

THE VALUE OF HALAL COMMUNICATION AND THE INTEREST OF INDONESIAN MUSLIM UNIVERSITY STUDENTS IN SCARLETT WHITENING AND WARDAH BEAUTY ADVERTISEMENTS ON SOCIAL MEDIA

Nur Rahma Apriliana Arsy

Ilmu Komunikasi, Universitas Muslim Indonesia
rahmaprilia22@gmail.com

Abd. Majid

Ilmu Komunikasi, Universitas Muslim Indonesia
Abd.majid@umi.ac.id

Muhammad Idris

Ilmu Komunikasi, Universitas Muslim Indonesia
Muhammad.idris@umi.ac.id

Abstrak

Tujuan dari penelitian ini adalah : (1) untuk mengetahui nilai komunikasi halal pada iklan produk scarlett whitening dan wardah beauty (2) untuk mengetahui keputusan konsumen dan minat mahasiswa umi dalam citra produk scarlett dan wardah. Penelitian ini memakai jenis penelitian kualitatif dengan menggunakan tiga cara mengumpulkan data observasi, wawancara dan dokumentasi, dengan pendekatan penelitian yang digunakan adalah komunikasi, dengan teori Roland Barthes dan teori New Media. Objek penelitian ini adalah di Universitas Muslim Indonesia Makassar, Sulawesi Selatan. Metode penelitian yang digunakan berupa deskriptif kualitatif yang muaranya untuk menjawab rumusan masalah. Hasil penelitian ini menunjukkan bahwa nilai komunikasi halal berupa sertifikat halal, label halal dan kandungan bahan. Responden menyadari bahwa keputusan pembelian produk dinilai dari nilai – nilai dan keunggulan suatu produk, maka dari itu produk scarlett dan wardah sangatlah berbeda. Hasil wawancara yang dikumpulkan Wardah lebih berdominan dipilih oleh responden dibanding Scarlett untuk dari segi kehalalan. Adapun keunggulan dari scarlett yang memang saat ini memicu ketertarikan konsumen terutama di kalangan remaja. Daya tarik produk scarlett adalah salah satu influencer dari luar negeri yaitu korea selatan yang menjadi brand ambassadornya saat ini yaitu Soon Jong ki artis papan atas korea selatan menjadi brand ambassaor yang di upload di akun instagram resmi Scarlett Whitening.

Kata kunci: *Komunikasi Halal, Minat Mahasiswa, Media Sosial*

Abstract

The aims of this study were: (1) to find out the value of halal communication in scarlett whitening and wardah beauty product advertisements (2) to find out consumer decisions and UMI students' interest in the image of scarlett and wardah products. This study uses a qualitative research type using three ways of collecting observation data, interviews and documentation, with the research approach used is communication, with Roland Barthes theory and New Media theory. The object of this research is at the Indonesian Muslim University Makassar, South Sulawesi. The research

method used is descriptive qualitative which aims to answer the formulation of the problem. The results of this study indicate that the value of halal communication is in the form of halal certificates, halal labels and ingredients. Respondents realized that product purchasing decisions were judged by the values and advantages of a product, therefore scarlett and wardah products were very different. The results of the interviews collected by Wardah were more dominant in being chosen by respondents than Scarlett in terms of halal. The advantages of Scarlett are currently triggering consumer interest, especially among teenagers. The appeal of Scarlett's products is that one of the influencers from abroad, namely South Korea, is currently the brand ambassador, namely Soon Jong ki, a top South Korean artist who has become a brand ambassador uploaded on Scarlett Whitening's official Instagram account. The results of the interviews collected by Wardah were more dominant in being chosen by respondents than Scarlett in terms of halal. The advantages of Scarlett are currently triggering consumer interest, especially among teenagers. The appeal of Scarlett's products is that one of the influencers from abroad, namely South Korea, is currently the brand ambassador, namely Soon Jong ki, a top South Korean artist who has become a brand ambassador uploaded on Scarlett Whitening's official Instagram account. The results of the interviews collected by Wardah were more dominant in being chosen by respondents than Scarlett in terms of halal. The advantages of Scarlett are currently triggering consumer interest, especially among teenagers. The appeal of Scarlett's products is that one of the influencers from abroad, namely South Korea, is currently the brand ambassador, namely Soon Jong ki, a top South Korean artist who has become a brand ambassador uploaded on Scarlett Whitening's official Instagram account.

