

FIQH MUAMALAH COSMETICS

FIKIH MUAMALAH KOSMETIKA

Nursantri Yanti

Faculty of Islamic Economics and Business – UIN Sumatera Utara

Email: nursantriyanti@uinsu.ac.id

Asmuni

Faculty of Islamic Economics and Business – UIN Sumatera Utara

Email: asmuni@uinsu.ac.id

Andri Soemitra

Faculty of Islamic Economics and Business – UIN Sumatera Utara

Email: andrisoemitra@uinsu.ac.id

Abstract

Fiqh muamalah cosmetics is a study of the law on the use of cosmetics. Although cosmetics are synonymous with women, basically cosmetics are a need for everyone which has a very broad scope. The government through the Majelis Ulama Indonesia is increasingly educating the public regarding halal cosmetics and issuing regulations related to the cosmetic industry to include halal labels as a form of protection for Muslim consumers. Although there have been many halal cosmetics on the market, this is not followed by Muslim awareness to use them. There have been many studies and discussions from previous research on cosmetic fiqh or halal cosmetics. One of them concludes that a person's religion is not a determinant in using halal cosmetics. The purpose of this study was to see the extent of academic studies or discussions about fiqh muamalah cosmetics or halal cosmetics. The research method used is a qualitative approach, namely content analysis of articles from the Google Scholar database. By mapping the themes of previous studies through literature studies. From a search on the Google Scholar database with the keywords "fiqh" and "cosmetics" or "halal cosmetics" in the period 2017 to 2022, 168 articles were found which were then selected into 38 articles that were considered still relevant to the themes discussed. Of the 38 selected articles, they have been grouped into several themes: 1) An overview of Islamic law related to make-up and the use of cosmetics. 2) Halal Labeling and Interest in Cosmetics. 3) Cosmetics business in Islamic Business Ethics.

Keywords: cosmetics; halal; fiqh muamalah

Abstrak

Fiqh muamalah kosmetik merupakan kajian tentang hukum penggunaan kosmetik. Meskipun kosmetik identik dengan perempuan, pada dasarnya kosmetik merupakan kebutuhan setiap orang yang memiliki cakupan yang sangat luas. Pemerintah melalui Majelis Ulama Indonesia semakin banyak mengedukasi masyarakat terkait kosmetik halal dan menerbitkan regulasi terkait industri kosmetik agar mencantumkan label halal sebagai bentuk perlindungan konsumen muslim. Meskipun telah banyak kosmetik halal beredar di pasaran, hal ini tidak diikuti dengan kesadaran muslim untuk menggunakannya. Telah banyak kajian dan pembahasan dari penelitian terdahulu tentang fiqh kosmetika atau kosmetika halal. Tujuan penelitian ini adalah untuk melihat sejauh mana kajian atau pembahasan akademisi tentang

fiqh muamalah kosmetik atau kosmetik halal. Metode penelitian yang digunakan adalah pendekatan kualitatif yaitu konten analisis artikel dari database google scholar. Dengan melakukan pemetaan tema hasil kajian terdahulu melalui studi literatur. Dari pencarian pada data base google scholar dengan kata kunci “fiqh” dan “kosmetik” atau “kosmetik halal” dalam kurun waktu 2017 sampai dengan 2022 ditemukan 168 artikel yang kemudian dipilih menjadi 38 artikel yang dianggap masih relevan dengan tema yang dibahas. Dari 38 artikel yang dipilih dikelompokkan menjadi menjadi beberapa tema : 1) Tinjauan hukum Islam terkait berhias dan penggunaan kosmetik. 2) Labelisasi Halal dan Minat Terhadap Kosmetik. 3) Bisnis kosmetik dalam Etika Bisnis Islam.

Kata kunci : kosmetika; halal; fiqh muamalah

A. INTRODUCTION

Islam as a comprehensive religion regulates all aspects of human life both in terms of worship, morals, and muamalah. Fiqh muamalah exists to regulate humans about worldly affairs and social relationships. One of the important studies that every Muslim must understand is the concept of halal. Understanding the concept of halal is a very basic dimension of Islamic teachings and is a provision in living life. The halal industry is not only developing and focusing on food, but nowadays it has penetrated into other industries such as tourism and the cosmetic industry.

Often we understand cosmetics as a woman's need only to care for and beautify herself. But actually, cosmetics have a broader meaning. Regulation of the Minister of Health of the Republic of Indonesia No. 1175/MENKES/PER/VIII/2010 concerning Cosmetics Production Permits states that the meaning of cosmetics is a material or preparation intended for use on the outside of the human body (epidermis, hair, nails, lips, and external genital organs) or teeth and mucous membranes of the mouth, especially to clean, perfume, change appearance and or improve body odor or protect or maintain the body in good condition (Republik Indonesia, 2010). From this definition, we can understand that cosmetics or cosmetic products are something that cannot be separated from daily life, starting from waking up to returning to rest requiring cosmetics.

The cosmetic industry is currently experiencing a very rapid development which is marked by the many cosmetic brands circulating in the market. There are at least 797 cosmetic companies registered at the Ministry of Industry on a large, medium, and small scale that produce and sell various cosmetic brands. This increase is in line with the trend of Indonesian society to make cosmetics as a primary need, especially for women.

(G. Hanifah et al., 2020). In addition, along with the times, the cosmetic industry has also begun to innovate in cosmetic products for men and children. This certainly encourages an increase in the use of cosmetics in the community.

