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Halal Industry Development Strategy in The Cosmetics Sector: A Study of Islamic Business Ethics

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Abstract: *The development of the halal cosmetics industry is no longer just an option, but an urgent need in the face of changing consumer preferences and global market dynamics. The increasing awareness of the Muslim community towards halal cosmetic products is reflected in the significant growth of the global halal cosmetics market in recent years. This encourages various cosmetic manufacturers to develop their halal product lines, but there are still challenges in implementing halal standards. Using literature studies, this study examines the halal cosmetics industry's development strategy from the Islamic business ethics perspective. This study found that the application of Islamic business ethics in the halal cosmetics industry not only includes the halal aspect of the product but also includes the aspect of consumer safety. For this reason, Islamic business ethics is needed as a strategy for the development of halal cosmetics, namely through the fulfillment of business ethics principles and the implementation of business ethics. The implementation of this strategy (Islamic business ethics) not only creates a competitive advantage for cosmetic manufacturers but also provides a guarantee of halal and product safety for Muslim consumers. In addition, a consumer needs to understand halal and safe cosmetics by checking halal labels and cosmetic composition. So, consumers will not be deceived by cosmetics with fake halal labels or harmful cosmetics.*

INTRODUCTION

The development of the halal cosmetics industry has experienced significant growth in recent years, in line with the increasing awareness of Muslim consumers about the need for products that comply with Islamic law. According to the State of Global Islamic Economy 2023 report, Indonesia's halal cosmetics market has increased its ranking from the year on. Previously, it was ranked 9th to 6th. In terms of the consumer market, Indonesia is consistently ranked 2nd

for halal cosmetics. In the context of halal cosmetics, this sector can take advantage of the growth momentum of the national cosmetics industry which is predicted to peak in the next 3-5 years with a projected growth of around 4.5% from 2023 - 2028. The Food and Drug Supervisory Agency (BPOM) itself recorded a growth in the number of cosmetic industry players increasing by 20.6%, where in 2021 there were 819 business units in 2021 and increased to 913 business units in 2022. In addition, cosmetics as one of the halal products are projected to grow by 12.62% (Kasri et.al., 2024). This growth is not only driven by Muslim consumer demand, but also by the increasing interest of non-Muslim consumers in safe, ethical, and sustainable cosmetic products.

One of the aspects that need to be considered by halal product manufacturers is that the source of financing used must be Sharia-based. It should be understood that the halal aspect of the product is not only seen from the raw materials and production process, but also from the aspects of capital, packaging, and marketing. Sharia-based financing has an important role in encouraging the growth of a business to be in line with Sharia principles or avoid the practice of *usury, maysir*, and *maghrib* (Irsahadi, 2020). Indonesia's halal cosmetics industry must receive strong support from the government through various regulations or strategic policies and collaborate with Islamic banking as a source of Sharia financing to develop halal cosmetics (Akbar et.al., 2024). The growth momentum of the halal cosmetics industry in Indonesia is getting stronger after the enactment of Law No. 33 of 2014 concerning Halal Product Assurance. This regulation is a strong legal foundation for the development of the halal cosmetics industry and provides legal certainty for producers and consumers. The implementation of this regulation has encouraged many local cosmetics manufacturers to develop their halal product lines and obtain halal certification from LPPOM MUI. The Ministry of Industry has included the halal cosmetics industry as one of the priority sectors in developing the national industry. This is shown by the provision of facilitation for the cosmetics industry that develops halal products, including assistance in the halal certification process and production capacity development.

Local Indonesian cosmetics manufacturers have shown significant capabilities in developing innovative halal products. Not only focusing on the halal aspect, but a cosmetic product must also pay attention to the quality, safety, and effectiveness of the product (Herianti et.al., 2024). Many local cosmetic brands have succeeded in developing natural-based formulations that are under halal principles and can compete domestically either with other local products or imported products. Examples of local Indonesian brands that already have halal certification and are registered with MUI such as Wardah Cosmetics, Make Over, Sariayu, Rollover Reaction, Mineral Botanica, BLP Beauty, Viva Cosmetics, Inez Cosmetics, esqa Cosmetics, Emina Cosmetics, Hanasui, Goban Cosmetics and many others. With a large number of producers and the largest Muslim population, it is hoped that Indonesia can become the mecca of the global halal cosmetics and skin care industry. Manufacturers can build the right branding to be the key to the strength of Indonesia's halal cosmetics and skin care products. The development of e-commerce and digital marketing also contributes significantly to the growth of the halal cosmetics industry in Indonesia. Digital platforms make it easier for halal cosmetics manufacturers to reach a wider range of consumers and provide education about the importance of halal products (Pandey et.al., 2020). This has created an ecosystem that supports the growth of the halal cosmetics industry.

The urgency of developing the halal industry in the cosmetics sector is becoming increasingly crucial in line with the increasing awareness of the global community, especially Muslim consumers on the importance of using products that are not only safe but also following Islamic law. The growth of the global Muslim population of 2.18 billion people (27% of the

world's population), coupled with increased purchasing power and awareness of halal lifestyles, creates huge market opportunities for the halal cosmetics industry (Kamiliyah et.al., 2024). This is following The State of Global Economic Report which estimates that Muslim spending on halal products will reach 2.8 trillion by 2025.

The development of the halal cosmetics industry is also driven by a shift in the paradigm of consumers who are increasingly critical of the content and production process of cosmetics. Consumers not only consider the safety and quality aspects of the product but also the halal aspect that guarantees that the product is free from ingredients that are prohibited in Islam. This creates an urgent need for the cosmetics industry to adapt and develop products that meet halal standards. On the other hand, the development of the halal cosmetics industry is an aspect of consumer protection. With strict halal standards and certifications, consumers are assured that the products they use are not only safe but also follow their beliefs (Nur, 2021). This is becoming even more important considering that cosmetics are products that are in direct contact with the body and are used regularly.

