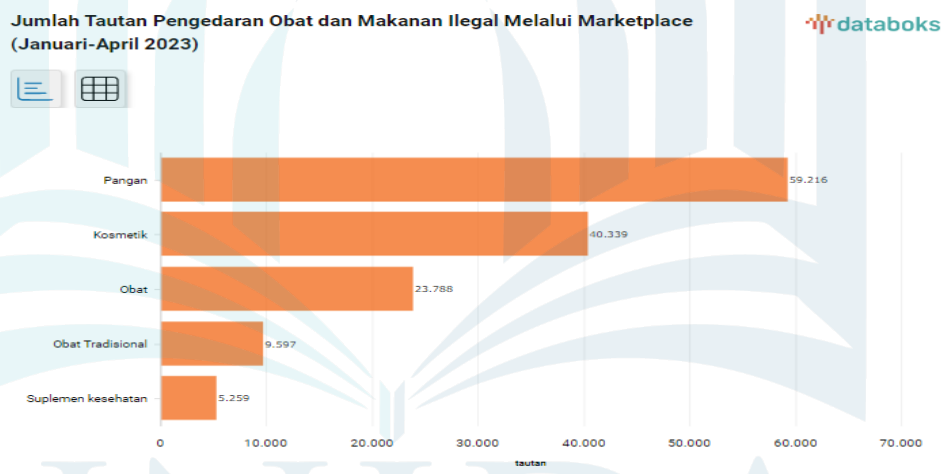


CHAPTER I INTRODUCTION

1.1 Background of Study

Humans have various needs that must be met, namely the primary needs of clothing, food, and shelter, in simple forms or luxurious ones, or sophisticated and costly ones.¹ Industrial development in this highly developed era can be said to be very rapid, including in the cosmetics industry.² Apart from clothing, food, and shelter, cosmetics are necessary for Indonesians to improve their appearance. Many people today believe that cosmetics are no longer just an additional need but a primary one.³

Image. 1



Sumber : Databoks, 2023

Looking at the picture above, the cosmetics industry in Indonesia is ranked second only to food. The photo shows that in January-April 2023 cosmetic

¹ Yudi Febrianda, "Upaya Penarik Becak Dalam Meningkatkan Perekonomian Keluarga Ditinjau Menurut Ekonomi Islam (Studi Kasus Di Kecamatan Kampar Timur Kabupaten Kampar)," *Jurnal Al-Falah Perbankan Syariah* Volume 5, No 1, Juni 2023, p. 43

² Titik Nurwijayanti, Pengaruh Celebrity Endorser dan Electronic Word of Mouth (E-WOM) Terhadap Keputusan Pembelian Melalui Minat Beli (Studi pada Konsumen Produk MS Glow di Kabupaten Purworejo), *Jurnal Volatilitas*, Vol 5 No 3 Mei 2023, p. 165

³ Trifani Pasilia, "Tinjauan Krimonologi Terhadap Tindak Pidana Penjualan Kosmetik Ilegal," *Journal of Comprehensive Science* 2, No. 5, 2023, p. 48

products the had percentage of 40,339, while food had a rate of 59,216. Over time, people's needs become more varied and everyone has different tastes. Appearance is now vital, especially for women who want to look good. Many of them are involved in various beauty businesses, from salons to the use of chemical or herbal medicines, and love to use cosmetics.⁴

Along with the times, a dazzlingly beautiful appearance is an infinite dream of every individual. One of the largest multi-billion dollar industries in the world is the cosmetics sector, which includes items such as facial cleansers, serum toners, moisturizers, foundations, pressed powders, lipsticks, eyeliners, eyeshadows, blushes, and mascara.⁵ As a result, the beauty industry, especially skincare, that was in Indonesia.⁶ In addition, the cosmetics sector, including skincare products, is experiencing a surge in growth that reflects the great interest and demand for these products in Indonesia.⁷

