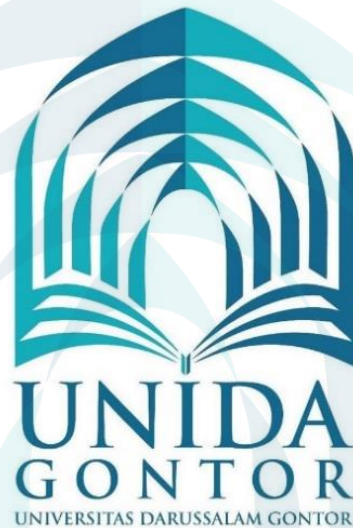


THESIS

**COSMETIC PURCHASING BEHAVIOR IN FEMALE STUDENTS OF
DARUSSALAM GONTOR UNIVERSITY FROM THE PERSPECTIVE OF
ISLAMIC CONSUMPTION ETHICS**



By :

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FACULTY OF SHARIA

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2024 /1446

**COSMETIC PURCHASING BEHAVIOR IN FEMALE STUDENTS OF
DARUSSALAM GONTOR UNIVERSITY FROM THE PERSPECTIVE OF
ISLAMIC CONSUMPTION ETHICS**

UNDERGRADUATE THESIS

Presented to The University of Darussalam Gontor in partial fulfillment of the
requirement for degree of licentiate in Faculty of Sharia Department of Islamic

Economic Law

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2024 /1446



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ABSTRAK

Perilaku Pembelian Kosmetik Perspektif Etika Konsumsi Islam pada mahasiswi Universitas Darussalam Gontor

Rizki Apriliani

41.2020.323.161

Perkembangan industri di zaman yang sudah maju ini dapat dikatakan sangat pesat, salah satunya yaitu pada industri kosmetik. Bahkan, banyak orang di era ini memandang bahwa kosmetik bukan lagi sekedar kebutuhan tambahan, melainkan menjadi kebutuhan utama. Seiring dengan perkembangan zaman, sebuah penampilan yang cantik mempesona dan menarik merupakan sebuah idaman setiap individu yang tidak terbatas. Kosmetik sendiri tidak dapat dipisahkan dari keseharian seorang Perempuan. Mahasiswi adalah salah satu kelompok sosial yang paling rentan terhadap pengaruh mode, gaya hidup yang merupakan salah satu konsumen terbesar yang menggunakan produk kosmetik. Dari hasil observasi yang didapatkan pada mahasiswi Universitas Darussalam Gontor, terdapat beberapa mahasiswi belum memperhatikan ada atau tidaknya label halal pada kosmetik, selalu melakukan pembelian kosmetik dengan melihat produk yang paling menarik dan trending, dengan secara berlebih lebihan. Sedangkan dalam Etika Konsumsi Islam memiliki batasan yang harus diperhatikan selain halal yaitu adil, amanah dan bebas dalam seimbang antara pengeluaran dan pendapatan dan sederhana.

Tujuan penelitian ini yaitu untuk mengetahui perilaku pembelian kosmetik pada mahasiswi Universitas Darussalam Gontor dan Untuk mengetahui perilaku pembelian kosmetik pada mahasiswi Universitas Darussalam Gontor Perspektif Etika Konsumsi Islam.

Penelitian ini menggunakan pendekatan kualitatif yaitu jenis penelitian fenomenologi. Dalam pengumpulan data melalui observasi, wawancara dan dokumentasi. Dan di analisa menggunakan teknik deskriptif dengan etika konsumsi Islam.

Hasil penelitian ini yaitu dalam perilaku konsumen yang dilakukan oleh mahasiswi Universitas Darussalam Gontor dalam pembelian kosmetik yaitu, belum bisa membatasi dalam mengonsumsi suatu barang kosmetik sebagai kebutuhan atau keinginan, karena kebanyakan dari mereka tidak bisa menjaga diri dalam membeli kosmetik dengan suatu hal ketertarikan dari iklan social media, trend pada zamannya atau mengikuti gaya hidup yang ada di sekitar teman lingkungannya. Faktor yang mempengaruhi pembelian kosmetik yaitu dari faktor pribadi, faktor iklan, faktor lingkungan atau teman dan faktor gaya hidup. Perilaku pembelian kosmetik dilihat dari perspektif etika konsumsi Islam yaitu, beberapa sudah sesuai dengan etika konsumsi Islam yaitu Beberapa dari mereka masih bisa menyisihkan uang saku untuk menabung dan bersedekah tetapi kebanyakan yang lainnya masih belum bisa melakukannya, sedangkan beberapa yang lain belum sesuai etika konsumsi Islam, karena terjadi suatu sifat *mubadzir* dengan sering berganti-ganti jenis kosmetik, Mereka juga masih belum bisa menyeimbangkan pendapatan mereka yaitu jatah uang saku untuk mementingkan keinginan yang dapat menimbulkan keborosan.