Indonesia is one of the countries with the largest Muslim population in the world which certainly has enormous potential to become a major player in the global halal cosmetics industry. However, the development of the halal cosmetics industry in Indonesia still faces various challenges. One of the main challenges is the limited availability of halal raw materials in the domestic market, so it still depends on imports from other countries. In addition, the complex halal certification process that requires a lot of money is also an obstacle for industry players, especially MSMEs. To encourage the development of the halal cosmetics industry, a comprehensive strategy involving various stakeholders is needed, ranging from the government, industry players, and certification bodies, to academics (Maulana & Zulfahmi, 2022). The development of an integrated halal industry ecosystem, strengthening human resource capacity, increasing research and development, and conducive regulatory support are key aspects that need to be considered.

The case of dangerous cosmetics is increasingly concerning with the rise of online sales that are difficult to supervise. Rastiawaty & Alrip (2024) stated that there are still many cosmetics that are sold either directly or indirectly (online) that do not have an official distribution permit and have the potential to contain harmful ingredients. This business practice of ignoring consumer safety is contrary to fundamental business ethical principles, including honesty, responsibility, and consumer protection. The health impacts of using cosmetics are very serious, ranging from skin irritation to internal organ damage. Non-compliance with business ethics is also reflected in the practice of counterfeiting halal labels and safety certifications. Salam (2023) explained that there are still many products that abuse halal labels, including cosmetics, fake and unverified halal labels are used to increase sales because they cover information on the ingredients used that turn out to be non-halal or harmful. This condition not only endangers consumers but also hurts public trust in the cosmetics industry as a whole.

Reflecting on various cosmetic cases that turn out to be dangerous to consumers because of the use of harmful substances shows that many cosmetic business actors are fraudulent and dishonest. One of the motives estimated by the author behind this case is the high profit expected by business actors by minimizing production costs through the use of cheap hazardous materials. Another reason that can be predicted is the lack of halal and safe raw materials in the manufacture of cosmetics, which triggers fraud by business actors to use dangerous raw materials. In terms of technology, the technology used by business actors when making and developing cosmetic products may be inadequate. So that no harmful ingredients or substances contained in

the cosmetics are detected.

Therefore, Islamic business ethics play a fundamental role in the development of the halal industry, especially in the cosmetics sector which is in direct contact with the personal needs of Muslim consumers. From an Islamic perspective, business activities are not only profit-oriented, but must also pay attention to aspects of halalness, blessings, and benefits for all stakeholders. The implementation of Islamic business ethics in the halal cosmetics industry is becoming increasingly crucial considering the growing awareness of global Muslim consumers about the importance of using products that follow Islamic law and are safe, of course. The ethical aspect of this study is aimed at business actors who produce and develop cosmetic products so that harmful cosmetics are no longer circulating, and consumers feel safe and protected when wearing cosmetics.

In this context, the implementation of Islamic business ethics ensures the integrity and sustainability of the halal cosmetics industry. Islamic business ethics not only includes the halal aspects of raw materials and production processes but also covers the entire business value chain, starting from raw material procurement, production, and marketing, to service. This is becoming even more crucial given the complexity of the global supply chain and the increasing demands for transparency from consumers. Research conducted by Ibrahim (2023) shows that consumers consider aspects of Islamic business ethics and health in their purchasing decisions. This is in line with the findings of Abdullah et.al (2021) who examined the perspective of religiosity and its relationship with purchases. Muslims who are increasingly religious will have an impact on the purchase of cosmetic products that will be used. For example, whether the cosmetic product is affiliated with Israel or contains haram and dangerous ingredients. On the other hand, halal awareness also plays an important role when cosmetic products want to be purchased (Handriana et.al, 2021).

Based on this background presentation, an in-depth study of the aspects of Islamic business ethics as a strategy for the development of the halal industry in the cosmetics sector is needed. The halal cosmetics industry in particular has experienced significant growth, but the development of this industry faces various challenges. For this reason, an in-depth study is needed to understand how the principles and attitudes of Islamic business ethics can be integrated as an effective development strategy. In addition, this paper also tries to examine how to identify halal cosmetic products. Harmful ingredients contained in cosmetics also need to be understood, so that consumers can avoid health problems. It is hoped that the application of Islamic business ethics can contribute to encouraging the competitiveness and growth of halal cosmetic products in Indonesia in particular.

METHODOLOGY

This study uses the library research method with a descriptive qualitative approach to examine the development strategy of the halal industry in the cosmetics sector from the perspective of Islamic business ethics. The library research method was chosen because of its ability to comprehensively explore and analyze various sources of literature to build a deep understanding of the research topic raised. The data sources in this study consist of primary and secondary sources. Primary sources include books of *fiqh muamalah*, compilations of Sharia economic laws, DSN-MUI fatwas related to the halal industry, and government regulations on halal product guarantees. Secondary sources include books on Islamic business ethics, scientific journals discussing the halal cosmetics industry, reports related to the development of the halal industry, scientific articles on business strategies from an Islamic perspective, and official publications from institutions related to the halal industry.

RESULTS AND DISCUSSIONS

Non-halal ingredients in cosmetic production

In the cosmetics industry, various non-halal ingredients are often used in the production process. Understanding these ingredients is very important for Muslim consumers to ensure that the products used follow Islamic law (Nordin et.al., 2020; Yusuf & Yajid, 2017). The following are non-halal ingredients commonly found in cosmetic products:

