

## Level of Consumer Understanding of BPOM Labeling on Skintific Skincare Products Based on Islamic Compliance (Study of Class XII Students of MAN 2 Lamongan)

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### ABSTRACT

The current development of skincare is accompanied by increasing consumer understanding of the safety of the products used, such as the BPOM label. However, many teenagers do not understand the ingredients in the skincare products they use. Not all skincare products are safe and comply with health standards. Apart from that, many teenagers do not understand compliance in choosing treatments with Islamic law, such as developing with ethical ingredients, identifying haram (prohibited) ingredients, protecting products in an ethical manner and in accordance with Islamic Compliance. This research aims to determine the level of understanding of class XII MAN 2 Lamongan female students regarding the BPOM label on skintific skincare products and to determine the level of understanding of class The method used in this research uses a qualitative approach. Primary data collection techniques through interviews, observation and documentation. The data analysis used is data collection, data reduction, data presentation and conclusions. The results of the research show that the level of female students' understanding of BPOM labels is very high, as for the implementation carried out such as checking BPOM labels on skintific products on various sales platforms in advance, they are also able to utilize existing sites to search for more detailed information regarding the importance of understanding labels. BPOM. Apart from that, the understanding of class , mercury, and pork.

## Introduction

In general, women want to look their best. So far, there are still many people who prioritize and consider physical appearance to be the key to social interaction (Irwanto & Hariatiningsih, 2020). The perception of beauty spread by the media is like a virus for women. The discourse that is presented makes not a few of the women who feel uncomfortable with the gift of the appearance of the body given by Allah SWT. The distrust of the gift of the body that women have is the basic capital for beauty products to sell, including skincare.

As the beauty industry develops, skincare products have become an important element in the self-care routine, especially for teenagers. Skincare is a cosmetic product used to protect, nourish and rejuvenate the skin, either cosmesethical (cosmetic products that contain biologically active ingredients that have therapeutic benefits on the surface to which they are applied) or those that require a prescription in their use (Pratiwi et al., 2023). Currently, the beauty industry is one of the fastest growing sectors in recent years that is in great demand, especially by women. In this case, women in the past have used natural skincare to care for their skin, and nowadays a lot of millennial teenagers choose to use skincare to overcome problems on their faces, such as acne, dullness, dryness, and even to brighten.

As for several local brands and international brands that are able to attract the attention of several millennial teenagers related to the use of skincare and have proven effective, one of the skincare brands that is currently viral and rising in Indonesia because of its content and benefits and, emphasizing the importance of the halal status and safety of this product is Skintific. Skintific is a Canadian skincare brand precisely in Norway founded by Kristen Tvit and Ann-Kristin Stokke in 1957 which recently entered the beauty market in Indonesia. Skintific products are known as a brand that contains scientific ingredients that have been tested and have special benefits for skin care, Skintific has proven to be halal and has received approval from BPOM and safety that has been verified by authorized institutions. Although Skintific was the first brand to be marketed in 1957 in Oslo, Norway, its products distributed in Indonesia are under license from PT May Sun Yvan China and are manufactured in manufacturing facilities in China.

Transparency of ingredient information from manufacturers is needed so that Muslim consumers can decide which products are sharia-compliant. By applying these principles, the use of skincare products by Muslim consumers can be in line with Islamic teachings and values. However, in the context of choosing skincare products, many teenagers do not understand the sharia principles in purchasing skincare, especially the halalness of the products and the safety of the products they will use, as teenagers who like to decorate, we need to learn more about whether the products to be used have met halal standards and comply with the observance in the context of sharia, besides that teenagers often lack understanding of the harmful ingredients in skincare products, some of them may not understand about some harmful ingredients that will have a negative impact such as skin damage if used for a certain period of time.

Seeing the existing phenomenon, the researcher is interested in further research on "The Level of Consumer Understanding of the BPOM Label on Skintific Skincare Products Based on Islamic Compliance" In this case, class XII MAN 2 Lamongan students as potential consumers of skintific skincare products. The purpose of this research is 1) Analyzing the level of understanding of XII MAN 2 Lamongan class students of the BPOM label on skincare skintific products, 2) Identifying the level of understanding of XII MAN 2 Lamongan class students of the BPOM label on skincare skintific products in accordance with Islamic Compliance.