The trend of using skincare to treat skin is gaining popularity.⁸ These treatments aim to support the skin health, improve appearance, and address skin concerns. Skincare seeks to protect the skin from the adverse effects of excessive sun exposure.⁹ Cosmetics are materials or mixtures of materials to be rubbed, attached, poured, or sprayed on parts of the human body with the intention of cleaning, maintaining, or adding attractiveness. They do not include drugs.¹⁰

⁴ Sisti Yuandani, Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Konsumen pada Produk Skincare Somethinc di Kelurahan Simpang Baru Kota Pekanbaru, *Skripsi*, Fakultas Ekonomi dan Ilmu Sosial UIN SUSKA RIAU, 2023, p. 1

⁵ alsabila Vania Suhyar dan Sri Astuti Pratminingsih, "Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific," *Management Studies and Entrepreneurship Journal*, Volume 4, No. 2, 2023, p. 28

⁶ Bunga Rizky Otaviani, Electronic Word Of Mouth di Media Social Twitter @avoskinbeauty Terhadap Keputusan Pembelian Avoskin, *Jurnal Publish*, Volume 1, No. 1, Mei 2022, p.10

⁷ Khoirun Nisa' Lu'lu'Mafruchah, Anteseden Niat Pembelian Online terhadap Produk Perawatan Kulit Merek Skintific pada Platform Social Commerce Tiktok Shop, *Skripsi*, Jurusan Manajemen Universitas Islam Indonesia, 2023, p. 7

⁸ Mahaditia, Pengaruh Fenomena Tren Korean Wave Dalam Perkembangan Fashion Style di Indonesia, *Jurnal Pendidikan, Seni, Sains dan Sosial Humaniora* Volume 2, Nomor 2, Desember 2022, p. 140

⁹ Irwanto dan Laurensia Retno Hariatiningsih, "Penggunaan Skincare Dan Penerapan Konsep Beauty 4.0 Pada Media Sosial (Studi Netnografi Wanita Pengguna Instagram)," *Jurnal Komunikasi*, Volume 11, No. 2, 2020, p. 120

¹⁰ Ananda Abdillah Ammanu, "Analisis Perilaku Pembelian Kosmetik Halal berdasarkan Theory of Planned Behaviour (Studi Kasus Mahasiswi Perguruan Tinggi Agama Islam Swaswa Yogyakarta)", *Skripsi*, Universitas Indonesia Yogyakarta, 2018, p. 28

Cosmetics are products that support the physical appearance to make it look more beautiful.¹¹ Nowadays, everyone, both men and women, needs cosmetics. They use them for makeup, beauty treatments, and body fragrances. The demand for cosmetics today is very diverse due to each customer's needs.¹²

Cosmetics itself cannot be separated from a woman's daily life.¹³ In the current of globalization era and free trade, cosmetics, both foreign and local products, are rapidly emerging and circulating. This encourages business actors to create the cosmetic products to compete with each other in meeting consumer needs.¹⁴

Cosmetics are one of the trends that are currently rife among women.¹⁵ Consumer behavior toward the use of cosmetics is a hot discussion among women.¹⁶ Consumer behavior greatly affects the survival of a company as an institution that tries to meet consumers' needs and desires.¹⁷

When the individuals, the groups, or organizations make decisions to buy or use goods or services economically that can be influenced by the, they act in ways known as consumer behavior.¹⁸ Therefore, understanding consumer behavior is crucial for companies to predict, explain, explain, and control consumers.¹⁹ One

¹¹ Niki Anartia, Analisis Perspektif Influencer Pada Beauty Privilege Dalam Sosial Media Instagram, *Jurnal Ilmu Komunikasi, Sosial dan Humaniora*, Volume 2, No. 1, Februari 2024, p.7

¹² Bambang Sutejo Dinesa Rahmavita Ayu Sukma, Harmanda Berima Putra, "Sikap, Norma Subjektif dan Kontrol Perilaku Terhadap Niat Membeli Produk Kosmetik Halal Oleh Konsumen Muda," *Journal of Management and Bussines (JOMB)*, Volume 5, No. 1, 2022, p.34

¹³ Zhen Ye and Tonny Krijnen, Being pretty does not help your succes: Self representation and aspiration of China's female showroom livestreamers, *Global Media and China*, Volume 1, No. 1, 2024, p. 3