1. Collagen is a protein that is often used in skincare products to increase elasticity and prevent aging. Most of the collagen used in cosmetics comes from the skin and bones of pigs, cows, or fish. Collagen derived from pigs is not halal, while those derived from cows must be ensured that the slaughter process follows Islamic law. Porcine collagen is the most widely used collagen because it can meet market demand (high availability) and is cheaper than collagen than other types of collagen such as cattle, fish, and plants (Jadach et. al., 2024).
2. Gelatin is a protein obtained from the partial hydrolysis of collagen found in the skin, bones, and connective tissue of animals. Like collagen, gelatin derived from pigs is not halal, and those derived from cows require halal certification to ensure that the slaughter process is following Sharia. Pork gelatin has a high availability compared to gelatin from other buckets, where the production of pork gelatin reaches 46%, gelatin from cowhide is 29.4%, and gelatin from cow bones is 23.1%. This is because the high level of supply and breeding of pigs makes the supply of gelatin from pigs more affordable (Hussaini et.al., 2024).
3. Keratin is a protein that is often used in hair care products. This material can come from the fur, horns, or hooves of animals, including pigs. In addition, keratin can also be found in human hair and soybeans. Therefore, protein from human or animal hair that is not allowed is considered non-halal (Ganesan et.al., 2024).
4. Glycerin/glycerol can come from plant or animal sources. Animal glycerin is often obtained from lard or the fat of other animals such as cows and sheep. The use of plant-based glycerin is a safe alternative to halal cosmetic products. Halal glycerin can be obtained from vegetable sources, namely from soybeans and palms that are extracted for fat (Mariyam et.al., 2022). However, again the obstacle is that glycerin from vegetable ingredients is more expensive than from lard. So, many cosmetics still use glycerin from lard.
5. Stearic Acid can be derived from animal (cow and pork) or vegetable fats. In the cosmetics industry, stearic acid derived from lard is often used because of its more economical price. Stearic acid from vegetable sources such as coconut or palm oil is an option for halal products. This ingredient is commonly used to provide moisturizing and as a cosmetic dye (Fatima et. al., 2020).
6. The use of alcohol derived from the fermentation process that produces liquor (*khamr*) is considered not halal. Ethanol is a type of alcohol used in cosmetics. This ethanol is used to prevent the growth of bacteria and fungi on the product (anti-microbial) and improve the function of the product. It should also be understood that for consumers with sensitive skin, it will have negative effects such as stinging, heat, swelling, and irritation on the skin. So, it is necessary to ascertain the source to determine its halal status, although not all alcohol is prohibited or there is also alcohol that can be consumed (Baharum et.al., 2020).
7. Placenta extracts used in cosmetics can be derived from humans (newborns) or animals. The use of the human placenta is not halal and prohibited by Islamic law. This is following the fatwa based on the fourth MUI National Congress in Bandung in 2000, the fatwa stated that everything that comes from parts of the human body is haram (Jenudin et.al., 2022).

The halalness of a cosmetic product not only reflects compliance with Islamic law but also becomes a quality standard that ensures the safety and cleanliness of the product. The strict halal certification process requires that each product is free from harmful ingredients and is produced in hygienic conditions, thus providing optimal protection for consumer health. Considering that the skin is the largest organ of the body that can absorb various substances applied to it, choosing cosmetics with halal and safe ingredients is a long-term investment for health. The use of ingredients that are not clear about halal or safety can pose a variety of health risks, ranging from mild allergic reactions to serious skin problems.

In a broader context, the use of halal and safe cosmetics also reflects the manufacturer's responsibility for consumer well-being as well as a commitment to ethical standards in the beauty industry. Through the implementation of strict halal and safety standards, the cosmetics industry can provide better quality assurance to consumers, while meeting their spiritual and health needs. Thus, the use of halal and safe ingredients in cosmetics is not just an option, but a basic need that must be met for the creation of a responsible and sustainable beauty industry.

Basic Principles of Islamic Business Ethics

Ethics in Islam is known as morality and has a wide scope under the commands of the Qur'an and the hadith of the Prophet Muhammad (saw). Islamic business ethics is a set of values, rules, and norms sourced from the Quran and Hadith that are guidelines for conducting business activities. This concept combines moral principles with sharia values to create business practices that are not only materially profitable but also follow Islamic teachings. Through Islamic business ethics, it is hoped that the results obtained from doing business will be clean and free from various violations (Jabbar et.al., 2023). So, in the end, the business received blessings. For this reason, a manufacturer needs to understand what are the principles of business ethics.

1. **Tauhid (Unity)**

Tauhid is the main foundation of the Islamic business ethics system which reflects a total commitment to the will of Allah SWT. The fundamental philosophy of Islamic economics is monotheism, so that monotheism is the basis for Muslims for all activities in the world both related to worship, social, *mu'amalah*, and economic activities (Barus, 2016; Darmawati, 2013). In the context of business, the concept of monotheism integrates material and spiritual aspects, making business activities not only a search for profit but also a form of worship and a manifestation of obedience to Allah SWT. The principle of monotheism affirms that Allah is the absolute owner of all things, and humans only play the role of caliphs who are entrusted to manage resources responsibly. In essence, the principle of monotheism in Islamic business is an affirmation that the implementation of business must be accompanied by surrender to Allah (Zikwan & Nahei, 2023).

The implementation of monotheism in Islamic business ethics is reflected in the unity of purpose, where every business activity must be in line to create human beings as servants of Allah. The principle of monotheism requires business people to align their decisions and actions with Islamic values, creating a balance between individual and social interests, where every business action must reflect an awareness of the presence and supervision of Allah SWT (Aldo et.al., 2022). Every business decision, from the selection of raw materials to marketing strategies, must reflect the awareness of the presence of Allah SWT. This encourages manufacturers to maintain product integrity not only because of market demands but also as a form of spiritual responsibility.

Businesses that operate based on the principle of monotheism tend to pay more attention to

social and environmental aspects, in line with the concept of the triple bottom line in sustainable development. The principle of monotheism makes the halal cosmetics business not just a commercial activity, but also a form of obedience and devotion to the Creator. In the production aspect, Producers not only focus on formal halal certification but also pay attention to the blessing aspect in every stage of production. This includes ensuring halal and thayyib raw material sources, clean and hygienic production processes, and environmentally friendly waste management. Business people who apply the principle of monotheism will view material profits not as the final goal, but as a means to achieve falah (welfare of this world and the hereafter).

2. Justice ('Adl)

Justice ('adl) is one of the principles in Islamic business ethics that reflects balance and equality in all economic activities. This concept emphasizes the importance of being fair in every aspect of life, including in economic or business activities. Islam commands that human beings behave fairly in all aspects without discrimination or differences in a person's religion, ethnicity, gender, and age. Justice is the way to achieve success in all aspects of life, including when doing business (Attahiru, 2022). Fairness in the halal cosmetics industry includes various dimensions. In the context of pricing, manufacturers must ensure that the prices set reflect fair value, taking into account the cost of production, the quality of raw materials, and the purchasing power of diverse consumers. In terms of employment, halal cosmetics companies that apply the *'adl* principle provide compensation under the workload, ensure equal career development opportunities, and provide a work environment that supports employee work balance.