Islamic teachings have certain rules in consuming a product, including cosmetics. As a matter that functions to improve appearance or decorate oneself, the law of using cosmetics is permissible as long as it does not have a bad impact or danger for its users. This is following the rule "The law of origin of something useful is permissible and the law of origin of something harmful is unlawful" (Ilyas, 2017). In addition, the ingredients contained in cosmetics must be something that is allowed in sharia (Umbarani & Fakhruddin, 2021).

Whether or not something is known as halal and haram in the science of fiqh. The concept of Halal and Haram is a fundamental issue that is considered an important subject in religion. Halal cosmetics are cosmetics that in the manufacturing process meet halal requirements. This means that the materials used must be halal and holy and produced in production facilities that are free from contamination with unclean and unclean materials. Experts point out that it turns out that some cosmetic products on the market in the form of powder, lotion, gel, or solid ingredients are found to have haram elements. Possibly because it is made from unclean animal parts such as pigs or the carcass of unclean animals, or parts of human corpses. Seven haram ingredients are often used as cosmetic ingredients, namely: collagen and elastin, placenta extract, amnion, fat, vitamins, alpha hydroxy acids, and hormones (Aliasyadi, 2017). This shows that not all cosmetic manufacturers are concerned and serious about providing information on the halal status of their products. This fact is certainly a concern for consumers who choose and prioritize halal products.

Halal cosmetics can be seen from two aspects, first from the substance and second from the manufacturing process and the purpose of its use. Based on the MUI Fatwa Number 26 of 2013 concerning Halal Standards for Cosmetic Products and Their Use, it is explained that the use of cosmetics for decorative purposes is legal on the condition that the materials used are halal and holy, intended for purposes that are permitted by sharia and are not harmful. (Fatwa MUI No. 26 of 2013 concerning Halal Standards for Cosmetic Products and Their Use, 2013)

Indonesia is one of the countries with the largest Muslim population in the world, which is about 87.2% of the 268 million population and 13% of the entire Muslim population in the world (Hartarto, 2020). A Muslim must pay attention to the halalness of a cosmetic product because if you use cosmetics made from haram or unclean, it will certainly be a barrier when doing certain worship. However, not a few Muslim communities are neglectful in paying attention to halal cosmetics because cosmetic purchases are influenced by other factors (Asrina & Bulutoding, 2016).

The issue of halal cosmetics began to develop precisely after the rapid development of the food and financial industry under sharia principles. The rapid development of halal cosmetics at this time makes it a product that steals attention, especially from women. This is due to the user's sense of security in using halal cosmetics because the ingredients and processing methods are under Islamic sharia provisions (Maharani & Ani Silvia, 2020). Amount of halal cosmetic products on the market is not followed by the awareness of Muslims in choosing or using them. The results showed that there was no significant influence related to one's religion in choosing halal cosmetic products (Ikhsan & Sukardi, 2020). This means that one's religion or belief is not a determining factor in choosing halal cosmetic products. However, public interest in halal cosmetics continues to increase rapidly.

To inform whether or not a product is halal, of course, it can be known from the listed halal label. The inclusion of halal labels on cosmetics is actually to protect the rights of Muslim consumers against non-halal products. And provide legal certainty to Muslim consumers that the cosmetic products are truly halal as required by Islamic law. Although cosmetic products that do not yet have a halal label cannot be assumed to be haram. However, ensuring that it is halal is not an easy thing for ordinary people. In addition to the lack of information about the composition contained in cosmetics, chemical terms or compounds in them are also not easily understood by the general public. With the existence of a halal label or halal certificate on cosmetic products, it will be easier for the public to know the legal status of halal.

There have been many studies and discussions from previous research on cosmetic fiqh or halal cosmetics. In this study, the theme of the previous study was mapped through a literature study. To know the extent of the discussion of fiqh muamalah cosmetics in a study; What themes are discussed in the selected articles.

B. LITERATURE REVIEW

Fiqh muamalah is knowledge about activities or transactions based on sharia laws, regarding human behavior in life which is obtained from Islamic arguments in detail. So that Fiqh muamalah is the entire human muamalah activity based on Islamic laws in the form of regulations containing commands or prohibitions such as mandatory, sunnah, haram, makruh and permissible. The laws of fiqh consist of laws concerning matters of worship the vertical relationship between humans and Allah and muamalah affairs to horizontal relationships between humans and other humans.

The term halal comes from the Arabic language, namely *halla*, *yahullu* which means to release or unravel, and *halla*, *yahillu* which means to come down, stop or fall. According to Yusuf Qardhawi, the term halal is everything that can be done and the Shari'a justifies and people who do it are not subject to sanctions from Allah Swt., meaning halal is an Arabic term to be justified or allowed (Arif, 2019).

Halal Certificate/Halal Decree MUI is a document issued based on a written fatwa of the Majelis Ulama Indonesia (MUI) which certifies the halalness of a product following Islamic law. This Halal Certificate/Halal Decree is a requirement to obtain a permit for the inclusion of a halal label on product packaging from the authorized government agency. Halal certification on food products, medicines, cosmetics, and other products is carried out to provide certainty of halal status, to reassure consumers in consuming them. The continuity of the halal production process is guaranteed by the producers by implementing the Halal Assurance System.