¹⁴ Karmila Mokodongan, "Pengawasan Peredaran Kosmetik Ilegal Oleh BPOM Di Gorontalo," *Jurnal Hukum dan Sosial Politik*, Volume 1, No. 1, 2023, p. 12

¹⁵ Devi Loveitha, Make up as a Form of Self-Representation: Queer Beauty Vlogger, *Academia Open*, Volume 9, No. 1, June 2024, p. 8

¹⁶ Nova Anggraeni, Consmen Behavior Analysis Of Orchid Plant In Batu City, *Jurnal Ekonomi Pertanian dan Agribisnis*, Volume 8, Nomor 1, 2023, p.5

¹⁷ Wiwik Suprihatin, Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat), *Jurnal Bestari*, Volume 1, Nomor 1, Agustus 2020, p.57

¹⁸ Gaby Lingga Safira, Perilaku Konsumen Dalam Memilih DANA Sebagai Aplikasi Fintech Payment, *Jurnal E-Komunikasi*, Volume 7, No. 2, 2019, p. 3

¹⁹ Wiwik Suprihatin, Analisis Perilaku Konsumen Wisatawan Era Pandemi Covid-19 (Studi Kasus Pariwisata di Nusa Tenggara Barat), *Jurnal BESTARI*, Volume1, No.1, Agustus 2020, p. 5

example of consumer behavior in everyday life is buying and using products as needed.²⁰

A consumer can be defined as someone who uses goods to meet their needs and needs to achieve self-satisfaction.²¹ When consumers use, utilize, and assess a product or goods they hope will meet their needs, they show their behavior.²²

The buying behavior of consumers who are highly involved with the fundamental brand differences is known as purchase behavior. This behavior determines whether or not the consumer will be satisfied and happy with the product.²³ Using or spending the value of goods or benefits is known as consumption.²⁴ In economic studies, the term consumption refers to any activity that involves using and spending the value of goods or benefits to satisfy one's needs and continue living.²⁵

Consumption is the act of humans using goods and services directly to fulfill their needs to achieve satisfaction, thus reducing or depleting the value of these goods or services.²⁶ Cosmetics play an important role in people's daily lives today. Everything we consume under Islamic law has limitations that must be considered.²⁷ Islamic law is comprehensive, but what is meant here is the law from the view of Islamic consumption ethics.

²⁰ Muhammad Danish Habib, Diet or lifestyle: Consumer purchase behavior or vegan retailing, *Journal of Retailing and Consumer Services*, Volume 76, No.10, Januari 2024, p. 10

²¹ Yesi Sumarni, Pelaksanaan Pelayanan Pemerintah Negeri dalam Memenuhi Kebutuhan Informasi Masyarakat, *Jurnal Ilmu Komunikasi dan Sosial Politik*, Volume 1, No. 3, Maret 2024, p. 330

²² Ardilla Damayanti, Pengaruh Citra Merek, Harga dan Religiusitas Terhadap Keputusan Pembelian Lipstik Pada Mahasiswi Di Kota Jambi, *Jurnal Ilmiah Manajemen Ekonomi dan Bisnis Islam*, Volume 3, No. 1, Januari 2024, p. 67

²³ Apriyana, Evi Susanti dan Zurlina Lubis, Perilaku Pembelian Mahasiswa Muslim Dalam Mengonsumsi Makanan Halal di Indonesia, *Perbanas Journal Of Islamic Economics & Business*, Volume 3, No 1, 2023, p. 9

²⁴ Shabrina Az-Zahra, Analisis Perilaku Konsumen Muslim Terhadap Akad Jual Beli Istishna Dalam Ekonomi Islam, *Jurnal Riset Ekonomi dan Akuntansi*, Volume 2, No. 1, Maret 2024, p. 57