3. Free Will

The principle of free will in the halal cosmetics industry reflects the balance between freedom of business and moral responsibility based on Sharia values. This principle emphasizes that business people have the freedom to make decisions, innovate, and carry out business activities according to their wishes, but remain within the corridor of ethics and Islamic law in the sense that they do not violate Sharia law and do not harm others. Freedom in the context of Islamic business is not absolute, but is limited by the moral and social responsibilities inherent in each individual (Samsidar et.al., 2024). This freedom encourages creativity in creating new formulations that combine halal and safe ingredients with modern technology. Cosmetics manufacturers must ensure that every business decision taken does not harm themselves or others. For example, we must pay attention to the production of cosmetics to produce safe products. In terms of production waste treatment, attention is also paid to ensuring that the waste produced is not managed properly to damage the surrounding environment and have an impact on the health of the local community.

Freedom in the context of halal cosmetics is also reflected in the relationship with consumers. Consumers have the freedom to choose products that suit their needs and preferences. However, manufacturers have an obligation to provide complete and accurate information so that consumers can make informed decisions based on adequate knowledge. The principle of freedom in the halal cosmetics industry also encourages the creation of a more competitive and innovative business ecosystem. Companies have the freedom to compete, but the competition must be run healthily and ethically. This includes respect for intellectual property rights, avoidance of monopolistic practices, and a commitment to fair competition.

4. Responsibility

The principle of responsibility must be fulfilled by all parties in carrying out purchase and

sale transactions. The seller must be responsible for the goods sold, while the buyer must be responsible for paying for the goods he ordered. An attitude of responsibility must be possessed by all parties in buying and selling transactions to prevent losses. In every aspect of business operations, business owners are responsible for consumers, employees, shareholders, communities, and the environment (Maulida et.al., 2024). This responsibility is becoming even more crucial considering that cosmetics are products that are in direct contact with the human body and have the potential for long-term impacts. Manufacturers are responsible for ensuring that every ingredient used is not only halal but also safe and of high quality. The implementation of responsibility includes the use of safe production technology, environmentally friendly waste management, and strict quality monitoring at every stage of production. This shows that the manufacturer's responsibility is not limited to the final product, but covers the entire production process. Manufacturers are responsible for ensuring that every ingredient used is not only halal but also safe and of high quality.

In a broader context, responsibilities also include compliance with regulations and industry standards. This includes halal certification, distribution permits from the Food and Drug Administration, and good manufacturing practice (GMP) standards. This compliance is not just a formality, but a form of responsibility to ensure product safety and quality. Responsibility in Islam is not only limited to the material aspect but includes the spiritual dimension related to accountability in the hereafter.

5. Truth (*Ihsan*)

Truth (*Ihsan*) does not only mean doing something right but also doing it in the best way as if Allah SWT is always watching over every action. The principle of *ihsan* or goodness referred to in Islamic business ethics refers to the behavior of traders while serving and treating consumers. The polite, patient, generous, and friendly behavior displayed by salespeople to their consumers certainly creates an attraction that arises to create positive things. On the other hand, if the attitude is rude, arrogant, impatient, and discriminatory in dealing with consumers, it will be viewed negatively and impressed by consumers. The principle of truth (Ihsan) also includes comprehensive product consultation, responsive complaint handling, and ongoing consumer education programs (Lestari & Jubaedah, 2023). Manufacturers who implement *ihsan* view employees not only as workers but as partners in achieving excellence. The training and development program is designed not only to improve technical skills but also an understanding of Islamic values in business

6. Knowledge (*Ilmu*)

The principle of knowledge (*ilmu*) encourages all actions taken by Muslim entrepreneurs to be based on knowledge. Every process starting from production, consumption, and distribution involved in business operations must be based on the knowledge and understanding of business actors. When a Muslim wants to start a business, it is mandatory for him to know the ins and outs, practices, materials, marketing and promotion, as well as other operational activities before he carries out his business. This is because, if a person starts his business without being based on knowledge, then he is worried that he will make business decisions that are actually detrimental (Jazil & Hnedrasto, 2021). The principles of science include not only technical knowledge of business but also a deep understanding of Sharia principles and Islamic values in a business context. The development of halal cosmetic products must also be science-based. Halal cosmetics companies must have a continuous training program that includes technical aspects (cosmetic formulation, quality control), sharia aspects (*fiqh muamalah*, halal standards), and soft skills

(Islamic business ethics, effective communication). So that the human resources or workers they own also understand what halal cosmetic products are.

7. Halal vs Haram

The concept of halal refers to everything that is allowed and brings benefits, while haram is anything that is prohibited because it has the potential to cause harm or loss. An in-depth understanding of the boundaries between halal and haram is very crucial because it is directly related to the validity of the product from the perspective of sharia and its safety for Muslim consumers. The halal principle emphasizes halal food sources, free from haram ingredients, and through the correct process according to sharia. In addition to halal, a product must meet the *tayyib* aspect, where the product produced must be of high quality, clean (hygienic), and safe for health. Therefore, cosmetic manufacturers must choose good raw materials, hygienic production processes, good packaging, and adequate storage (Sahib & Ifna, 2024).

In the context of Islamic business, the halal principle not only talks about the final product offered, but also includes the source of business funds, the production process (material selection, material processing, product testing to packaging), and the use of profits (used fairly for payment of workers' services, product development costs, and profits spent on good things as well). Initial capital as a source of funding must come from halal financing sources (based on and compliant with Sharia rules). A business must ensure that its entire chain of activities is free from prohibited elements (*riba*/interest, *gharar*/uncertainty, *maysir*/gambling and prohibited practices such as fraud and hoarding of goods (Damanik, 2024; Lingga & Malahayatie, 2024).

The application of halal-haram principles has a positive impact on business sustainability, halal and haram principles also have the potential to improve the social and economic welfare of the people, as well as encourage the creation of a more just and prosperous society. Businesses that are run following sharia are not only financially profitable but also create social and environmental balance. This is in line with *maqashid sharia* (sharia goals) which emphasizes the protection of five aspects of life, namely religion (din), soul (*nafs*), intellect (*aql*), heredity (*nasb*), and property (*al-mal*). When a Muslim entrepreneur realizes that every business transaction will be accounted for before Allah SWT, he will be more careful in making decisions and running his business operations. It is important to understand that the halal-haram principle is not an obstacle to doing business, but rather a guide to creating sustainable business practices and providing benefits for all parties. As explained in the Qur'an Surah Al-Baqarah verse 275, Allah has legalized buying and selling and prohibited *riba*, which shows that Islam supports productive economic activities while preventing exploitation.