The term "cosmetic" in English comes from the Greek word "Cosmin" which means to decorate. According to the Regulation of the Minister of Health of the Republic of Indonesia No. 1175/MENKES/PER/VIII/2010, concerning Cosmetics Production Permit, cosmetics are materials or preparations intended for use on the external parts of the human body (epidermis, hair, nails, lips and external genital organs) or teeth and oral mucous membranes especially to clean, perfume, change appearance and or improve body odor or protect or maintain the body in good condition (Permenkes, 2010).

Cosmetics is also a material used on the human body as a cleanser (cleansing), beautify (promoting attractiveness), or change the appearance without affecting the structure or function of the body.

Halal cosmetics are cosmetics that in the manufacturing process meet halal requirements. This means that the materials used must be halal and holy and produced in production facilities that are free from contamination with unclean and unclean materials. Materials that are allowed for the manufacture of cosmetics are those that come from plants as long as they do not contain addictive ingredients or additives that are made from haram or unclean. In general, cosmetic ingredients that are prohibited are materials from the human body, such as placenta and keratin from human hair, and unclean animals such as utensils from pigs.

C. RESEARCH METHODS

The research method used is a qualitative approach, namely content analysis of articles from the Google Scholar database. The content of the article analysis was carried out to obtain a mapping of the main themes related to fiqh muamalah cosmetics which were discussed in the Google Scholar database at a certain period. After selecting the next article, it will be analyzed by reading its contents one by one.

The articles selected in this review came from a search on the Google Scholar database with the keywords "fiqh" and "cosmetic" or "halal cosmetics" in the period 2017 to 2022. The search process uses the help of the Publish or Perish application. After searching with the keywords "fiqh" and "cosmetic" or "halal cosmetics" found 168 articles. And after that, the selection of articles that will be discussed with the process of reading titles, abstracts, and keywords that are still relevant is 38 articles.

D. RESULT AND DISCUSSION

Table 1. Content Analysis Results Articles

No.	Author and Year	Title
1	Rohmatun & Dewi, 2017	The Influence of Knowledge and Religiosity on Purchase Intentions in Halal Cosmetics Through Attitude
2	Nasution, 2017	The Effect of Brand Image and Halal Label on Wardah Cosmetics Purchase Decisions on Students of Islamic Economics Department,

		Islamic Economics and Business Faculty, IAIN Padangsidempuan
3	Ilyas, 2017	Certification and Labeling of Halal Products from the Benefit Perspective
4	Yuanita, 2017	Analysis of the Influence of Perception and Knowledge of Middle-Class Muslim Women on Halal Cosmetic Brand Switching
5	Aliasyadi, 2017	Fashion and Beauty Perspective of Islamic Law
6	Sari et al., 2018	The Influence of Halal Labels and Prices on the Decision to Buy Wardah Cosmetics Products (Study on Students of Bengkulu University Management Study Program)
7	Adiba & Wulandari, 2018	The Influence of Halal Knowledge, Islamic Religiosity, and Attitude on the Behavior of Generation Y Muslim Consumers Using Halal Cosmetics in Surabaya
8	Huda et al., 2018	Factors Affecting Consumption Behavior of Halal Products Among Muslim Students
9	Oktafiani, 2018	The Influence of Product Quality, Price, and Halal Label on Wardah Cosmetic Product Purchase Decisions in Surabaya
10	Arumsari, 2018	The Influence of Product Attributes, Brand Ambassadors, Halal Labels, and Brand Loyalty on Wardah Cosmetics Product Purchase Decisions
11	Larasati et al., 2018	Religiosity and Knowledge of Muslim Consumers' Attitudes and Intentions to Buy Halal Cosmetic Products
12	Prayetno, 2018	The Influence of Religious Behavior on Buying Intention of Halal Labeled Cosmetic Products in Banda Aceh City Study of Wardah Brand Cosmetics Students in Banda Aceh City
13	Yanti, 2018	Analysis of the Influence of Psychological Factors

		and Religious Behavior of Muslimah in Medan City on Consumption of Halal and Good Cosmetics
14	Oktasari, 2018	Cosmetics Business in Islamic Business Ethics
15	Hasibuan et al., 2019	Consumer Awareness Using Halal Cosmetics And Its Effect on Holistic BrandsCosmetics Business in Islamic Business Ethics
16	U. Hanifah & Laili, 2019	Determinants of Consumer Decisions to Buy Halal Certified Cosmetics
17	Rakhi, 2019	Analysis of the Effect of Halal Labeling on Cosmetic Product Purchase Decisions: A Case Study of Pontianak City
18	Astuti, 2019	Halal Business in Islamic Perspective: Theoretical Study
19	Sitama & Cahyono, 2019	Factors to Assess Consumer Decisions in Purchasing Halal Cosmetics
20	Arif, 2019	Halal Epistemology and Its Applications
21	Purba, 2020	Engineering to beautify the body in medical and jurisprudence
22	Baharum et al., 2020	Literature Review: The Concept of Alcohol According to Islam
23	Ikhsan & Sukardi, 2020	The Influence of Religiosity, Attitudes, Subjective Norms, and Behavioral Control on Intention to Purchase Halal Cosmetic Products at the Faculty of Economics and Business, Ahmad Dahlan University, Yogyakarta
24	Suryowati, 2020	Halal Label, Halal Awareness, Religiosity and Interest in Buying Halal Cosmetic Products
25	Suparjan & Aisyah, 2020	The Use of Eyelash Extensions for Muslim Women from the Perspective of Islamic Law Case Study of Salons in Makassar City
26	Wahyurini & Trianasari,	Analysis of the Effect of Halal Labels and Prices

