

## ABSTRACT

Cosmetic industry now flourishes in Indonesia. Under the influence of Korean drama and K-Pop, Korean cosmetic products have become more popular in Indonesia. Unfortunately, most of the Korean cosmetic products have not been halal-certified. As the majority of population believe in Islam, halal concept is highly important in Indonesia to protect consumers. While, consumers' halal awareness for cosmetic products is relatively low. This paper aims to investigate the purchasing preferences of Korean cosmetic products with halal logo from four aspects (Importance level, Practical level, Satisfaction level and Priority).

This study employs survey method and descriptive analysis approach. A structured questionnaire having five-point Likert scale was used. Two hundred fifty Muslim and Non-Muslim respondents from three cities of Indonesia were selected using non-probability convenience sampling technique and were analyzed based on demographic information. To analyze data, Satisfaction on Halal Logo Index (SHI) as adopted from Marital Satisfaction Index (MSI) was used.

The findings revealed that halal logo is important and Indonesian consumers are enough satisfied with halal logo when they buy Korean cosmetic products. Moreover, the importance of halal logo is different according to religions and marital status. However, halal is not the first priority factors when Indonesian consumers purchase Korean cosmetic products.

This study is a preliminary one investigating the importance level, the practice level, the satisfaction level and the priority of halal logo (halalness) when purchasing Korean cosmetic products. This study is expected to deliver the information on the importance of halal logo during the purchase of Korean cosmetic products from the perspective of the consumers in order to provide recommendations to Korean cosmetic manufacturers and researchers.

**Keywords:** Korean Cosmetics, Halal logo, Halal Certificate

## INTISARI

Saat ini, industri kosmetik berkembang di Indonesia. Di bawah pengaruh drama Korea dan K-pop, produk kosmetik Korea menjadi semakin populer di Indonesia. Sayangnya, kebanyakan dari produk kosmetik Korea tidak tersertifikasi halal. Karena mayoritas penduduknya beragama Islam, konsep halal di Indonesia sangatlah penting untuk melindungi konsumen. Sementara, kesadaran konsumen akan produk kosmetik halal relatif rendah. Tesis ini bertujuan untuk meneliti preferensi pembelian produk-produk kosmetik Korea yang memiliki logo halal berdasarkan empat aspek (tingkat Kepentingan, tingkat Praktik, tingkat Kepuasan, tingkat Prioritas).

Studi ini menggunakan metode survei dan pendekatan analisis deskriptif. Struktur questioner yang memiliki 5 poin dengan menggunakan skala Likert. 250 responden muslim dan non muslim dari 3 kota di Indonesia dipilih menggunakan metode sampling *non-probability convenience sampling* dan dianalisis berdasarkan informasi demografi. Digunakan *Satisfaction on Halal Logo Index* (SHI) yang mengadopsi *Marital Satisfaction Index* (MSI) dalam penganalisisan data.

Dari hasil yang didapat ditemukan bahwa logo halal penting dan konsumen Indonesia cukup puas dengan logo halal ketika mereka membeli produk kosmetik Korea. Terlebih lagi, pentingnya logo halal (bagi tiap orang) berbeda tergantung dengan agama dan status pernikahan. Namun, halal bukanlah prioritas pertama ketika orang Indonesia membeli produk kosmetik Korea. Studi ini adalah investigasi awal tingkat kepentingan, tingkat praktik, tingkat kepuasan dan tingkat prioritas dari logo halal ketika membeli produk kosmetik Korea. Studi ini diharapkan dapat memberikan informasi tentang pentingnya logo halal pada pembelian produk kosmetik Korea dari sudut pandang konsumen sebagai bahan pertimbangan untuk peneliti dan pengusaha di bidang industri kosmetik Korea.

**Kata Kunci:** Kosmetik Korea, Logo Halal, Sertifikat Halal