

**REPRESENTATION OF KNOWLEDGE AND ATTITUDE SOCIETY
ABOUT COSMETICS SAFETY AND HALALNESS IN SARIHARJO
VILLAGE, SLEMAN REGENCY**

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ABSTRACT

Circulation of various types of cosmetics on the market or sold online, not a few are found to contain hazardous ingredients. Based on 2018 BPOM found 112 billion cosmetics contain hazardous materials such as mercury, coloring K3 and K10. The purpose of research is to describe of knowledge and attitudes society cosmetics safety and halalness, and the relationship of religion and information sources with knowledge of the cosmetics safety and halalness of the community in Sariharjo Village, Sleman Regency. This research is a descriptive analytic study using cross-sectional design with multistage sampling technique. Subjects were people in the village Sariharjo who met the inclusion criteria as many as 110 respondents. Descriptive analysis was carried out to determine the profile of usage profiles, knowledge and attitudes about cosmetics safety and halalness. At the level of knowledge is categorized as good if the value is above the mean $\geq 88\%$ and categorized as bad if $\leq 88\%$. While the attitude is categorized as good if the value is above mean ≥ 46 and categorized as bad if $\leq 46\%$. The statistical analysis was performed using Chi-Square correlation test to determine the relationship between resources with the public knowledge about the safety and halal cosmetics. The results obtained in the cosmetics use profile indicate that respondents have used cosmetics that have a marketing authorization number and halal label on the packaging. The results of the level of knowledge showed that respondents were in the good category with a percentage of 67.3% and attitudes showed the respondents were in the good category with a percentage of 64.5%. There is no significant relationship between information sources with knowledge about cosmetics safety and halalness with Pvalue 0.440 and 0.396.

Key words: Cosmetics, Knowledge, Attitudes , Safety, Halalness.