Penelitian ini diharapkan dapat memberikan wawasan tentang bagaimana mahasiswi yang berpendidikan Islam memandang dan mempraktikkan konsumsi kosmetik. Dan dapat menjadi referensi bagi produsen kosmetik dalam memahami preferensi konsumen muslim, khususnya dari kalangan muda dan meningkatkan kesadaran akan pentingnya produk halal.

Kata Kunci : Perilaku Konsumen, Kosmetik, Etika Konsumsi Islam

ABSTRACT

Cosmetic Purchasing Behavior from the Perspective of Islamic Consumption Ethics in female students of Darussalam Gontor University

Rizki Apriliani
41.2020.323.161

Industrial development in this advanced era can be said to be very rapid, one of which is the cosmetics industry. In fact, many people in this era view that cosmetics are no longer just an additional need, but rather a primary need. As time goes by, a beautiful, enchanting and attractive appearance is every individual's unlimited dream. Cosmetics themselves cannot be separated from a woman's daily life. Female students are one of the social groups most susceptible to the influence of fashion and lifestyle and are one of the largest consumers who use cosmetic products. From the results of observations obtained from Darussalam Gontor University students, there were several students who did not pay attention to whether or not there was a halal label on cosmetics, always purchasing cosmetics by looking at the most interesting and trending products, with excessive exaggeration. Meanwhile, Islamic Consumption Ethics has limitations that must be taken into account, apart from being halal, namely being fair, trustworthy and free in balance between expenditure and income and being modest.

The purpose of this study is to determine the cosmetic purchasing behavior of female students at Darussalam Gontor University and to determine the cosmetic purchasing behavior of female students at Darussalam Gontor University in the perspective of Islamic Consumption Ethics.

This research uses a qualitative approach, namely a type of phenomenological research. In collecting data through observation, interviews and documentation. And analyzed using descriptive techniques with Islamic consumption ethics.

The results of this study are in the consumer behavior carried out by female students of Darussalam Gontor University in purchasing cosmetics, namely, they have not been able to limit consuming a cosmetic item as a need or desire, because most of them cannot protect themselves in buying cosmetics with an attraction from social media advertisements, trends of their day or following the lifestyle around their environmental friends. Factors that influence the purchase of cosmetics are personal factors, advertising factors, environmental factors or friends and lifestyle factors. Cosmetic purchasing behavior seen from the perspective of Islamic consumption ethics, namely, some are in accordance with Islamic consumption ethics, namely some of them can still set aside pocket money for savings and charity but most others still cannot do it, while some others are not in accordance with Islamic consumption ethics, because there is a *wasteful* nature by often changing types of cosmetics, they also still cannot balance their income, namely pocket money allotments to prioritize desires that can lead to waste.

This research is expected to provide insight into how Islamic-educated female students perceive and practice cosmetic consumption. And can be a reference for cosmetics manufacturers in understanding the preferences of Muslim consumers, especially from young people and increasing awareness of the importance of halal products.

Keywords: *Consumer Behavior, Cosmetics, Islamic Consumption Ethics*

DECLARATION

I, hereby,

Name : Rizki Apriliani
Registered Number : 41.2020.323.161
Faculty : Sharia
Department : Islamic Economic Law
Title : Cosmetic Purchasing Behavior in female students of
Darussalam Gontor University from the Perspective of
Islamic Consumption Ethics

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

UNIDA, Rabiul Akhir 21th, 1446 H

September 25th, 2024 M



NIM. 41.2020.323.161

APPROVAL OF SUPERVISOR

The Honorable,
Dean Faculty of Sharia
University of Darussalam Gontor

*Bismillahirrahmanirrahim
Assalamu'alaikum Wr. Wb.*

I have to honour to present this thesis written by:

Name : Rizki Apriliani
Registered Number : 41.2020.323.161
The Title : **COSMETIC PURCHASING BEHAVIOR FROM THE
PERSPECTIVE OF ISLAMIC CONSUMPTION ETHICS
PERSPECTIVE IN FEMALE STUDENTS OF
DARUSSALAM GONTOR UNIVERSITY**

It has been processed and corrected to meet the partial fulfillment of the requirement for the degree of licentiate in Departement of Islamic Economis Law. There for we expect that the thesis can be examined soon.