	2020	on Wardah Cosmetics Purchase Decisions
27	Kurniaputri, 2020	Brand Equity And Halal Labeling In Its Influence On Interest in Buying Lifebuoy Products
28	G. Hanifah et al., 2020	The Correlation of the Halal Label of Cosmetic Products to Consumer Purchase Interest in Mashlahah Perspective
29	Maharani & Ani Silvia, 2020	Analysis of the Effect of Knowledge and Religiosity on Purchase Intentions for Halal Cosmetic Products
30	Khikmah, 2021	Slimming Injection Business Industry Perspective of Sharia Business Law Nurul Khikmah State Islamic University Sunan Kalijaga Yogyakarta
31	Triana & Meutianingrum, 2021	The Influence of Halal Brand Image and Celebrity Endorser on Cosmetic Purchase Decisions Case Study on University of Muhammadiyah Pontianak Students Who Use Wardah Cosmetic Products
32	Umbarani & Fakhruddin, 2021	The Concept of Beautifying Yourself in the Perspective of Islam and Science
33	Kholidah & Arifiyanto, 2021	Analysis of Decision Making Factors for Purchasing Halal Labeled Cosmetics in Pekalongan
34	Bakar & Pratami, 2021	Fiqh Analysis of the Halal Industry
35	Lestari, 2021	The Role of Halal Labels, Brand Image, and Online Customer Reviews on Online Purchase Decision Making on Wardah Cosmetics Products
36	Siregar & Dasopang, 2022	Buying and Selling Used Cosmetics Among Students
37	Sara et al., 2022	The Effect of Halal Awareness on Interest in Buying Halal Cosmetics
38	Purnapardi & Indarwati, 2022	The Influence of Product Quality and Brand Image on Repurchase Intention of Halal Cosmetic Products in e-commerce

From the selected articles in table 1, it can be seen that there are 38 selected articles for analysis with several themes which are grouped into 1 An overview of Islamic law related to make-up and the use of cosmetics. 2 Halal Labeling and Interest in Cosmetics. 3 Cosmetics business in Islamic Business Ethics. Of all the selected articles, 25 articles use quantitative methods and another 12 articles use qualitative methods and 1 article uses the mixed method. The grouping of articles based on the theme and year of publication will be explained in the following table:

Table 2. Description of Composition of Sorted Articles

No.	Paper based on topic			Amount of Paper Based on Year Publications					
	Topic	Number	%	2017	2018	2019	2020	2021	2022
1	An overview of Islamic law related to make-up and the use of cosmetics	9	24,3	2	-	1	3	2	1
2	Halal Labeling and Interest in Cosmetics	26	67,5	3	8	4	6	3	2
3	Cosmetics business in Islamic Business Ethics	3	8,1	-	1	1	-	1	-
Total		38		5	9	6	9	6	3
			100 %	13,1	23,6	15,7	23,6	15,7	7,8

The most discussed topic in fiqh muamalah cosmetics is the factor of halal labeling or halal labeling and buying cosmetics. The least discussed topic is the cosmetic business in terms of business ethics in Islam. The second most common topic is about Islamic law related to cosmetics, namely discussing the law of decorating and beautifying oneself, the concept of alcohol, and the concept of *mashlahah* of halal certification. At first glance, these themes are not directly related to cosmetics, but about fiqh muamalah, these themes are considered important to understand and serve as guidelines in analyzing halal cosmetics.

Overview of Islamic Law: Make-Up and Use Cosmetics

Islam is a religion that is very concerned about the issue of cleanliness, purity, and beauty. This is in line with the function of cosmetics which aims to beautify, clean, and change appearance. However, Islam has certain limitations on the use of cosmetics. In principle, Islam allows a Muslim to look attractive and respectable, even though Islam recommends taking care of oneself and paying attention to beauty. There are two interesting things about a person's appearance:

First, it is something that is already attached to itself, and is not an addition. Namely body shape, skin color, eyes, nose, ears, and so on are things that are inherent in a person. Second: is something added to the body. Like jewelry or other decorative tools (Aliasyadi, 2017). Although Islam allows decoration, it is limited by several conditions:

1. The ingredients used are halal and good;
2. The purpose of decoration is to maintain honor and self-respect;
3. Not to be a show-off;
4. Not aiming to show attracting the attention of *non-mahrams*;
5. Does not change the authenticity of God's creation;
6. Does not fade gender identity.

From some of the conditions above, it is known that it is legal to make decorations if the purpose of decorating is for something permissible, the process of decorating uses materials that are permissible and not harmful, and most importantly does not change God's creation.

Specifically, the use of cosmetics has certain limitations which are contained in the MUI Fatwa Number 26 of 2013 concerning Halal Standards for Cosmetic Products and Their Use. In the second part of the legal provisions, it is explained that:

1. The use of cosmetics for ornamental purposes is legal on the condition that: the materials used are halal and holy; intended for purposes permitted by *syar'i*; and not dangerous.
2. The use of internal cosmetics to be consumed/entered into the body that use materials that are unclean or unlawful is unlawful.
3. The use of external cosmetics not entering the body using materials that are unclean or unlawful other than pork is permitted on the condition that it is purified after use *tathhir syar'i*.