Keywords: *Halal Communication, Student Interests, Social Media*

INTRODUCTION

Communication is a form of interaction between humans. The unique differences between humans are very heterogeneous, making communication patterns also very diverse. Someone who has different traditional origins has a different perspective on things, including how to receive communication messages. Likewise, someone who has a different level of education, different gender, family upbringing pattern, different environment, language used, different socio-demographics, makes the way of thinking and communicating very varied. Umiyati (2022). As times progress and living habits continue to change in meeting needs and desires, many changes are made regarding human needs. Having healthy and bright skin is everyone's dream so they can appear confident. Based on the Statista report, total revenue from the beauty industry reached US\$7.46 billion in 2021, this figure is expected to increase in 2022, growing 7.29% to US\$8 billion and this figure is expected to continue to increase until 2025 (Mahdi 2022).

Therefore, many companies produce beauty care products, both local and international products. This is proven by the large number of skincare products in circulation which makes the body care industry market increasingly competitive. Skin care is something that is highly valued nowadays. Not only women, but skin care is now starting to spread to men. Having bright, white, acne-free skin and free from excess oil is a dream for all people. Before the introduction of skin care, the term make up was first popular because of the real results that were clearly visible in a short time. However, the world of makeup which always provides improvements for its users by covering or polishing certain parts of a person's body is now slowly starting to be abandoned and

replaced by skin care. This is because there is a lot of research and opinion emerging that skin care is healthier and the results obtained are more lasting for a longer period of time than makeup. The large variety of skin care products that have emerged has caused controversy and consumer behavior among users. This also cannot be separated from the impact felt after using skin care for a long period of time. (Fimela, 2018).

We know about many social networking sites and one of them is Instagram. Instagram can be a means of carrying out effective promotional activities and netizens can use it anywhere. There are advantages for online traders who promote their products via Instagram: it doesn't pay, especially for beginner online shop sellers, Instagram is better to choose to promote products compared to paid websites. Then Instagram is widely used by netizens throughout the world, especially in Indonesia itself, from year to year Instagram users in Indonesia are increasing. Then Instagram is easier to use because it is more interesting compared to other social media because netizens can easily post photos and videos, follow, comment, like, so that searching according to hashtags can also be done and recently Instagram launched another advantage, namely that netizens can create stories on their accounts. However, among the advantages of Instagram, there are also weaknesses, namely the photo resolution on Instagram is smaller because it is a smartphone-based application, so the photo quality is not comparable to other social media. Many online shops spam our sales status. The proliferation of online stores means that competition for certain products is very tight. Based on the above background, the author is interested in conducting research with the title "Exploring the Value of Halal Communication in Wardah Beauty and Scarlett Whitening Product Advertisements and the Interest of Indonesian Muslim University Students"

METHOD

This research was conducted using a qualitative research approach. According to Sugiyono (2019), qualitative research methods are often called naturalistic research methods because the research is carried out in natural conditions (natural settings). Qualitative research method is a research method based on the philosophy of postpositivism, used to research the condition of natural objects, where the researcher is the key instrument, data collection techniques are carried out in a triangulated (combined) manner, data analysis is inductive/qualitative, and the results of qualitative research emphasize more meaning rather than generalization.

RESULTS AND DISCUSSION

1. Exploration of the Value of Halal Communication

This product is famous because the product collaborates with Influencers on social media by one of the famous artists in Korea named Soon Jong Ki who starred in the film "Descendants of The Sun" so many people buy this product. Scarlett Whitening mobilizes a strong online promise on social media with the help of Influencers. Based on the results of observations via social media, in 2023 there will be more and more influencers collaborating with Scarlett Whitening, such as Zaskia Sungkar, one of the hijab influencers who is currently being discussed in this Scarlett Whitening product. The Scarlett Whitening product is still campaigning for its product through social media in collaboration with local influencers and even influencers from abroad. The research results were traced by Wardah researchers to have achieved a halal certificate in 1998 and broadcast on CNBC INDONESIA TV station on December 13 2018. Halal cosmetics in Indonesia,

