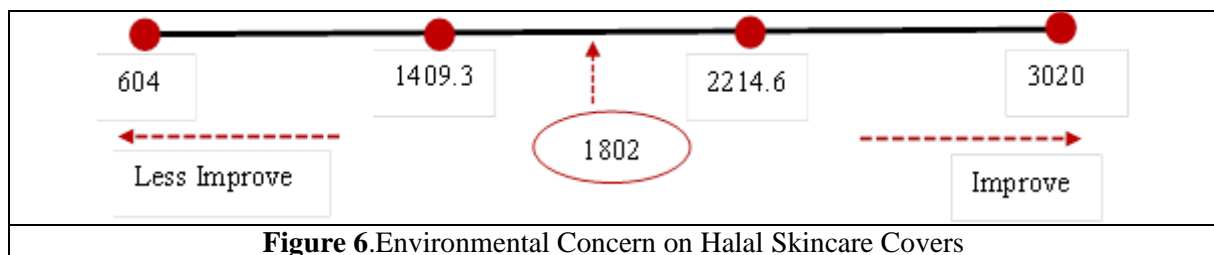
To see the size of the position of respondents' perceptions of the environmental concern improvement of halal skincare products, then calculated with the range of category scores from the questionnaire

items provided. The maximum score indicates the respondent's perception of the environmental concern of skincare products getting better (improve). While the minimum score indicates respondents' perceptions of environmental concern from halal skincare products are not good (less improve).

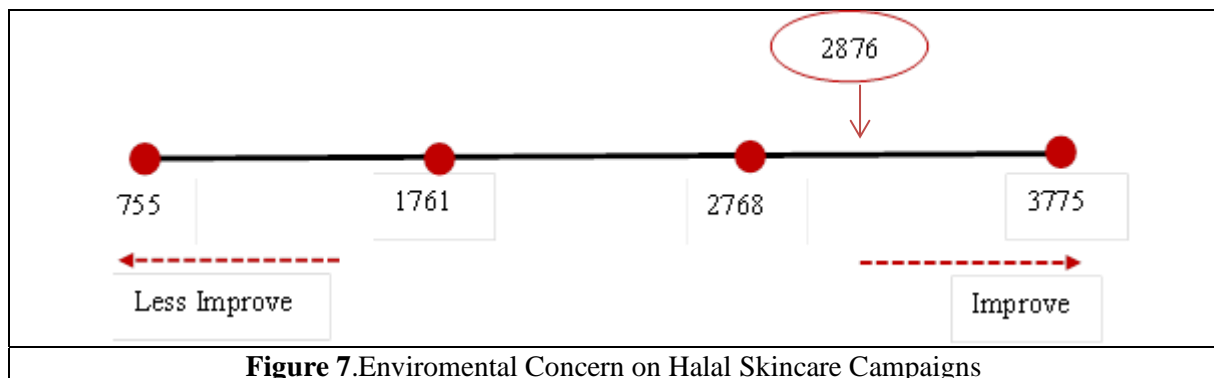
From 4 items of questions on the attribute contains from 151 respondents, a total score of 2334 was obtained. The length of the intervals for each category was 805.3. so that the following results can be obtained in Figure 5.



From the results in figure 5, it can be seen that respondents' perceptions of environmental concern improvement from the content of skincare products are included in the "improved" category. This reflects that the ingredients in skincare products are good enough to contribute to environmental concern efforts. Consumers see that the content of halal skincare by 77% is only a 23% adrift of ideal developmental conditions. This caused that when the certification process of hazardous chemicals eliminated, but after the halal certification process, producers could re-use the chemical as a substitute for organic content which has no small cost.



The total score obtained from the respondent's answer is 1802. The length of the interval for each category is 805.3. so that the following results can be obtained in this position. *Figure 6*, shows that respondents' perception of environmental concern improvement of skincare products is included in the "moderate" category. This indicates that halal skincare packaging tends to be in an attitude that tends to persist with the current packaging and has not made aggressive innovations regarding environmental concern product packaging. The packaging attributes are in the position of 59% with a difference of 41% of the ideal situation. This condition can be caused by the market being accustomed to accepting packaging conditions made from less environmentally friendly materials because it uses some biodegradable materials such as cardboard or bamboo in large quantities requiring extra energy and costs.



The total score obtained from the respondent's answer is 2876. The length of the interval for each category is 755. So the following results can be obtained. Figure 7 results show that the respondents' perception of environmental concern improvement from skincare products included in the category of "improve". This indicates that the campaigns carried out by skincare products have only shown good efforts in carrying out literacy campaigns for environmental concern, when viewed from the percentage of campaign attributes 76% is only less than 24% of the ideal development position. This could be due to several halal skincare brands prioritizing selling the halal or sharia side rather than efforts to titrate consumers to be able to contribute to environmental awareness, the appointment of ambassadors whose environmental care profiles are not too visible, and also the campaign process that only seeks to make halal skincare products can sell.