4. The use of cosmetics that solely function as *tahsiniyyat*, there is no *rukhsah* relief to use illicit cosmetics.
5. The use of cosmetics that function as medicine has legal provisions as medicine, which refers to a fatwa related to the use of drugs.
6. Cosmetic products containing ingredients made using genetically modified microbes involving pig genes or human genes are illegal.
7. Cosmetic products that use ingredients raw materials, active ingredients, and/or additional ingredients from halal animal derivatives in the form of fat or others for which the method of slaughtering is not known is *makruh tahrim*, so it must be avoided.
8. Cosmetic products that use ingredients from microbial products for which the medium for microbial growth is not known, whether from pigs, must be avoided until there is clarity about the halalness and purity of the ingredients.

People often assume that cosmetics containing alcohol are haram. Though not all cosmetics that contain alcohol are forbidden to use. The issue of the prohibition of alcohol refers to the prohibition of alcohol or *khamr*. Because alcohol is a substance contained in *khamr*. In surah al-Maidah verse 90 it is explained that Allah Swt. forbids and forbids Muslims to drink *khamr* because it is a heinous act and includes the actions of the devil. However, alcohol which is an additional ingredient in cosmetics is not necessarily forbidden to use. If alcohol which is used as a cosmetic ingredient is processed through the manufacture of *khamr*, then the law is haram because it contains unclean and impure elements (Baharum et al., 2020).

To avoid doubts by Muslims regarding the use of alcohol in cosmetics, the Majelis Ulama Indonesia issued a fatwa on cosmetic products containing alcohol/ethanol (MUI, 2018). Here's the full explanation:

Alcohol is a general term for any organic compound that has a functional group called a hydroxyl group -OH attached to a carbon atom. The general formula for alcohol is R-OH or Ar-OH where R is an alkyl group and Ar is an aryl group. Chemically alcohol does not only consist of ethanol but also includes other compounds, such as methanol, propanol, butanol, and so on. It's just that ethanol with the chemical formula C₂H₅OH is widely used for the production of food products, medicines, and cosmetics.

However, ethanol or ethyl alcohol in the trading world is known by the trade name alcohol. Judging from the manufacturing process, ethanol can be divided into ethanol by-products of the *khamr* industry and ethanol from the *non-khamr* industry either the product of chemical synthesis from [petrochemical] or the product of the *non-khamr* fermentation industry.

In the fatwa it is explained that cosmetic products containing *khamr* are unclean, and their use is unlawful; The use of alcohol/ethanol in cosmetic products is not limited, as long as the ethanol used is not derived from the *khamr* industry either the result of chemical synthesis [from petrochemicals] or the result of the *non-khamr* fermentation industry and is not medically harmful.

Halal labeling on cosmetics

Cosmetic products circulating in the market do not fully include halal labels. To ensure that every religious adherent in worshiping and carrying out his religious teachings, the State is obliged to provide protection and guarantees regarding the halalness of products consumed and used by the community. Because the halalness of a product is an important thing that must be known by Muslims before using it. The inability of consumers to evaluate the halalness of a product is the main reason for the importance of halal labeling or halal certificates.

Halal labeling or halal label is a sign of the halalness of a product, while a halal certificate is an acknowledgment of the halalness of a product issued by the Halal Product Assurance Agency based on a written halal fatwa issued by the Majelis Ulama Indonesia (Peraturan Pemerintah Republik Indonesia, 2021)

The inclusion of halal labels on cosmetics is actually to protect the rights of Muslim consumers against non-halal products. By including halal labels on cosmetics, Muslim consumers will feel more comfortable and confident in using them. In the *maslahah* perspective, halal labeling or halal certificates is the goal of sharia to provide protection, guarantees, and information about the halalness of products consumed and used by the community (Ilyas, 2017).

There are several reasons why a Muslim should choose cosmetics with a halal label Vice Director of LPPOM-MUI, 2020:

1. Cosmetics will stick to the skin and will be carried away during prayer, so if the cosmetics contain something that is haram or unclean, the conditions for valid prayer are not fulfilled, namely purity from *najis*.
2. Although cosmetics can be washed, the parts of the body that are exposed to water for ablution are limited, making it difficult for us to clean cosmetics that contain *najis*.
3. The number of cosmetic products that have additional ingredients from unclean or non-halal ingredients.

Halal certification involves 3 parties, namely the Halal Product Guarantee Agency BPJPH, LPPOM MUI as a halal inspection agency LPH, and the Indonesian Ulema Council MUI. BPJPH carries out the implementation of halal product guarantees. LPPOM MUI conducts document adequacy checks, audit scheduling, audit implementation, conducts auditor meetings, issues audit memorandums, and submits minutes of audit results at MUI Fatwa Commission meetings. MUI through the Fatwa Commission determines the halalness of products based on the results of the audit and issues the MUI Halal Decree. Following are the stages of the halal certification process:

1. Submit a written application to BPJPH
2. Registration of examination to LPPOM MUI
3. Conduct pre audit and contract payment
4. Audit scheduling
5. Implementation of audits
6. Discussion of audit results
7. Assessment of the adequacy of meeting the criteria
8. Determination of halal products by the MUI Fatwa Commission
9. Issuance of halal certificates

Cosmetic Business Viewed from Islamic Business Ethics

Business is a series of activities of various institutions that aim to produce goods and services needed in everyday life. Skinner argued that business is the exchange of goods, services, or money for mutual benefit. Islam views business as an activity whose form is not limited by the number of goods and services owned but limits how they are

obtained and utilized. This is regulated in the science of fiqh regarding property ownership. In line with that, Muslims are encouraged to work to own wealth. Besides the recommendation to work, Islam emphasizes requires the halal aspect of the property, both in terms of how to obtain and use it. Regarding business activities, Muslims are encouraged to imitate the Prophet with the principle of being customer-oriented by emphasizing aspects of honesty, fairness, and trust in running a business. And if there is a difference of opinion, it will be resolved peacefully and fairly without any element of fraud or harm to the business party.