## Method

This type of research is qualitative research. This research aims to find out complex and in-depth phenomena about Understanding BPOM labels based on Islamic Compliance in class XII MAN 2 Lamongan students Qualitative research method is one of the research designs that is widely applied in various fields of research, especially for the exploration of the experience of the research subject or an informant (Raskind et al., 2019). Qualitative research methods focus on the perspectives, experiences, and behaviors of various respondents in a research study. Qualitative research applies methods that are not much different from quantitative research, such as the data acquisition process and the data analysis process. Specific differences are seen in how to explore data from informants or in-depth research subjects. Research with the application of qualitative methods requires extensive and in-depth exploration of information (Turner & Filella, 2021). Data can be obtained through individual interviews, group interviews, direct observation, or document analysis (Amirroud et al., 2023). Direct interviews to shed light on individual perceptions, and group interviews to provide insight into shared norms and opinions (Moolman, 2023). This research approach is based on the philosophy of postpositivism, used to study objects in natural conditions. Data collection techniques are interviews, participant observation, document analysis. Data collection instruments in the form of interviews.

## Results and Discussion

### Result

#### 1. Level of Consumer Understanding of Skintific Skincare Products

The research conducted interview and observation techniques to obtain data from the level of consumer understanding of the BPOM label on the use of skintific skincare products. The interviewees totaled ten people, namely Safira, Lizza, Zafi, Salma and Desi. Azimah, Zila, Zahwa, Gita and Ayu. The first interview was conducted with Safira majoring in IPA 3 on June 10, 2024, she said:

*"Sebelumnya saya dulu memakai produk skincare merek lain, hanya saja saat pemakaian produk tersebut tekstur yang saya rasakan pada kulit wajah saya, rasanya sangat lengket yang membuat saya merasa tidak nyaman saat menggunakan, akhirnya saya mencoba beralih ke produk skincare skintific karena pada saat itu brand tersebut sedang trending dan sudah dibekali dengan label BPOM, saya mencari beberapa deskripsi mengenai keamanan produk tersebut*

*sebelum saya memutuskan untuk membeli produk berjenis Brightening moisturizer Gel, setelah menggunakan produk skincare skintific selama 2 bulan yang saya rasakan dari produk tersebut yaitu tekstur mudah menyerap dan tidak lengket, sangat nyaman digunakan dan memberikan sensasi dingin di wajah serta membuat wajah saya menjadi lebih sehat."*

From the results of interviews conducted with Safira, it was revealed that she decided to try new products with the aim of providing comfort when using facial products, armed with the information sought and included in the description of the sales platform which also includes information about the safety of the BPOM label on skincare skintific. From the results of observations made to safira, it was revealed that she really liked Skintific skincare products because they made her face look bright and shining. She regularly uses it before going to school. Since using Skintific, Safira feels more confident with her appearance. Her acne is reduced, her skin feels smooth and supple, and looks brighter. Safira is ready to go about her daily activities with confidence thanks to the positive changes in her skin.

## **2. Level of Understanding of Class XII MAN 2 Lamongan Students of BPOM Labeling on Skincare Skintific Products Relating to Islamic Compliance**

Then the next interview was also conducted on June 10, 2024 with the same research subject, namely Safira, IPA class 3 regarding the understanding of the BPOM label on skincare skintific related to Islamic Compliance. Safira revealed:

*"Dalam memilih produk skincare, saya lebih memilih menggunakan skincare yang sudah terdaftar label BPOM, serta bahan yang terkandung dalam produk skincare tersebut sudah positif Aman.au sudah terbukti halal. Maka dari itu saya memutuskan untuk memakai produk skincare skintific karena bahan yang terkandung didalamnya sudah diuji kehalalnya."*

From the results of the interview Safira stated that in purchasing skincare products, Safira always checks the existence of a halal label and safety in the skincare skintific products that she will use, such as the BPOM label. From the observations made, it is found that Safira is one of the smart and careful consumers in choosing products. She always pays attention to the safety and halalness of the products she uses. Safira's action of checking the BPOM label and halal certification before buying skincare products shows her intelligence as a responsible consumer. This attitude should be emulated by other consumers, especially those who care about the safety and halalness of skincare products.