Wardah Beauty has received a halal certificate since 1988. CEO of PT. Paragon Technology Innovation Nurhayati Subakat stated that Indonesian lifestyle trends, both fashion shows and selfie culture, aka looking beautiful in photos, have made the cosmetics business grow rapidly. This halal certification will certainly strengthen public confidence, especially Muslims, in choosing cosmetics that are halal, and they will not worry about the halalness of the cosmetics. Wardah is a cosmetic that has a halal certificate. The Indonesian Ulema Council (MUI) is an institution that is competent in guaranteeing halal products. In its work, MUI's role is assisted by LPPOM-MUI (Institute for the Study of Food, Drugs and Cosmetics, Indonesian Ulema Council). This institution was formed to assist the Indonesian Ulema Council in determining policies, formulating provisions, recommendations and guidance regarding food, medicines and cosmetics in accordance with Islamic teachings.

From Diah Zulqaidah's Instagram reels, one of the content creators reviews the ingredients and their benefits. Says that Scarlett Whitening already has a BPOM number and the benefits of this product are very good for restoring healthier, brighter skin and protecting the skin from UV rays from the sun. Women nowadays really need skincare to care for their faces, and not all skincare ingredients have a good effect on the skin. Acne and a dull face are a source of problems for women's skin types today. To make their skin healthy they will use skincare to make their skin healthy again. The ingredients of one of these Wardah products have a soft gel texture. The SPF content in it reaches 30 so that protection against the sun is even more powerful. Apart from that, there are UVA and UVB filters, aloe vera, vitamin E, and Pro Vitamin B5 which can moisturize your skin while protecting it from the dangers of sunlight. Apart from that, the formula is noncomedogenic and suitable for all skin types. The market price of this Wardah product is around Rp. 35,000 – Rp. 45,000.

Based on the results of observations made by the author, they use more skincare moisturizers for daily use. The halal label or halal logo on Scarlett Whitening products does not yet have a halal logo on the packaging. A total of 5 respondents bought Scarlett products on social media advertisements, namely TikTok and 5 other respondents bought directly from cosmetics shops. Respondents' interview results said they had not found a halal logo on product packaging. Wardah Beauty is a halal cosmetic brand product originally from Indonesia which was founded in 1995 and is one of the local, halal and trusted brands to this day. This product is very popular with many people from teenagers to mothers and is suitable for all skin types. From the results of search research on social media, this Wardah product has received MUI certification and has a halal label on the packaging and the influencers of this Wardah Beauty product are top artists, namely Dewi Sandra and Dinda Hauw.

2. UMI Students' Interest in the Image of Scarlett and Wardah products on Social Media

The image of a product includes names, symbols, designs, product variants, as well as impressions in the form of information and facts. From the results of the author's observations and searches, the product image is more dominated by symbols and product variants, not only that, influencers also become the product image in promoting their products. The product images of the two samples, namely Wardah and Scarlett, serve as a comparison in symbols. In Roland Barthes' theory, symbols become the meaning of information in assessing society's assumptions. In this theory, the halal logo becomes a sign or symbol as a product image. The center for searching for public information in assessing a product image is that media is needed as a communication tool

in digitalization. In theory, New Media is a center for searching for relevant information in improving product image. Social media is a source of information search in finding the values of the products they will use. Based on observations, the purchasing decision between Scarlett and Wardah was more dominant on Wardah which had been declared and officially halal. Meanwhile, sacrllett is not yet official and has clear halal provisions and is still a question mark for users. Halal certificates and halal labels are very integrated, before carrying out halal labeling, a test is needed to obtain a halal certificate so that you can put a halal label on the product. Meanwhile, sacrllett is not yet official and has clear halal provisions and is still a question mark for users. Halal certificates and halal labels are very integrated, before carrying out halal labeling, a test is needed to obtain a halal certificate so that you can put a halal label on the product. Meanwhile, sacrllett is not yet official and has clear halal provisions and is still a question mark for users. Halal certificates and halal labels are very integrated, before carrying out halal labeling, a test is needed to obtain a halal certificate so that you can put a halal label on the product.