²⁵ Siti Nuraisyah, Analisis Perilaku Konsumtif Mahasiswa Dalam Mengikuti Gaya Hidup Perspektif Hukum Ekonomi Syariah (Studi Pada Mahasiswa Angkatan 2020 Prodi Hukum Ekonomi Syariah Fakultas Syariah Universitas Islam Negeri Raden Intan Lampung), *Tesis*, Program Magister Hukum Ekonomi Syariah, UIN Raden Intan Lampung, 2023, p. 37

²⁶ Ambo Wonua Nusantara, *Ekonomi dan Bisnis Islam*, (Depok : PT Raja Grafindo Persada, 2019), p. 317

²⁷ Titin Izzatul Muna, Relevansi Teori Scarcity Robert Malthus Dalam Perspektif Ekonomi Syariah, *SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam*, Volume 1, No.1, 2020, p.3

According to Monzer Kahf, when consuming an item, one must pay attention to the sharia, which prohibits the haram or halal goods. According to the level of need, namely dharuriyat, hajiyyat, or tahini, it is forbidden to consume excessively, which is called extravagance (israf) or tabzir (consuming a lot regardless of need).²⁸ Besides the fact that consuming something is haram or halal, it is essential to ensure that everything consumed is reasonable.²⁹ Allah S.W.T. dislikes people who spend too much of their money and do not use the halal products.³⁰ This is because the principle of consumption in Islam is to consume halal and thayyib.³¹

Student college are among the social groups most susceptible to the influence of fashion, lifestyle, and fads today. They are also among the largest consumers of cosmetic products.³² Many types and outputs of new cosmetic brands in the country and abroad make people interested in trying them because they are at the stage of wanting to buy, which is mainly to support a part of life that turns out to be beyond the limits of necessity.³³

Like female students at Darussalam Gontor University, female students at Darussalam Gontor University purchase cosmetics regularly. This is because all students are female, so they use cosmetics more often to beautify themselves and care for their faces. Because of the lower price and quality, such as the whitening effect, many female students dare to use cosmetics that have not been labeled halal. Basically, Muslims' tendency to use cosmetics that do not have a halal label

²⁸ Ahmad Alif Anwar, Pemikiran Ekonomi Islam Monzer Kahf, *ISLAMIKA: Jurnal Ilmu Keislaman*, Vol. 22, No. 2, 2022, p. 167

²⁹ Apriyana, Perilaku Pembelian Mahasiswa Muslim Dalam Mengonsumsi Makanan Halal di Indonesia, *Perabanas Journal Of Islamic Economics and Business*, Volume 3, No. 1, 2023, p.5

³⁰ Zulfatus Sa'diah and Raisatul Karimah, Impulsive Buying Behavior Perspective Of Masalah Imam Al-Ghazali: Study On Shopping Behavior Of Visitors In Solo Grand Mall Shopping Center, *FITUA Jurnal Studi Islam*, Volume 4, No. 1, June 2023, p. 199

³¹ Zulfatus Sa'diah, Analysis Of Religiosity and Halal Labels Towards Purchasing Decision On Cosmetic Products (Study On Reguler Female Student of The University of Darussalam Gontor), *Jurnal Ekonomi Syariah*, Volume 7, No 2, September 2022, p. 173

³² Dinar Winuji, Perilaku Mahasiswa Fakultas Ekonomi dan Bisnis Islam IAIN Ponorogo Terhadap Produk Kosmetik Yang Tidak Berlabel Halal, *Skripsi*, Jurusan Ekonomi Syariah, IAIN Ponorogo, 2023, p. 4

³³ Zahrotur Rusyda Hinduan, Generation Z in Indonesia: the Self-Driven Digital, The New Generation Z in Asia: Dynamics, Differences, Digitalization The Changing Context of Managing People, *Emerald Publishing Limited*, 2020, p. 126

may be due to their attractive appearance. Due to competition, many companies today make products without considering their safety.³⁴

No	Name	Female Student
1	Unida Putri	2668
2	Gontor Putri 1	402
3	Gontor Putri 2	248
4	Gontor Putri 3	254
TOTAL		3572

Looking at the recapitulation of the data above, Unida Putri has 2668 students, Gontor Putri 1 has 402 students, Gontor Putri 2 has 248 students and Gontor Putri Campus 3 has 254 students with a total of 3572 students.