## **Discussion**

### **1. Level of Consumer Understanding of BPOM Label**

This study aims to improve the understanding of XII grade students of MAN 2 Lamongan regarding the BPOM label on Skintific skincare products from the perspective of Siswi's study. Through a series of learning cycles, students are trained to analyze the BPOM label, understand the product

content, and relate it to Islamic principles in choosing cosmetic products. From the results of observations and interviews that have been conducted, it is revealed that respondents can understand the information presented well on the BPOM label, including the BPOM number, product name, manufacturer's name, and expiration date. This shows that consumers are starting to realize the importance of reading the BPOM label before buying skincare products. In the early stages, many students only see skincare products in terms of packaging and brand. However, after intensive learning, they have become smart and critical consumers. Students become more critical in choosing skincare products. They are not only influenced by trends and advertisements, but also pay attention to the content of the product and its compatibility with religious values.

This shows that this study was able to equip female students with the knowledge and skills necessary to become smart and responsible consumers. Grade XII students of MAN 2 Lamongan have achieved a very good understanding of BPOM labels and skincare product ingredients. They are not only able to read and understand the symbols on the label, but can also critically analyze the composition of the product. They are able to distinguish halal and tayyib products, and avoid products that contain haram or questionable ingredients

## **2. Application of Islamic Compliance in the use of Skintific Skincare products**

Through group discussions, students managed to identify various ingredients commonly found in skincare products and analyze whether the ingredients are halal or haram based on reliable references. Group discussions help schoolgirls in identifying and analyzing. In addition, respondents stated that they always check skincare product labels to ensure there are no ingredients that contradict sharia principles.

This reflects the respondents' high awareness of sharia compliance in choosing skincare products. In the use of skincare, it is important for Muslims to know the compliance in the selection and use of skincare products that are in accordance with Islamic principles. As said by Sheikh Mahmoud Syaltout. He explained that the rules made by Allah SWT, or the principles He created to be used as guidelines by humans.

In choosing skincare products with BPOM, consumers are able to prioritize Islamic Compliance in purchasing skintific skincare products based on several social networking sites to ensure that the products sold meet BPOM (Food and Drug Administration) standards and operate in accordance with Islamic principles, thus, the application of Islamic Compliance in skincare purchases is not only about avoiding harmful or haram products, but also about choosing skincare products that are halal and safe, as well as useful and in accordance with Islamic values.

From the interview, it is also known that the understanding of compliance in choosing skincare products shows that respondents have a good understanding of sharia compliance in choosing skincare products. The

majority of them know the ingredients that are forbidden in Islam, such as alcohol, pork, and its derivatives.

## Conclusion

After analyzing the level of consumer understanding of the BPOM label on class XII MAN 2 Lamongan students, it can be concluded that the level of understanding of these students is very high, such as checking in advance regarding skincare products in various sources of information related to the BPOM label and, they are also able to utilize existing sites to find detailed information regarding the importance of understanding the BPOM label in order to avoid things that are not desired.

In addition, the efforts that have been made to increase consumer awareness about the importance of the BPOM label have produced good results. The majority of students think that the information on the BPOM label is very useful in helping them choose products that are safe and according to their needs. Students also attach importance to understanding the BPOM label because they want to protect themselves from counterfeit or dangerous products, as well as to get quality products.

While in the use of skincare in the context of Islamic compliance, it can be concluded that, the understanding of class XII MAN 2 Lamongan students when purchasing skincare skincare products is very good, the subject pays more attention to details related to the ingredients in skincare skincare products and compliance when choosing skincare to avoid harmful ingredients such as mercury and pork. They utilize various sources of information to find products that comply with Islamic syariah.

Most students were able to mention ingredients that should be avoided in skincare products, such as mercury and pig-derived ingredients. This also shows that the young Muslim generation is increasingly concerned about the quality of life and wants to maintain halal in all aspects of life, including in the selection of skincare products. However, efforts need to be made to increase public knowledge and awareness about the importance of choosing products that are halal in Islam and thoyyib, so that Muslim consumers can use products that are in accordance with Islamic syariah.

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