

**REPRESENTATION LEVEL OF KNOWLEDGE AND ATTITUDE OF
COSMETIC SAFETY AND HALAL IN STUDENTS OF THE FACULTY
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ABSTRACT

Total of 113 cosmetic items containing dangerous and prohibited ingredients were revealed by BPOM through the public warning. In the halal aspect, the director of LPPOM-MUI estimates that only 10% of cosmetics have the halal label on the packaging. The purpose of this study is to know the representation of knowledge and attitudes and the relationship between characteristics of respondents to knowledge and. This research is an analytic observational descriptive analytic research using cross sectional design with accidental sampling techniques in 105 samples of FPSB UII students. Descriptive analysis was done to know the representation of usage profile, knowledge and attitudes of cosmetic use. At the level of knowledge is good if total value $\geq 84,38\%$ and bad if $< 84,38\%$. While at the level of attitude is good if total value $\geq 46,67\%$ and bad if $< 46,67\%$. At the statistical analysis was done using Chi-Square correlation test to know the relationship between respondent characteristics with the level of knowledge and attitudes using cosmetics. However, the result about usage profile showed that respondents used safety and halal cosmetics which is bought at cosmetics stores. Sources of information obtained by respondents came from beauty vloggers advertisements. The results showed knowledge and attitude of respondents is in the good category with a percentage of 51.42%. Characteristics of respondents who have a relationship is between the grade of class and knowledge is 0.016 and departemen and knowledge is 0,069.

Keyword: cosmetic, knowledge, attitude, safety, halal.