Ikke Nur Kumalasari said that every female student must consume cosmetics even if it's just powder.³⁵ Because it is a self-care routine, prevents skin problems and follows the lifestyle of the times. And Siti Syarifah Hasibuan said that not all female students consume cosmetics, there are also those who consume facial care ingredients from doctors, but this is also the same as including facial care using cosmetics.³⁶ So, all female students at Darussalam Gontor University consume cosmetics whether it is a little or a lot.

Based on the results of pre-research, researcher found that several female students at Darussalam Gontor University have yet to pay attention to whether or not there is a halal label on their cosmetics. This is as expressed by Esha Salsabila, a Skintific user who does not yet have a halal label.³⁷ Another student named Amanda Rizki Amaliah as an Originote user who is also not yet labeled

³⁴ Nufian Febriyani dan Wayan Weda Asmara Dewi, *Perilaku Konsumen Di Era Digital*, (Malang: UB Press, 2019), p.7

³⁵ Hasil wawancara dengan Ikke Nur Kumalasari, pada tanggal 1 Agustus 2024 di Gontor Putri Kampus 3 pukul 15.45 WIB

³⁶ Hasil wawancara dengan Siti Syarifah Hasibuan pada tanggal 1 Agustus 2024 di Gontor Putri 3 pukul 16.00 WIB

³⁷ Hasil wawancara dengan Esha Salsabila, *Observasi*, 14 Februari 2024 di Gontor Putri Kampus 3 pukul 09.00 WIB

halal.³⁸ This is also expressed by a student named Nadia Mufidah, a Glad2Glow user who still needs to be labeled halal.³⁹

Another interview was with Camelia Jazilatul, who said that she thinks that price and suitability for skin type are the main ones.⁴⁰ The next interview is with Asy-Syifa Vania, who says she always makes cosmetic purchases by looking at the most attractive and trending products.⁴¹ Another student named Dwi Purwati uses Nivea Hand Body and Maybelline, which still need to be labeled halal.⁴² There is also a student named Rifdah Tania, a Skintific user who needs to be labeled halal.⁴³

Students may use cosmetics for several reasons, such as their traits that make them comfortable using specific products. They may also use cosmetics not labeled halal because they are already suitable and do not want to stop for fear of damaging their skin.⁴⁴ Some follow family advice, as conveyed by student Putri Yulaiqoh.⁴⁵ Another student named Rafi Nur Azizah stated that she used cosmetics based on friends' suggestions.⁴⁶

This study will investigate the behavior of Darussalam Gontor University female students in buying cosmetics from the perspective of Islamic consumption ethics. It is a pesantren-based university that teaches Islamic values in daily life and on campus. So, the background of its life is related to religion and Islamic law.

Female students at UNIDA have a compulsory subject in semester 1: Islamic Worldview. This subject contains religious concepts regarding elements of morals

³⁸ Hasil wawancara dengan Amanda Rizki Amaliah, *Observasi*, 14 Februari 2024 di Gontor Putri 3 pukul 09.00 WIB

³⁹ Hasil wawancara dengan Nadia Mufidah, *Observasi*, 16 Februari 2024 di Gontor Putri Kampus 3 pukul 09.00 WIB

⁴⁰ Hasil wawancara dengan Camelia Jazilatul Choiroh, *Observasi*, 18 Februari 2024 di Gontor Putri 3 pukul 09.00 WIB

⁴¹ Hasil wawancara dengan Asy Syifa Vania, *Observasi*, 19 Februari 2024 di Gontor Putri 3 pukul 09.00 WIB

⁴² Hasil wawancara dengan Dwi Purwati, *Observasi*, 1 September 2024 di Unida pukul 17.00 WIB

⁴³ Hasil wawancara dengan Rifdah Tania, *Observasi*, 1 September 2024 di Gontor Putri 1 pukul 19.00 WIB

⁴⁴ Windya Pramesti, Tingkat Pengetahuan dan Sikap Mahasiswa terhadap Keamanan dan Kealifan Kosmetik, *Jurnal Ilmu Kesehatan (JIKA)*, Volume 1, No. 3, 2022, p. 173

