

**Hubungan Pengetahuan Dengan Sikap Terhadap pemilihan Keamanan
Kosmetik Herbal Berdasarkan Aspek Kehalalan pada Masyarakat
Kabupaten Bantul**

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INTISARI

Latar belakang: Indonesia merupakan salah satu negara dengan jumlah penduduk muslim terbanyak di dunia demikian juga di Kabupaten Bantul. Kosmetik herbal diketahui lebih aman untuk semua jenis kulit dan efek samping yang tidak terlalu parah dibandingkan dengan kosmetik berbahan kimia. Bagi umat muslim menggunakan produk halal adalah suatu kewajiban, Halal dan haram berhubungan dengan seluruh kegiatan yang dilakukan oleh manusia baik kegiatan mengkonsumsi maupun dalam menggunakan suatu produk halal. Masyarakat mulai menyadari pentingnya menggunakan kosmetik yang halal yang sesuai dengan syariat islam. Sehingga, Pengetahuan tentang sesuatu yang halal dan haram dalam syariat islam yang dimiliki oleh konsumen dapat mempengaruhi sikap terhadap pembelian produk kosmetik halal.

Tujuan: Penelitian ini bertujuan untuk mengetahui hubungan pengetahuan kosmetika dengan Sikap masyarakat dalam Pemilihan keamanan kosmetika herbal berdasarkan aspek kehalalan pada masyarakat Kabupaten Bantul

Metode: Metode penelitian yang digunakan adalah observasional dengan pendekatan desain potong lintang (*Cross Sectional*). Pengumpulan data dilakukan secara *convenience sampling* melalui daring dengan menggunakan kuesioner melalui aplikasi *Google Forms*.

Analisis Data: Analisis data menggunakan analisis statistika *Chi-Square* dan *Spearman-rho*.

Hasil: Hasil penelitian menunjukkan masyarakat dengan pengetahuan sangat baik sebanyak 93%.

Kesimpulan: Tidak terdapat hubungan antara pengetahuan dengan sikap.

Kata kunci : Halal, Herbal, Kosmetik, Kosmetik herbal, Pengetahuan, Sikap

**The Relationship between Knowledge and Attitude of Selection of Herbal
Cosmetic Safety Based on Halal Aspects in the Community of Bantul
Regency**

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ABSTRACT

Background: Indonesia is one of the countries with the largest population in the world, causing an increase in the necessities of life including the increased use of cosmetics used as beauty. For the most part, cosmetics are made with chemicals and a few use herbal ingredients as the main composition. Herbal cosmetics are known to be safer for all skin types and have less severe side effects compared to chemical-based cosmetics. At present, the innovation of the cosmetic industry is to create halal cosmetics which is driven by a high increase in market demand when people begin to realize the importance of using halal cosmetics so that they comply with Islamic law. This is related because Indonesia, especially the people of Bantul Regency, is an area with a majority Muslim population, so that in the selection of cosmetics, apart from safety, the halal cosmetics must also be considered by the people of Bantul.

Purpose: This study aims to determine the relationship between knowledge of cosmetics and people's attitudes in choosing the safety of herbal cosmetics based on the halal aspect in the people of Bantul Regency

Method: The research method used is observational with a cross sectional design approach. Data collection was carried out online using a questionnaire through the Google Forms application.

Data Analysis: Data analysis used Chi-Square and Spearman-rho statistical analysis.

Results: The results showed that people with very good knowledge were 93%, good 4%, bad 3% and people with positive attitudes were 73%, negative 27%.

Conclusion: There is a relationship between sociodemographic factors, namely education and knowledge, and there is a relationship between sociodemographic factors, namely work and attitude. Meanwhile, there is no relationship between knowledge and attitude.

Keywords: Attitude, Cosmetics, Halal, Herbal cosmetics, Herbs, Knowledge