The concept of halal in cosmetics is not only limited to the raw materials used but covers the entire production value chain. Every stage, from the procurement of raw materials to the final packaging, must be free of prohibited elements such as intoxicating alcohol, pork derivatives, and other unclean ingredients. The halal status of a cosmetic product can change to haram if cross-contamination occurs during the production process. In addition, technological advances in the cosmetics industry have created new challenges in identifying the halal status of synthetic ingredients. For example, the use of stem cells in anti-aging products or peptides derived from animal sources requires in-depth studies from a sharia perspective. For this reason, halal cosmetics manufacturers must have a special team that understands both the technical aspects of cosmetology and sharia law. This team is responsible for conducting an in-depth study of every raw material, production process, and other aspects of the business to ensure compliance with halal principles. The use of halal-certified ingredients, a production process that guarantees

cleanliness and safety, and honest marketing without excessive claims are forms of moral responsibility of producers to consumers. When the principles of business ethics are upheld, not only business sustainability is guaranteed, but also a harmonious relationship is created between producers, consumers, and all stakeholders in the halal cosmetics industry ecosystem.

Implementation of Islamic Business Ethics in Developing Halal Cosmetic Products

The basic attitude that must be possessed and inherent in a Sharia entrepreneur is as follows the attitude and nature of the prophets, namely:

1. Shiddiq

Shiddiq means right or honest which is reflected in words and deeds. The implementation of siddiq in the cosmetics industry can be seen in the claims or promises of manufacturers to consumers that their products are efficacious and useful. For example, if the product is useful for brightening the skin (skincare) or has long-lasting durability (makeup), then it must be proven true through testimonials and test results. So that the efficacy is felt by consumers and does not feel deceived if the cosmetic products purchased do not follow the manufacturer's instructions. Then, in terms of product specifications, it must also be explained clearly and well regarding the composition of ingredients, product prices, and halal status. So, by being a *si*ddiq attitude, cosmetics can survive for a long time and compete with other cosmetic products (Mashuri & Mahalizikri, 2023).

The application of the *siddiq* attitude in the cosmetics business will bring consumer trust. When manufacturers are open and honest about the halal certification process, product safety testing, and quality control systems implemented, consumers tend to have higher loyalty to the brand. In the marketing aspect, halal cosmetics manufacturers must avoid overselling practices or making unfounded claims regarding the benefits of the product. Every marketing statement must be supported by valid and accountable scientific evidence. Another important aspect is honesty in handling consumer complaints. Halal cosmetics manufacturers that apply the *siddiq* principle will honestly admit any errors in production or distribution and immediately take the necessary corrective action.

2. Trust

The attitude of trust shows that there is high credibility and full responsibility for the halal cosmetics business that will be developed. The implementation of the mandate in the cosmetics industry is reflected in the commitment of manufacturers to maintain product quality throughout the production process to the final product result (Saputra et.al., 2022). Another important aspect of the implementation of the mandate is the protection of consumer rights. Cosmetics manufacturers that apply the principle of trust will provide complete and accurate information regarding the content of the product, including potential side effects and contraindications. This allows consumers to make informed purchasing decisions according to their needs and conditions.

In the context of human resource management, the implementation of trust also includes fair treatment of employees. This includes providing decent wages, ensuring occupational health and safety, and developing employee competencies through continuous training. Transparent and accountable financial management is also an integral part of the implementation of the mandate. Halal cosmetics companies that apply the principle of trust will manage their finances responsibly, including in terms of paying corporate zakat and distributing Corporate Social Responsibility (CSR) funds. Each line of work in cosmetic production has its own responsibility, so an attitude of trust is needed to grow harmonized between workers.

3. Tabligh

Tabligh does not just mean conveying information but also includes the ability to communicate effectively, educated, and responsibly in all aspects of business. The implementation of *tabligh* in the halal cosmetics industry has several important dimensions. Transparency in communication regarding product composition. Manufacturers not only list the ingredients in the packaging but also explain the function of each ingredient and its halal certification process. This helps consumers better understand the products they will be using (this can be done during promotions and advertising either directly or through social media). Then in the organizational structure or directors of a cosmetics company, a leader must have a *tabligh* attitude related to providing information, evaluating work, and being communicative when discussing and solving a problem (Taufik, 2023). Cosmetic companies that apply the *tabligh* principle well can manage a problem more effectively through transparent, responsive, and responsible communication to the public. When the *tabligh* principle is properly implemented, it not only increases consumer confidence but also encourages the growth of the halal cosmetics industry as a whole.

4. Fathonah

The implementation of the *fathonah* (intelligence/wisdom) attitude in the halal cosmetics industry represents the ability of manufacturers to manage their businesses intelligently, innovatively, and strategically while maintaining compliance with Sharia principles. This fathonah property is very crucial in facing the dynamics of the cosmetics market that continues to grow and is increasingly competitive. Manufacturers who apply the fathonah principle not only focus on the halal aspect but also integrate the latest technological advances in their product formulations. This includes the use of halal and natural ingredients that are processed with modern technology to produce products that are effective but still safe and halal. *Fathonah's* attitude emphasizes the importance of developing employee competencies through continuous training programs that include technical, sharia, and soft skills aspects. Companies that implement a *fathonah* attitude understand that business sustainability depends on the quality of their human resources, so it needs to be improved (Menne et.al., 2022).

Islamic business ethics can encourage the development of a sustainable halal industry in the cosmetics sector that follows Sharia. Islamic business ethics is a moral compass that directs all activities of the halal cosmetics industry, from the procurement of raw materials to product marketing, to focus on material benefits and blessings and benefits. Islamic business ethics ensure compliance with Sharia principles throughout the entire chain of activities of the cosmetics industry. This includes the prohibition of the use of haram or *syubhat,* business practices that contain elements of gharar (uncertainty), usury, and dzalim. The implementation of Islamic business ethics also encourages the creation of healthy and fair competition in the halal cosmetics industry. Each stage in the cosmetics industry chain must meet Sharia principles, such as honesty (*shiddiq*), *amanah, tabligh* (transparency), and *fathanah* (professionalism). This not only ensures the halalness of the product but also builds consumer trust and long-term business sustainability.

