**Improving Halal Literacy to Encourage Interest in Purchasing Sunscreen with Halal Logo**

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| **Article Info** |  | **ABSTRACT** |
| ***Article history:***  Received 11 April 2023  Revised 2 May 2023  Accepted 15 May 2023 |  | This paper investigates the impact of halal literacy on consumer interest in purchasing halal-labeled sunscreen products in Medan. Utilizing data from 250 potential consumers and 15 business respondents, the study employed deep interviews and training sessions to assess how increased halal literacy influences consumer behavior. The findings reveal that consumers with a better understanding of halal principles exhibit a heightened interest in buying sunscreen with a halal logo, driven by perceived quality and religious compliance. The research highlights that while the halal logo alone may not suffice to boost consumer confidence, improved halal literacy significantly enhances trust and purchasing intentions. This increased literacy not only fosters consumer loyalty but also supports business sustainability by reinforcing the market position of halal products. The study concludes that ongoing education on halal standards is essential for manufacturers to effectively attract and retain consumers, emphasizing the need for clear communication about the benefits of halal certification. The implications suggest that businesses should invest in educational campaigns to bridge information gaps and leverage halal literacy to drive product sales. |
| ***Keywords:***  Halal; Halal Literacy; Halal Logo; Purchaning Interest |
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1. **INTRODUCTION**

Based on analysis from 116 BMKG observation stations, the average air temperature for September 2023 is 27.0 °C. The climatological normal air temperature for September 2023 for the 1991-2020 period in Indonesia is 26.6 °C (within the normal range of 20.1 °C - 28.6 °C). Based on these values, the average air temperature anomaly in September 2023 shows a positive anomaly with a value of 0.4 °C. Indonesia's air temperature anomaly in September 2023 is the 4th highest anomaly value during the observation period since 1981. In general, in Indonesia, the per-station average air temperature anomaly in September 2023 shows a positive anomaly value or higher than the climatological average.

According to A (Watson et al., 2016) the increase in oxygen and carbon dioxide temperatures is because the ozone layer more easily absorbs ultraviolet rays that have short wavelengths. Unlike the case with UV B rays, only some of the ultraviolet B rays are absorbed so that they can still enter the earth but do not apply to UV A. It can be seen that the ozone layer can prevent ultraviolet B and ultraviolet C from entering. Therefore, if the ozone layer is getting thinner, harmful UV C rays will certainly reach Earth. Since UV A is not absorbed by the Ozone layer, the radiation will go deeper into the skin and will have negative effects, namely premature aging, lowering the immune system, skin cancer, melasma, and blindness. One of the things that needs to be considered to choose a product can protect the skin from sunlight, share the nutrients needed, and be able to improve skin brightness and health. Sunscreen is one of the skin beauty products that is useful in protecting the skin from sun exposure that can damage the skin.

People who live in the tropics have high levels of ultraviolet rays, therefore they should not miss the use of sunscreen before activities. Indonesia itself is a country with a majority of Muslims, which is 87.02% or more than 207 million of its 279.58 million population are Muslims. Esfahani and Shahnazari (2013) stated that the Muslim population takes up 30 percent of the total population and it is estimated that by 2025 the number of Muslims will increase to 35 percent. Because of this, the consumption of halal products is increasing and so is the demand for halal products. As a user of cosmetic products, of course, you want safe, quality and quality goods. Not only that, as a country where the majority of the population is Muslim, it is not enough for the quality of cosmetic products to be of high quality but also to be labeled halal.

According to (Widodo 2015) halal literacy is a knowledge and understanding for someone about a product consumed that is halal and haram of a product not only seen from the halal label. Halal or haram of a product cannot only be seen from the halal label, product understanding is important for someone who consumes it. Halal literacy is the ability to distinguish products or services that are either halal or haram based on Islamic law (Salehudin 2010).