⁴⁵ Hasil wawancara dengan Putri Yulaiqoh, *Observasi*, 15 Februari 2024 di Gontor Putri 3 pukul 10.00 WIB

⁴⁶ Hasil wawancara dengan Rafi Nur Azizah, *Observasi*, 17 Februari 2024 di Gontor Putri 3 pukul 12.30 WIB

or ethics. Actually, it is nothing but aqidah itself.⁴⁷ There is also a compulsory subject in semester 6, namely the Islamic Epistemology lesson, which contains morals, not actions, strength, and *ma'rifah*, which is the condition of the soul and its inner form. Because the knowledge that a true Muslim has must bear moral fruit.⁴⁸

The researcher then focuses more on UNIDA students, where the average student consumes cosmetics with values and similarities that are not much different. This research was conducted because of the large number of cosmetics consumed by these female students without paying attention to halal labels, waste, and Islamic consumption ethics. In addition, this student is supported by all Muslim students to be a representative of Muslim consumers to find out the factors that influence the purchase of cosmetics.

Based on the analysis and description described above, the researcher is interested in conducting research by taking the title "**Cosmetic Purchasing Behavior in Female Students of Darussalam Gontor University from the Perspective of Islamic Consumption Ethics.**"

1.2 Problem Formulation

From the above background, several problem formulations can be formulated, including:

1. How is the cosmetic purchasing behavior of female students at Darussalam Gontor University?
2. How is the cosmetic purchasing behavior of female students at Darussalam Gontor University from the perspective of Islamic consumption ethics?

1.3 Research Purpose

With several problem formulations that have been planned, there are several purposes to emphasize the formulation of the problem above, including:

⁴⁷ M.Kholid Muslih *et al*, *Worldview Islam*, (Ponorogo: Direktorat Islamisasi Ilmu, 2019), p. 65

⁴⁸ M. Kholid Muslih *et al*, *Epistemologi Islam Prinsip-Prinsip Dasar Ilmu Pengetahuan dalam Islam*, (Ponorogo: DIIP Unida, 2021), p. 316

1. To determine the cosmetic purchasing behavior of female students at Darussalam Gontor University.
2. To find out the cosmetic purchasing behavior of female students at Darussalam Gontor University from the perspective of Islamic consumption ethics.

1.4 Benefits of Research

Here are some benefits that can be taken from this research, namely:

1.4.1 Academic Uses

1. For academics, it can be used to add to the scientific treasury, especially in research on cosmetic purchasing behavior from the perspective of Islamic consumption ethics.
2. This research is expected to be a reference for similar studies in the future, especially in the field of Sharia economic law.

1.4.2 Practical Uses

1. For Writers

It can add experience and insight into consumer behavior in buying cosmetics from the perspective of Islamic consumption ethics.

2. For Readers

This research can be used as a similar research material and further research development. This research can also be used as additional material or information about consumer behavior in buying cosmetics from the perspective of Islamic consumption ethics.

1.5 Literature Review

From several theses read by the researcher, many opinions must be considered and become further comparison material. The research conducted by the researcher needs to be more attention from researchers. Therefore, the researcher performs the literature review with previous research that raises Islamic consumption ethics variables in its discussion, with the following titles:

The first thesis by Rismayani Putri Utari (2021) was entitled "Cosmetic Purchasing Behavior in the Perspective of Islamic Consumption Ethics in IAIN Jember Sharia Economics Study Program Class of 2017". This thesis uses a qualitative approach with a type of phenomenological research. The research subject will be determined using purposive and data collection techniques through observation, interviews, and documentation. The results of this study are on the consumer behavior carried out by female students of IAIN Jember Sharia Economics Study Program class of 2017 in purchasing and using cosmetics, namely, 1) the process of choosing and buying cosmetics until they get cosmetics that match their face 2) factors that influence cosmetic purchases, namely from advertising factors, environment/friends, and self. Cosmetic purchasing behavior is seen from the perspective of Islamic consumption ethics, namely, 1) there is a wasteful nature by often changing types of cosmetics, 2) they still cannot balance their income, namely pocket money allotments to prioritize desires that can lead to waste 3) some of them can still set aside the remaining pocket money for savings and charity, but some others still cannot do it.⁴⁹