The strategy for the development of the halal cosmetics industry within the framework of Islamic economic ethics also emphasizes the importance of balancing the interests of producers and consumers. Producers are required to apply the principle of honesty (*shiddiq*) in every stage of production and marketing, while consumers have the right to get safe, quality, and sharia-compliant products. This is in line with the concept of *falah* (welfare) in Islamic economics which is not only oriented to worldly benefits but also to the blessings of *ukhrawi*. Another

important aspect in the development of the halal cosmetics industry is the application of the principles of ta'awun (cooperation) and ukhuwah (brotherhood). This includes empowering MSMEs, transferring knowledge and technology, and building an inclusive and sustainable halal industry ecosystem. The implementation of these values is expected to create a halal cosmetics industry that is not only economically competitive but also provides social benefits for the wider community.

Challenges of Cosmetic Manufacturers in Alignment with Sharia Principles

The halal cosmetics industry has experienced significant growth in line with the increasing awareness of Muslim consumers about the importance of Sharia-compliant products. However, cosmetics manufacturers face a variety of complex challenges in their efforts to align their business practices with Sharia principles.

1. **Supply Chain Complexity**

Cosmetics manufacturers face challenges in ensuring that the entire supply chain of raw materials meets halal standards. **First**, the traceability of raw materials in the halal cosmetics industry is a complex challenge that requires special attention from manufacturers, this complexity mainly arises due to the modern cosmetic supply chain involving different levels of suppliers and production processes. **Second**, in the aspect of the supply chain, halal cosmetics manufacturers face difficulties because raw materials often come from various countries with different standards and regulations. This difference creates challenges in verifying halal status at every stage of production, from the beginning to the final product. Limited access to direct inspections of supplier locations also adds complexity in ensuring the halal quality of raw materials.

From a technical point of view, the complex composition of modern cosmetic products adds to the level of difficulty in tracking. Many cosmetic ingredients are derivatives that have gone through various chemical processes. The use of enzymes and catalysts in the production process, as well as the presence of additives whose origin is difficult to trace, creates challenges in ensuring its halal status. The risk of cross-contamination is also a major concern in the halal cosmetics industry. Mohammadian et al. (2015) emphasized that contamination can occur in various stages, including the use of the same equipment for halal and non-halal materials, the storage and transportation of raw materials, and the cleaning and sanitation process of equipment.

Third, the complexity of replacing non-halal ingredients with halal alternatives in the cosmetics industry is a significant challenge for manufacturers. One of the main challenges is finding halal ingredients that have functional characteristics that are equivalent to commonly used non-halal ingredients. For example, collagen derived from non-halal animal sources has long been an important ingredient in skincare products. Replacing these ingredients with plant-based alternatives or collagen from halal sources requires extensive reformulation to ensure the same effectiveness. The stability aspect of the product is also a major concern in the material replacement process. Alternative halal ingredients sometimes have different stability characteristics, which can affect the shelf life and consistency of the product. This requires manufacturers to conduct a series of long-term stability tests and develop appropriate preservation systems. Production costs are another critical factor in the material substitution process. Alternative halal ingredients are often more expensive due to resource limitations and the complexity of the production process. This creates challenges in maintaining competitive prices while still meeting halal standards.

2. Technical Constraints on Production

First, the lack of Sharia-based funding sources and the difficulty of obtaining additional investment for special equipment and facilities in the production of halal cosmetics (Akbar et.al., 2024). Halal cosmetics manufacturers face capital problems, this is because product development requires considerable costs. The source of Sharia financing that is still limited to small amounts compared to conventional financing can provide difficulties for producers. In addition to development costs, manufacturers must invest their funds to purchase new equipment that complies with specific standards for halal production. This includes processing machines, storage containers, and testing equipment that have never been contaminated with non-halal materials. In addition, a separate production area with a special ventilation and sanitation system is required to prevent cross-contamination. Additional investment is also needed to build an in-house testing laboratory capable of verifying the status of the raw materials used to be hazardous or not. Raw material and finished product storage facilities must also be physically separated, which means greater space and inventory system requirements.

Second, the cleaning and sanitation process in the production of halal cosmetics is a critical aspect that must meet Sharia standards as well as Good Manufacturing Practice (GMP) standards. Cleansing in the context of sharia not only aims to physically remove impurities but also includes the concept of taharah or purity according to Islamic law. All equipment that comes into direct contact with raw materials or products must begin with the removal of impurities and contaminants prohibited in sharia. Cleaning and sanitation ingredients used must be ensured to be halal and do not contain prohibited components such as alcohol or harmful chemicals. The sanitation process also includes maintaining the cleanliness of the production environment as a whole (Suhardi et.al., 2019). Production areas must be guarded from unsanitary contamination, including preventing the entry of animals such as dogs and pigs, as well as their derivatives. Drainage and sewage disposal systems must be designed to prevent cross-contamination and guarantee no mixing with non-halal materials.

3. Certifications and Regulations

First, the cost and time required for the halal certification process (Ningrum, 2022). The cost of halal certification consists of the cost of applying for a halal certificate, the cost of product inspection and testing, the cost of implementing a halal fatwa hearing, and the cost of issuing a halal certificate. The cost of halal certification for the micro business category and small business category is Rp 300,000.00. For medium businesses, a fee of Rp 5,000,000.00 will be charged, while for large businesses it will be charged Rp 2,400,000.00. Based on the Decree of the Head of BPJPH Number 141 of 2021 concerning the Determination of BLU BPJPH Service Tariffs and BPJPH Regulation Number 1 of 2021 concerning Procedures for Paying BLU BPJPH Service Tariffs, the halal certification fee for MSMEs in the cosmetics sector is IDR 350,000.00. The main cost component includes the costs that must be incurred when a cosmetic product is submitted for halal certification, such as registration and administration fees.

In terms of time, the halal certification process generally takes a long time, depending on the company's readiness. The process of applying for halal certification starts from the stage of submitting an application by business actors by registering through SIHALAL, checking documents (business actors are given the opportunity if there are incomplete documents, making payments, determining LPH, product testing stages, checking documents and product test results, fatwa hearings to determine the halal status of products, and the issuance of halal certificates by BPJPH. All of these stages certainly take a long time.