The position of LP POM MUI is as a semi-autonomous institution which has special duties in the field of food safety for Muslims from additive substances. Structurally, the position of LP POM MUI can be formed either at the Central MUI or at the Regional MUI. There is an obstacle, namely because the process to achieve halal certification requires experts and laboratory facilities to carry out the legal process, so for the time being the position of LP POM MUI is only in the central and provincial MUI. The Fatwa Commission determines the halalness of food, medicine and cosmetic products after an audit by the LP POM MUI and reporting to the Fatwa Commission. The report from LP POM MUI was then brought to the Fatwa Commission hearing. The Fatwa Commission then determines whether the product is halal or not based on the research report submitted by LP POM MUI. After this has been completed, a halal certification is then issued to the product. The obligation for food and cosmetics producers to obtain halal certification for the products they produce which are then marketed to the public, is one of the efforts in implementing the Halal Guarantee System (SJH), which is a system that elaborates, connects, accommodates and integrates the concepts of Islamic law. especially related to halal haram, business ethics and overall management, procedures and mechanisms for planning, implementation and evaluation in a series of production/processing of materials that will be consumed by Muslims. This system was created to obtain and at the same time guarantee that the products are halal, it is designed as an integral part of company policy, and is not a stand-alone system.

A halal label is the inclusion of writing or a statement regarding the label on the product packaging to show that the product in question has the status of a halal product. A product's halal label can be included on the packaging. The halal label is a guarantee provided by an authorized institution such as the Food, Drug and Cosmetic Review Institute of the Indonesian Ulema Council (LP POM MUI) to ensure that the product has passed halal testing according to Islamic law (Umayah, 2018). The halal label attached to a product can provide information and trust to consumers, namely the halal label. In reality, there are still many cosmetic products that do not display a halal label on the product packaging. Halal and non-halal products are something that is often discussed in Indonesia, this is because the majority of Indonesian citizens are Muslims, so halal products are one of the main parts of producers. Before getting a halal certificate, a producer/company must register for halal certification. and meet halal certification requirements. The stages that companies going through that will register for the halal certification process are: Understand halal certification requirements and attend SJH (Halal Assurance System) training;

Implementing a Halal Guarantee System (SJH); Prepare halal certification documents; Register for halal certification (upload data); Carry out pre-audit monitoring and payment of certification contracts; Implementation of audits; Carrying out post-audit monitoring; Obtain a halal certificate. Various variations of skin care give rise to consumerist and all-purpose behavior among teenagers. Using all types of skin care product series without a diagnosis from a dermatologist regarding the perceived problem means using skincare whose main function should be to make the skin more well-groomed, clean and free from all skin problems that give rise to new problems in the form of significant skin damage. critical. The product ingredients from Scarlett and Wardah are equally suitable for use on all skin types. From research results, the ingredients in Scarlett products contain 7x ceramide ingredients which are very useful for restoring the skin barrier and protecting against UV sunlight. The similarity in the benefits of product ingredients between Scarlett and Wardah is that they both have the benefit of protecting against UV sunlight.

CONCLUSION

1. The values of halal communication that we can learn from this research are halal certificates, labels and ingredient content. Of course, the research results that we can dig up from the information on the beauty products discussed by the author are not only seen in terms of their content and benefits, but whether these products are suitable and safe to use. We are aware that the majority of Indonesia's population is mostly Muslim and it is explained to consumers so they know which halal logos are genuine and fake. Currently, most Indonesian products have a halal logo but are not certified by the MUI. So products that will be distributed must first take a halal test. Even though the Scarlett ingredients brighten consumers' skin, consumers' satisfaction with Scarlett products is not fulfilled because it is not clear whether they are halal.
2. Indonesian Muslim University students' interest in decisions and image is more interested in using Wardah products compared to Scarlett products. Purchasing decisions are dominated by Wardah products which are clearly halal at very affordable market prices according to needs. In this case, consumers become more confident in their appearance if they use products that are safe and clearly halal.

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