The customer-oriented principle in business applied by the Prophet contains several important things that need to be applied to business activities, namely fairness in weighing, showing defects in goods being traded, avoiding oaths in buying and selling, and avoiding the practice of *ba'i najasy*. The study of Islamic fiqh prioritizes honesty and accuracy of the information in various activities. Information conveyed to buyers or customers is not only the quantity and quality of the goods, but the halal status is also important as a protection for Muslims who want to use these goods.

Cosmetics business in Islamic business ethics is a series of businesses in various forms of cosmetic products that are used to improve the appearance or smell of the human body. The normative foundation of business ethics in Islam comes from the Qur'an and Sunnah which is divided into four foundations: 1 The basis of monotheism, 2 The basis of balance, 3 The basis of freedom and 4 The basis of accountability.

All business activities are worth worshipping muamalah if they are carried out with a justified purpose and way. Business activity will be considered correct if: 1 The business carried out is halal goods and services. 2 the method applied is the way that is justified in Islam. 3 A business goal is something that is justified. If the cosmetic business follows the rules or rules that are justified in Islam, then the law may be under the muamalah rule "The origin of muamalah law is that it is permissible until there is an argument that forbids it". In the cosmetic business, it is not permissible to use unlawful or unclean materials or materials that harm users (Oktasari, 2018). Studies on the cosmetic business related to Islamic business ethics are still relatively few. So there is still a great opportunity to conduct a study on this theme.

E. CONCLUSION

In principle, Islam allows decorating if the purpose of decorating is for something permissible, the process of decorating uses permitted and harmless materials, and most importantly does not change Allah's creation. In this case, it is permissible to use cosmetics with halal ingredients and for purposes that are permitted by Islamic law. The inclusion of halal labels on cosmetics provides comfort and confidence for Muslim consumers in using them. Opportunities to conduct research related to cosmetic in fiqh muamalah are still very wide because there are still few who discuss fiqh muamalah cosmetic muamalah specifically. The importance of a discussion or study of fiqh muamalah cosmetics is not only limited to seeing public interest in halal cosmetics but in principle to better educate the public on the importance of halal cosmetic products because it is related to the validity of one's worship.

REFERENCES

- Adiba, E. M., & Wulandari, D. A. 2018. Pengaruh halal knowledge, islamic religiosity, dan attitude terhadap behavior konsumen Muslim generasi Y pengguna kosmetik halal di Surabaya. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen* <http://inobis.org/ojs/index.php/jurnal-inobis/article/view/42>
- Aliasyadi, A. 2017. Fashion and Beauty Perspektif Hukum Islam. In *Bilancia: Jurnal Studi Ilmu Syariah*. jurnal.uindatokarama.ac.id. <https://jurnal.uindatokarama.ac.id/index.php/blc/article/download/302/220>
- Arif, S. 2019. Epistemologi Halal dan Aplikasinya. *DIRASAT: Jurnal Studi Islam Dan Peradaban*. <https://dirasat.id/JSIP/article/view/82>
- Asrina, A., & Bulutoding, L. 2016. Pengaruh Labelisasi Halal Terhadap Keputusan Konsumen Dalam Pembelian Produk Kosmetik Di Kota Makassar Studi Kasus Pada Giant Supermarket Alauddin. *Jurnal Iqtisaduna*. <https://journal3.uin-alauddin.ac.id/index.php/Iqtisaduna/article/view/2396>
- Astuti, A. R. T. 2019. Bisnis Halal dalam Perspektif Etika Islam: Kajian Teoritis. *AL MA'ARIEF: Jurnal Pendidikan Sosial Dan* <https://ejournal.iainpare.ac.id/index.php/ALMAARIEF/article/view/1139>
- Baharum, N. B., Awang, M. D., Arshad, S., & ... 2020. Kajian Literatur: Konsep Alkohol Menurut Islam. *Jurnal Al* <https://ejournal.unipsas.edu.my/index.php/qwefqwefq/article/view/27>
- Bakar, A., & Pratami, A. 2021. Analisis Fiqih Industri Halal. *Taushiah: Jurnal Hukum*,