Second, differences in certification standards between countries (Hosen & Lathifah, 2020; Setyaningsih, 2020). In the Southeast Asian region, Malaysia through JAKIM (Department of Islamic Development Malaysia) implements very strict and comprehensive standards. Malaysia's certification system requires a thorough inspection of the supply chain, including traceability of raw materials to their origin. Malaysia's halal certification procedure is under the government. This is what distinguishes it from the procedure in Indonesia. Malaysia has a supportive ecosystem, which is formed by factors that drive Malaysia forward in developing halal products and services. Halal certification on every product in Indonesia is mandatory, but this law only came into effect in 2019. The supervisor is the Halal Product Assurance Implementation Board (BPJPH) which is under the Ministry of Religious Affairs. BPJPH is responsible for halal certification regulations, including issuing halal certification. Meanwhile, Halal certification in Brunei is among the most stringent certification systems worldwide. This certification is issued by the government and the auditing process is carried out by the staff of the Brunei Islamic Religious Council (MUIB). Singapore is also one of the countries that issue halal certificates, the Islamic Religious Council of Singapore (MUIS) is the institution responsible for Muslim affairs in Singapore. This institution is also authorized to provide advice to state officials in Islamic affairs, including providing halal certification services and regulating the halal industry. The ASEAN country that issues halal certification is Thailand, which is under the authority of the Central Islamic Council of Thailand (CICOT) (Zain et.al., 2024).

In the Middle East, the institutions related to halal certification are the Saudi Food and Drug Authority (SFDA) and the Islamic Religious Council of Singapore (MUIS). In the East Asian region, countries such as Japan and South Korea have developed halal standards tailored to the characteristics of their cosmetics industry, with a special emphasis on technological innovation and product safety. These standard differences require cosmetic manufacturers to make specific adjustments based on their target market. Some companies choose to adopt the highest standards to ease penetration into various markets, while others choose to focus on certifications that are specific to their target market.

4. Research and Development

First, the limited choice of halal raw materials for product innovation (Astuti, 2020). In the development of halal cosmetic formulas, manufacturers face significant restrictions in the use of ingredients commonly used in conventional cosmetics. The source of collagen and gelatin, which are often used as active ingredients in skin care products, must come from halal animals that are slaughtered according to sharia. This limits options and often increases production costs. The use of alcohol as a solvent and preservative is also a critical issue. Although some types of alcohol are allowed in kosher cosmetics, these restrictions affect the stability of the product and shelf life. Manufacturers must look for natural preservative alternatives that do not always have the same effectiveness as conventional preservatives. Innovations in product texture and sensory are also limited due to restrictions on the use of certain emulsifiers and texturizers. Manufacturers have to rely on plant-based ingredients which sometimes have limitations in creating the texture and sensation that consumers want. This can affect the acceptability of the product in a highly competitive market.

Second, high costs for the development of halal formulas (Idris et.al., 2022). Research and development of halal formulas requires significant investment in research into alternative raw materials. The research team had to conduct an extensive series of tests to ensure the substitute not only met halal standards but also provided performance equivalent to conventional materials. This process often requires multiple formulation modifications, each of which requires long-term

stability testing. Laboratory testing for verification of halal status and safety of formulas requires substantial investment. Each batch of formula development must go through a series of tests that include analysis of the content of prohibited ingredients, stability testing, and safety evaluation.

5. Marketing and Communication

First, a gap in consumer understanding of the concept of halal cosmetics (Pamungkas, 2021). Consumers' understanding of halal cosmetics is often limited to the prohibition of the use of ingredients from pigs and alcohol. In fact, the concept of halal in cosmetics covers a wider range of aspects, including production methods, facility cleanliness, storage systems, and even environmental sustainability aspects. This limited understanding results in consumers not fully appreciating the added value offered by halal cosmetic products. The gap in understanding is also seen in consumer perceptions of the premium price of halal cosmetic products. Many consumers do not understand the complexity and additional costs of the production process of halal cosmetics. This creates resistance to the price and influences the purchase decision. The lack of systematic and comprehensive consumer education about halal cosmetics is the root of the problem. Although awareness of halal products is increasing, a deep understanding of halal principles and standards in cosmetics still needs to be improved through structured education programs.

Second, the need to build consumer trust (Sukardi et.al., 2024). Transparency in the production process is the main foundation for building trust. Manufacturers need to communicate every stage of production, from the selection of raw materials to the packaging process. Disclosure of information about the origin of ingredients, production methods, and halal assurance systems helps consumers understand the added value offered by halal cosmetic products. Certification from trusted institutions is an important instrument in building credibility. In addition, regular certification renewal and compliance with regular audits demonstrate an ongoing commitment to halal standards. Consistency in product and service quality is a key factor in maintaining consumer trust. Manufacturers need to ensure that every product marketed meets not only halal standards but also high quality and safety standards. Handling consumer complaints professionally and responsively also contributes to long-term trust building.

The halal industry in Indonesia is strengthened by a strict regulatory framework in supervising the circulation of cosmetics containing harmful substances. The Food and Drug Supervisory Agency (BPOM) as the supervisory authority has established various policies and strict sanctions to protect the public from the dangers of illegal cosmetics containing harmful ingredients. Based on Law Number 36 of 2009 concerning Health, every cosmetic manufacturer and distributor is obliged to ensure the safety of their products. Violations of this provision can be subject to administrative and criminal sanctions. Administrative sanctions can be in the form of written warnings, temporary suspension of activities, freezing of permits, and revocation of business licenses. Meanwhile, criminal sanctions can be in the form of a maximum prison sentence of 15 years and a fine of up to Rp 1.5 billion.