Halal sunscreen criteria can be seen from the content that does not contain harmful substances, has benefits that can protect the skin optimally, in accordance with religious principles and clinically tested and certified from trusted institutions and authorities. However, many people are not too concerned about sunscreen that has a halal logo and those that do not have a halal logo. For this reason, this article wants to examine whether the existence of halal literacy can influence public purchasing interest in sunscreen with the halal logo. The halal logo can convince consumers to buy a product which usually contains text, images or a combination of both which is the identity of a product According to Kotler and Koller (2009), defining purchase interest is behavior that arises in response to objects that show consumers' desire to make purchases. Purchase interest can also be interpreted as a person's readiness to obtain certain goods and services. The community is one that is often exposed to sun exposure which sometimes has outdoor activities which generally receive around 10% to 70% UV exposure depending on the length of exposure time. Based on this, this article wants to examine the influence of halal literacy on the Medan community in using sunscreen with the halal logo.

1. **METHOD**

This service method uses Deep Interview and Training (Coaching) to find out whether the strategy of increasing halal literacy can encourage interest in buying sunscreen with the halal logo. Through in-depth interviews with consumers and business actors, deeper insights are obtained into how halal literacy affects consumer interest in choosing sunscreen products with the halal logo. The population in this service are all consumers who have the potential to buy sunscreen with the halal logo in the Medan area and business actors involved in selling these products. The sample in this service consisted of 250 respondents who were potential consumers and 15 business respondents related to the sale of halal sunscreen.

1. **RESULTS AND DISCUSSION**

**Results**

Based on the results of service through training to consumers and beauty business people met, it was found that many consumers did not understand the importance of halal literacy in choosing skin care products, especially sunscreen with a halal logo. Therefore, it is necessary to educate consumers and business people through training with the theme “Improving Halal Literacy to Encourage Interest in Buying Sunscreen with the Halal Logo,” which aims to increase consumer awareness of the importance of choosing safe and quality halal products.

Through the training that has been conducted, the results show that consumers and business people now better understand the concept of halal literacy and are able to identify products that comply with halal standards. With the increase in halal literacy, consumer interest in buying sunscreen with the halal logo has also increased, because they feel more confident about the safety and halalness of the products used. This increase in halal literacy not only contributes to the growth of interest in buying halal products, but also strengthens the position of halal products in the market, which ultimately supports business sustainability and the welfare of business actors in the beauty sector.

**Discussion**

Improving halal literacy is a crucial factor in driving consumer interest in purchasing sunscreen with the halal logo. Consumers' knowledge about the halalness of products can influence their perception of quality and safety, which in turn affects purchasing decisions. When consumers have a good understanding of the halal concept, they tend to value products with the halal logo more, even though the price is higher than products without the logo. This is due to the belief that halal products provide added value commensurate with religious beliefs and promised quality.

Conversely, the lack of halal literacy can lead to doubts and uncertainties that make consumers reluctant to buy products even though they are cheaper. In the context of a competitive market such as the cosmetics industry, especially sunscreen, improving halal literacy can be an effective strategy to attract consumers. Proper education on the importance of the halal logo can create a higher perception of value, encourage loyalty, and increase future purchase opportunities. Therefore, sunscreen manufacturers need to focus on strong education campaigns and clear communication on the benefits and advantages of halal products. The main challenge is to bridge the information gap that still exists among consumers. However, for manufacturers who succeed in increasing halal literacy among their consumers, there is a huge opportunity to increase their sales.

**CONCLUSION**

Based on the results of this service, it is found that halal literacy and trust in halal certification are two important factors that interact with each other in increasing interest in purchasing sunscreen with the halal logo. Good halal literacy can increase customer confidence in the products offered, even though there are other product options without a halal logo. This is due to the customer's view that the halal logo provides quality assurance and compliance with sharia principles which are considered important in their purchasing decisions. Conversely, if halal literacy is low, the presence of a halal logo on the product will not be enough to convince customers, which in turn can reduce interest in buying the product.

In a context that is increasingly aware of the importance of halal products, success in improving halal literacy among consumers is very important. Good halal literacy can create higher trust, encourage loyalty, and increase the likelihood of purchasing halal products in the future. Therefore, manufacturers and marketers need to continuously educate consumers on the importance of the halal logo and ensure that their products meet the recognized halal standards. The biggest challenge is maintaining a balance between effective education and providing products that meet consumer expectations. However, for manufacturers who succeed in improving halal literacy and offering reliable products, there is a great opportunity to win over consumers and maintain an edge in the market.

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