Wassalamualaikum Wr. Wb.

Ngawi, 27 Oktober 2024 M
24 Rabiul Akhir 1446 H

Supervisor,



Zulfatus Sa'diah, S.H.I., M.E

SUPERVISOR DECISION LETTER

Honourable to
Dean of Sharia Faculty
University of Darussalam Gontor

Bismillahirrahmanirrahim
Assalamua'alaikum Warahmatullah Wabaraktuh

I present this thesis written by

Name : Rizki Apriliani
Registered Number : 412020323161
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Department : Islamic Economic Law
Title : Cosmetic Purchasing Behavior in female students of
Darussalam Gontor University from the Perspective of Islamic
Consumption Ethics

It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Law Department, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.


Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution

Wassalamu'alaikum Warahmatullahi Wabaraktuh

UNIDA, Rabiul Akhir 24th, 1446 H

September 27th, 2024 M

Supervisor,


Zulfatus Sa'diah, S.H.I., M.E
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DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Rizki Apriliani
Reg. Number : 412020323161
Title : Cosmetic Purchasing Behavior in female students of Darussalam Gontor University from the Perspective of Islamic Consumption Ethics

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economic Law Faculty of Sharia University of Darussalam Gontor on 22nd of October 2024

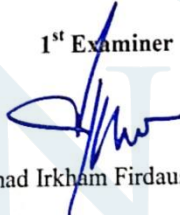
The board of examiners has decided to grant her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in Department of Islamic Economic Law in the Faculty of Sharia.

**Board Examiner
Supervisor**



Zulfatus Sa'diah, S.H.I., M.E

1st Examiner



Muhammad Irkham Firdaus, S.H., M.H

2nd Examiner



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THESIS ACCEPTANCE LETTER

Bismillahirrahmanirrahim

Assalamu'alaikum wr. wb.

The Faculty of Sharia, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:

Name : Rizki Apriliani

Reg. Number : 412020323161

The Title : Cosmetic Purchasing Behavior in female students of Darussalam Gontor University from the Perspective of Islamic Consumption Ethics

In partial fulfillment of the requirement for the degree of Licentiate in Department of Islamic Economic Law in the Faculty of Sharia, academic year 1445-1446/2024-2025.

Wassalamu'alaikum wr. wb

UNIDA, Rabiul Akhir 22nd, 1446 H

September 26th, 2024 M

Dean of Sharia Faculty



Assoc. Prof. Dr. Imam Kamaluddin, Lc., M.Hum.

NIY. 960125

MOTTO

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَحْرِمُوا طَيِّبَاتِ مَا أَحَلَّ اللَّهُ لَكُمْ وَلَا تَعْتَدُوا إِنَّ
اللَّهَ لَا يُحِبُّ الْمُعْتَدِينَ

O you who believe, do not forbid anything good that Allah has made lawful for you, and do not exceed the limits. Indeed, Allah does not like those who transgress limits. (Q.S Al-Maidah : 87)



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DEDICATION

This thesis is dedicated to:

My beloved family are: Mr. Mulyono and Mrs. Sukasmi. Thousands gratitude for being the best support system for everything I've done

My beloved friends Prominent Generation always reminded and taught me about the variety of life.

All, Thanks to Allah who never left me in a worse and weak condition



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Praise and author the writer prays to Allah SWT for all His blessings and mercy so that she can finish writing this thesis smoothly and on time. All the challenges that the authoress passed were giving smoothness and convenience. All the processes go on immediately and then, the authoress could finish her research on her thesis it can be resolved. For this, the authoress is grateful to:

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7. All my beloved family who have been my support system during my journey.
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9. All my friends in the Department Islamic Economic Law thanks for the best experience for studying together till we can reach our dream.
10. All my friends in the Guest Reception Advisory Council who have supported my journey.

In writing this thesis there are still many errors in both writing and preparation, but I wish this can be an evaluation for the writer. Criticism and suggestions for writing are expected to be perfect in the next writing.

UNIDA, Rabiul Akhir 17th, 1446 H

September 21th, 2024 M

Researcher,



Rizki Aprilliani

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