- Pendidikan Dan* <https://jurnal.uisu.ac.id/index.php/tsh/article/view/3990>
- Fatwa MUI No. 26 Tahun 2013 tentang Standar Kehalalan Produk Kosmetik dan Penggunaannya. 2013. *Fatwa MUI*, 92. <http://mui.or.id/wp-content/uploads/files/fatwa/No.-26-Standar-Kehalalan-Produk-dan-Penggunaan-Kosmetika.pdf>
- Hanifah, G., Khanifa, N. K., & Ariono, I. 2020. Korelasi Label Halal Produk Kosmetik Terhadap Minat Beli Konsumen Perspektif Masalah. *Syariat: Jurnal Studi Al-Qur'an Dan* <https://ojs.unsiq.ac.id/index.php/syariat/article/view/1543>
- Hanifah, U., & Laili, T. 2019. Determinan Keputusan Konsumen Membeli Kosmetik Bersertifikasi Halal. ... : *Jurnal Ilmu Ekonomi Dan* <http://jurnal.iain-padangsidempuan.ac.id/index.php/Al-masharif/article/view/2186>
- Hartarto, A. 2020. Dukungan Pemerintah Terhadap Pengembangan Industri Produk Halal Ekspor. *Kementrian Koordinator Bidang Perekonomian Republik Indonesia*, 1–20.
- Hasibuan, S. W., Nasution, M. Y., & Siregar, S. 2019. Kesadaran Konsumen Menggunakan Kosmetik Halal Serta Pengaruhnya Terhadap Brand Holistic. ... *Jurnal Ilmu Manajemen Dan* <http://194.31.53.129/index.php/attijaroh/article/view/1882>
- Huda, N., Hulmansyah, H., & Rini, N. 2018. Faktor yang mempengaruhi perilaku konsumsi produk halal pada kalangan mahasiswa Muslim. *EKUITAS Jurnal Ekonomi* <https://ejournal.stiesia.ac.id/ekuitas/article/view/3944>
- Ikhsan, R. R. N., & Sukardi, S. 2020. Pengaruh Religiusitas, Sikap, Norma Subjektif, dan Kontrol Perilaku terhadap Niat Membeli Produk Kosmetik Halal di Fakultas Ekonomi dan Bisnis Universitas *Jurnal Ilmiah Ekonomi Global Masa* <http://ejournal.uigm.ac.id/index.php/EGMK/article/view/1061>
- Ilyas, M. 2017. Sertifikasi dan Labelisasi Produk Halal Perspektif Masalah. *Jurnal Al-Qadau: Peradilan Dan Hukum* <https://journal3.uin-alaudidin.ac.id/index.php/al-qadau/article/view/5682>
- Khikmah, N. 2021. Industri Bisnis Slimming Injection Perspektif Hukum Bisnis Syari'ah. *Az Zarqa': Jurnal Hukum Bisnis Islam*. <http://ejournal.uin-suka.ac.id/syariah/azzarqa/article/view/2379>
- Kholidah, N., & Arifiyanto, M. 2021. Analisis Faktor-Faktor Pengambilan Keputusan Pembelian Kosmetik Berlabel Halal di Pekalongan. *Wahana Islamika: Jurnal Studi* <http://wahanaislamika.ac.id/index.php/WahanaIslamika/article/view/157>
- Kurniaputri, M. R. 2020. Brand Equity dan Labelisasi Halal dalam Pengaruhnya Terhadap Minat Beli Produk Lifebuoy. *Jurnal Ilmiah Ekonomi Islam*. <http://jurnal.stie-aas.ac.id/index.php/jei/article/view/1200>

- Larasati, A., Hati, S. R. H., & Safira, A. 2018. Religiusitas dan Pengetahuan Terhadap Sikap dan Intensi Konsumen Muslim untuk Membeli Produk Kosmetik Halal. ... : *Jurnal Bisnis Dan Manajemen*. <http://journal.uinjkt.ac.id/index.php/esensi/article/view/7459>
- Lestari, U. P. 2021. Peran Label Halal, Citra Merek, Dan Online Customer Review Terhadap Pengambilan Keputusan Pembelian Online Pada Produk Wardah Kosmetik. *EBIS: Jurnal Ekonomi Dan Bisnis*. <https://journal.unsuri.ac.id/index.php/ebj/article/view/110>
- Maharani, N. K., & Ani Silvia. 2020. Analisis Pengaruh Pengetahuan Dan Religiusitas Terhadap Niat Pembelian Produk Kosmetik Halal. *Al-Urban: Jurnal Ekonomi Syariah Dan Filantropfi Islam*, 42, 141–152. <https://doi.org/10.22236/alurban>
- MUI. 2018. *Fatwa Majelis Ulama Indonesia Nomor : 11 Tahun 2018 Tentang Produk Kosmetika Yang Mengandung Alkohol/Etanol*.
- Nasution, H. F. 2017. Pengaruh Brand Image Dan Label Halal Terhadap Keputusan Pembelian Kosmetik Wardah Pada Mahasiswi Jurusan Ekonomi Syariah *At-Tijarah: Jurnal Ilmu Manajemen Dan Bisnis Islam*. <http://194.31.53.129/index.php/attijarah/article/view/1357>
- Oktafiani, D. 2018. Pengaruh Kualitas Produk, Harga Dan Label Halal Terhadap Keputusan Pembelian Produk Kosmetik Wardah Di Surabaya In *Jurnal Ilmu Dan Riset Manajemen*.
- Oktasari, O. 2018. Bisnis Kosmetik Dalam Etika Bisnis Islam. *Al-Intaj: Jurnal Ekonomi Dan Perbankan* <https://ejournal.iainbengkulu.ac.id/index.php/Al-Intaj/article/view/1199>
- Peraturan Pemerintah Republik Indonesia. 2021. Government Regulations PP of Republic of Indonesia Number 39 about Implementation of The Field of Halal Product Guarantee. *Government of The Republic of Indonesia*, 086085, 1–110. http://www.halalmui.org/images/stories/kebijakan-halal-di-indonesia/PP_Nomor_39_Tahun_2021.pdf
- Prayetno, N. E. B. 2018. ... Terhadap Niat Pembelian Buying Intention Produk Kosmetik Berlabel Halal di Kota Banda Aceh Studi Pada Mahasiswa/i Pemakai Kosmetik Merk Wardah di Kota *Jurnal Ilmiah Mahasiswa Ekonomi* <http://www.jim.unsyiah.ac.id/EKM/article/view/8095>
- Purba, A. 2020. Rekayasa memperindah tubuh dalam tinjauan medis dan fikih. *Ijtihad: Jurnal Hukum Dan Ekonomi Islam*. <https://ejournal.unida.gontor.ac.id/index.php/ijtihad/article/view/4503>
- Purnapardi, M. S., & Indarwati, T. A. 2022. Pengaruh Product Quality dan Brand Image terhadap Repurchase Intention Produk Kosmetik Halal di E-Commerce. *Jurnal Ilmu Manajemen*. <https://journal.unesa.ac.id/index.php/jim/article/view/16416>