4. Conclusion

The issue of environmental concern which has become one of the real drivers in various environmental protection efforts has been tried to be seen through consumers' perception of halal skincare products. From a survey conducted on students in the city of Bengkulu, it was found that the type of skincare that was most used by men was 78% and women 41% were a facial wash. Meanwhile, the skincare used by respondents 93.37% contained the halal label, but only 76.16% of the certified were Regarding consumers' perceptions about whether halal skincare is environmentally friendly it was found that the content of skincare halal 87% said it was environmentally friendly and 13% stated it was not environmentally friendly, 74% of halal skincare packaging was environmentally friendly and 26% still stated that it was not environmentally friendly, and the halal skincare campaign 64% saw that they had made an environmental friendly literacy effort, and 36% thought it had not been environmentally friendly.

The survey results show that many skincare products have put forward the concept of environmentally friendly. This can support the program to reduce hazardous waste accumulated in the environment which can destabilize the environment. Also, from the large number of respondents who use halal and environmentally friendly products, it can be concluded that people's behavior has described environmental awareness that is slowly increasing. Consumers who have more environmental awareness tend to change their buying behavior to improve the environment. A person who has environmental awareness, in his daily activities such as travel, waste disposal, shopping, energy use, and behavior others will change towards purchasing environmentally friendly products or green products.

The measure of environmental concern improvement, the halal skincare content is less than 23% ideal conditions to continue to be continued development to increase from 77%, skincare packaging is less than 41% ideal conditions, so that it is in moderate conditions so that it requires an aggressive way to increase from the number 59 % currently, campaigns carried out by halal skincare products have a difference of 24% from the maximum development state which must dynamically increase from 76% condition.

After this research, it is hoped that it can be followed up more deeply and comprehensively with a focus on other environmental topics, such as waste management, product recycling, and environmental sustainability, in a more varied and broad scope of the area. As well as dissecting this topic with multidisciplinary collaborative analysis.

References

- [1] Febriya, I. W. V 2016 *J. Ilmu. Lingkungan* **10** 199–203
- [2] Wahyuningsih, I 2018 *J. of Economics and Business Aseanomics*, **3** 41–59
- [3] Gumiwang, R 2019 *Di Balik Tren Masuknya Para Artis ke Industri Kosmetik* (Jakarta : Tirto.id)
- [4] Kementerian Perencanaan Pembangunan Nasional 2018 *Masterplan Ekonomi Syariah Indonesia 2019-2024* (Jakarta : Kementerian Perencanaan Pembangunan Nasional/ Badan Perencanaan Pembangunan Nasional)
- [5] Manaktola, K. and Jauhari, V 2007 *International. J. of. Contemporary. Hospitality. Management* **19** 364–77
- [6] Kilbourne, W. and Pickett, G 2008 *J. of Business. Research* **61** 885–93
- [7] Cheah, I. and Phau, I 2011 *Marketing. Intelligence. & Planning* **29** 452–72
- [8] Kirmani, M. D. and Khan, M 2016 *Serbian. J. of Management* **11** 159–79
- [9] Dunlap, R. E. and Jones, R. E 2002 *Handbook. of Environmental. Sociology* **3** 482–524
- [10] Kim, Y. and Choi, S. M 2005 *Advances. in Consumer. Research* **32** 592–9
- [11] Hassan, S. H 2014 *J. of Islamic. Marketing* **5** 379–95
- [12] Angelovska, J., Sotiroska, S. B. and Angelovska, N 2012 *J. of International. Environmental. Application. and Science* **7** 406–16
- [13] Pradeep, J 2012 *Business. Intelligence. J* **5** 169–75
- [14] Rini, A. S., Sukaatmadja, I. P. G. and Giantari, I. G. A. K 2017 *J. Ekonomi. dan Bisnis. Universitas. Udayana* **1** 137–66
- [15] Hsu, C. L., Chang, C. Y. and Yansritakul, C 2017 *J. of Retailing. and Consumer. Services* **34** 145–52
- [16] Pudaruth, S., Juwaheer, T. D. and Seewoo, Y. D 2015 *Social. Responsibility. J* **11** 179–98
- [17] Puspita, G. C., Noer, B. A. and Persada, S 2017 *J. Sains. dan Seni. ITS* **6** 254–59
- [18] Majelis Ulama Indonesia 2013 *Standar Kehalalan Produk Kosmetika dan Penggunaannya* (Jakarta : MUI)
- [19] Hashim, P. and Mat Hashim, D 2013 *Pertanika. J. of Science. and Technology* **21** 281–92
- [20] Hussin, S. R. *et al.* 2013 *Pertanika. J. of Social. Science. and Humanities* **21** 85–100
- [21] Ridwan, A. H. *et al.* 2017 *Prosiding. Seminar. Nasional. Hukum. Lingkungan* 376–85
- [22] Gujarati, Damodar N., Porter, Dawn C 2013 *Dasar-Dasar Ekonometrika (Basic Econometric)* (Jakarta : Salemba Empat)
- [23] Wulandari, K 2015 *J. Administrasi. Bisnis* **11** 84–100
- [24] Razalli, M.R., Abdullah, S. and Yusoff, R.Z 2012 *The. Asian. J. of Technology. Management.* **5** 33–41
- [25] Korichi, R., Pelle-De-Queral, D., Gazano, G., and Aubert, A 2008 *J. Cosmet. Sci.* **59** 127–37

Acknowledgments

Authors wishing to acknowledge assistance or encouragement from colleagues, special work by technical staff, or financial support from organizations should do so in an unnumbered Acknowledgments section immediately following the last numbered section of the paper.