BPOM through the Regulation of the Head of BPOM Number 12 of 2020 concerning Procedures for Submitting Cosmetic Notifications has established a list of prohibited ingredients in cosmetics. The use of hazardous materials such as mercury, lead hydroquinone of more than 2%, retinoic acid, and K.3 red dye is a serious violation that can be subject to criminal sanctions by the Health Law and the Consumer Protection Law. Law enforcement against violations of dangerous cosmetics is carried out through joint operations involving BPOM, the Police, and other related agencies. Strict action in the form of destroying illegal products, confiscating assets,

and arresting perpetrators is part of the strategy to eradicate dangerous cosmetics. Sanctions against business actors who distribute dangerous cosmetics also include civil aspects. Based on Law Number 8 of 1999 concerning Consumer Protection, aggrieved consumers can demand compensation from business actors. This provides additional legal protection for consumers who are victims of harmful cosmetics (Ayunda & Kusuma, 2021).

In addition to consumer protection regulations as a law enforcement effort by the government, as a consumer, we must be able to do simple identification to ascertain whether the cosmetics we want to buy are halal products. In addition to the safety aspect, the identification of halal cosmetic products is an important step that consumers need to take to ensure that the products used are following Islamic law. This identification process can be carried out through several stages and indicators that can be easily recognized by consumers.

1. The first step in identifying halal cosmetics is to verify the official halal label on the packaging. In Indonesia, a valid halal label is issued by the Halal Product Assurance Agency (BPJPH) in collaboration with the Indonesian Ulema Council (MUI). Consumers can ensure the authenticity of the halal label by checking the certification number listed and verifying it through the official BPJPH website or the MUI Halal application. It should be noted that some rogue manufacturers sometimes use fake halal logos, so verification of the certification number is very important. Halal labels on cosmetics are one of the reasons consumers buy cosmetics, this is as found by Septianda and Priantina (2024) that consumer decisions in buying cosmetics are positively influenced by halal labels. Halal labels provide halal assurance and instill trust in consumers in a cosmetic product (Tazlia et.al., 2023).
2. The second stage is to trace the composition of the product listed on the packaging. Consumers need to pay attention to the list of ingredients used and identify potentially non-halal ingredients. Some ingredients that need special attention include collagen, gelatin, keratin, glycerin, stearic acid, and various animal protein derivatives. In addition, consumers must also ensure that the cosmetics to be purchased do not contain harmful chemicals (mercury, lead, and resorcinol) and that the products are suitable for the user's skin type (Herianti et.al., 2024).
3. The legality aspect of the product is also an important indicator in identifying halal cosmetics. In addition to the halal label, cosmetic products circulating in Indonesia are required to have a notification number from BPOM. Consumers can verify this notification number through the official BPOM website or the BPOM Mobile application. Products that have BPOM notifications have gone through safety and quality evaluations according to their requirements. Good product packaging and complete information are also indicators of halal cosmetics. The responsible manufacturer will list complete information about the composition, how to use it, expiration date, batch number, as well as manufacturer and distributor information. This incomplete information can be an indication that the product is not guaranteed to be halal.

Islamic business ethics is an inseparable foundation in the development of halal cosmetic products in this modern era. The implementation of Islamic business ethics values is not only a moral obligation for halal cosmetics manufacturers, but also a smart strategy for building consumer trust and long-term business sustainability. In the context of halal cosmetic product development, Islamic business ethics outline the principles that must be strictly adhered to, starting from the selection of raw materials to the production and marketing process. Compliance with halal principles is not only limited to the technical aspects of product formulation but also

covers the entire business value chain that must be in line with Islamic sharia. This creates strong differentiation and significant added value for halal cosmetic products in the global market. The application of Islamic business ethics in the halal cosmetics industry also answers the needs of Muslim consumers who are increasingly critical and concerned about the halal aspects of the products they use. Transparency in the use of raw materials, honesty in product claims, and fairness in pricing are tangible manifestations of Islamic business ethics that can increase consumer loyalty and business sustainability.

Furthermore, Islamic business ethics encourage continuous innovation in the development of halal cosmetic products. Manufacturers are required to continue to conduct research and development to create formulations that are not only halal but also effective and safe for consumers. Commitment to Islamic business ethics also requires companies to pay attention to environmental and social aspects in every business activity. Thus, the implementation of Islamic business ethics in the development of halal cosmetic products is not only compliance with sharia but also a competitive advantage that can encourage the sustainable growth of the halal cosmetics industry. This is becoming increasingly relevant as global consumer awareness of ethical and responsible products increases.

CONCLUSIONS

The development of the halal cosmetics industry is no longer just an option, but an urgent need in the face of changing consumer preferences and global market dynamics. A comprehensive and integrated development strategy is needed to ensure that the halal cosmetics industry can develop sustainably and provide optimal benefits for all stakeholders. The application of Islamic business ethics not only includes the halal aspect of products but also covers the entire series of business activities from upstream to downstream. The application of Islamic business ethics in the development of halal cosmetics starts from the procurement stage of raw materials to the final product in the hands of consumers. A supply chain system that is integrated with halal principles is an important foundation in ensuring the halal of products. Choosing a halal-certified supplier helps ensure that every ingredient used meets Sharia standards.

The implementation of this strategy (Islamic business ethics) not only creates a competitive advantage for cosmetic manufacturers but also provides a guarantee of halal and product safety for Muslim consumers. Production facilities that are free from contamination of haram and unclean materials, as well as a cleaning system that is under sharia provisions, are standards that must be met. The development of human resources who understand the concepts of halal and taharah is also the key to the successful implementation of this strategy. Sustainable halal cosmetic product innovation is carried out by paying attention to the balance between profit and benefits. Product research and development not only focuses on technical and economic aspects but also considers social and environmental impacts. This is in line with the principles of Islamic business ethics which emphasizes the aspect of benefits for the wider community. The success of the halal cosmetic product development strategy is also determined by the halal assurance system. Halal certification from the authorized institution is concrete evidence of the manufacturer's commitment to implementing Islamic business ethics. Continuous internal and external audits ensure the consistency of the application of sharia principles in all business activities.

Thus, it can be concluded that the development of halal cosmetic products with an Islamic business ethics approach is an interesting business model to implement and sustainable. This strategy not only ensures halal and product quality but also creates added value for all

stakeholders in the halal cosmetics industry. In addition, the development of the halal cosmetics sector requires an integrated approach, including aspects of regulation, standardization, research and development, and strengthening the supply chain. The right strategy is needed to overcome various challenges such as dependence on raw material imports, limited production technology, and competition with conventional cosmetic products.

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