- Rakhi, H. 2019. Analisis Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Produk Kosmetik: Studi Kasus Kota Pontianak. *ISLAMICONOMIC: Jurnal Ekonomi Islam*.
<http://www.journal.islamiconomic.or.id/index.php/ije/article/view/119>
- Republik Indonesia. 2010. Izin Produksi Kosmetika. *Departemen Kesehatan Republik Indonesia*, 396, 1–32.
- Rohmatun, K. I., & Dewi, C. K. 2017. Pengaruh pengetahuan dan religiusitas terhadap niat beli pada kosmetik halal melalui sikap. *Jurnal Ecodemica Jurnal Ekonomi*
<https://ejournal.bsi.ac.id/ejournal/index.php/ecodemica/article/view/1420>
- Sara, S. K., Ahmad, R. M., & Arkiang, F. 2022. Pengaruh Kesadaran Halal Terhadap Minat Beli Kosmetik Halal. *Jurnal Asy-Syarikah*
<http://journal.iainsinjai.ac.id/index.php/asy-syarikah/article/view/820>
- Sari, F. M., Makhrian, A., & Buldani, K. 2018. Pengaruh Label Halal dan Harga terhadap Keputusan Membeli Produk Kosmetik Wardah Studi Pada Mahasiswi Prodi Manajemen Universitas Bengkulu. *Professional: Jurnal Komunikasi*
<https://jurnal.unived.ac.id/index.php/prof/article/view/709>
- Siregar, Y. R. S., & Dasopang, N. 2022. Jual Beli Kosmetik Bekas Dikalangan Mahasiswa. *Jurnal El-Thawalib*.
<http://194.31.53.129/index.php/thawalib/article/view/5327>
- Sitama, M. F., & Cahyono, E. F. 2019. Faktor-faktor Penilaian Keputusan Konsumen dalam Pembelian Kosmetik Halal Studi Kasus Mahasiswi Muslimah Fakultas Ekonomi dan Bisnis Universitas In *Jurnal Ekonomi Syariah Teori dan*
 researchgate.net. https://www.researchgate.net/profile/Eko-Cahyono-3/publication/339068964_FAKTOR-FAKTOR-PENILAIAN-KEPUTUSAN-KONSUMEN-DALAM-PEMBELIAN-KOSMETIK-HALASTUDI-KASUS-MAHASISWI-MUSLIMAH-FAKULTAS-EKONOMI-DAN-BINIS-UNIVERSITAS-AIRLANGGA/links/5e3bd531299bf1cdb91168f8
- Suparjan, N., & Aisyah, S. 2020. Penggunaan Eyelash Extension bagi Perempuan Muslimah Perspektif Hukum Islam Studi Kasus Salon di Kota Makassar. ...
Jurnal Ilmiah Mahasiswa Hukum <https://journal3.uin-alauddin.ac.id/index.php/qadauna/article/view/16351>
- Suryowati, S. E. B. 2020. Label halal, kesadaran halal, religiusitas dan minat beli produk kosmetik halal. *Kompleksitas: jurnal ilmiah*
<http://ejournal.swadharma.ac.id/index.php/kompleksitas/article/view/17>
- Triana, N., & Meutianingrum, F. J. 2021. ... Terhadap Keputusan Pembelian Kosmetik Studi Kasus Pada Mahasiswi Universitas Muhammadiyah Pontianak Yang Menggunakan Produk Kosmetik In *Jurnal Produktivitas*
openjurnal.unmuhpnk.ac.id.

<http://openjurnal.unmuhpnk.ac.id/index.php/jp/article/viewFile/3461/1820>

Umbarani, E. M., & Fakhrudin, A. 2021. Konsep Mempercantik Diri Dalam Prespektif Islam Dan Sains. *Jurnal Dinamika Sosial Budaya*. <https://journals2.usm.ac.id/index.php/jdsb/article/view/2974>

Wahyurini, S. C., & Trianasari, N. 2020. Analisis Pengaruh Label Halal Dan Harga Terhadap Keputusan Pembelian Kosmetik Wardah. *Jurnal Mitra Manajemen*. <http://e-jurnalmitramanajemen.com/index.php/jmm/article/view/321>

Yanti, I. 2018. Analisis Pengaruh Faktor Psikologis dan Religiusitas Perilaku Muslimah Kota Medan terhadap Konsumsi Kosmetik Halal dan Baik. *At-Tawassuth: Jurnal Ekonomi Islam*. <http://jurnal.uinsu.ac.id/index.php/tawassuth/article/view/2751>

Yuanita, T. 2017. Analisa Pengaruh Persepsi Dan Pengetahuan Wanita Muslim Golongan Menengah Terhadap Brand Switching Kosmetik Halal. *Jurnal Ekonomi*. <http://ejournal.borobudur.ac.id/index.php/1/article/view/22>