Muhammad Nur Akram Mulham (2022) wrote the second thesis, "The Concept of Ethics in Consumption According to Imam Al-Ghazali." This thesis uses the Library Research method, focusing on Imam al-Ghazali's thoughts using primary and secondary data sources. It discusses the genealogy of Imam al-Ghazali's thoughts on economics influenced by his fiqh studies in a Sufi style.⁵⁰

Ermawati (2021) wrote the third journal, "Islamic Consumption Ethics in Impulsive Buying. " This journal discusses impulsive shopping according to Islamic consumption ethics. With the rampant phenomenon of impulsive buying, it will be necessary to socialize the views of Islamic consumption ethics in unplanned shopping.⁵¹

The fourth thesis was written by Desi Nopita Sari (2022) with the title "Consumption Behavior of College Students Towards Skincare Products in

⁴⁹ Rismayani Putri Utari, "PERILAKU PEMBELIAN KOSMETIK PERSPEKTIF ETIKA KONSUMSI ISLAM PADA MAHASISWI IAIN JEMBER PROGRAM STUDI EKONOMI SYARIAH ANGKATAN 2017", *SKRIPSI*, IAIN Jember, 2021

⁵⁰ Muhammad Nur Akram Mulham, "Konsep Etika Dalam Konsumsi Menurut Imam Al-Ghazali", *Skripsi*, IAIN PAREPARE, 2022

⁵¹ Ermawati, "Etika Konsumsi Islam dalam Impulsive Buying," *Bilancia*, Volume 1, No. 5, 2021

Perspective of Monzer Kahf's Islamic Consumption Theory (Study of College Students of Fatmawati Sukarno State Islamic University Bengkulu)." This study aimed to determine the consumption behavior of female students toward skincare products and to find out how Monzer Kahf's consumption theory influences consumption behavior toward skincare products. This research is a field research (Field Research) with a qualitative approach. Primary comes from interviews; secondary data comes from books, journals, and articles. This research uses the Purposive Sampling research technique. Data collection techniques with observation, interviews, and documentation. Data analysis techniques with data reduction, data presentation, and data verification. The results showed that consumption among female students of UINFAS Bengkulu Skin Care products needs to be entirely by Islamic law, which is still excessive consumption, wasteful, and redundant. This behavior does not reflect the consumption of a Muslim. The consumption behavior of female students of UINFAS Bengkulu from the perspective of Monzer Kahf's Islamic consumption theory still needs to be revised. It can be seen from the use of skincare products that have yet to be BPOM, excessive purchases, and skincare products, which causes waste and consumption.⁵²

The fifth thesis was written by Alvian Jurdilliawan Putra (2022) with the title "Analysis of Student Consumption Behavior in the Perspective of Islamic Consumption Ethics (Case Study of Sharia Economics Students of the Faculty of Economics and Islamic Business IAIN Madura." This study uses qualitative research methods with descriptive type, and the data source used to obtain the results of interviews, observation, and documentation conducted with several informants as the object of this research in the form of Islamic economics students. The results of this study, the consumption behavior of IAIN Madura students, show differences between theory and the field. This is based on research on some student consumption based on needs and desires, especially with the rapidly growing social media that makes it easier for students to consume.

⁵² Desi Nopita Sari, "PERILAKU KONSUMSI MAHASISWI TERHADAP PRODUK SKIN CARE PERSPEKTIF TEORI KONSUMSI ISLAM MONZER KAHF (Studi Mahasiswi Universitas Islam Negeri Fatmawati Sukarno Bengkulu)", *Skripsi*, UIN FATMAWATI SUKARNO BENGKULU, 2022

Consumption attitudes began to shift following trends. In addition, there is consumption behavior based on the theory of consumption behavior based on Islamic consumption ethics, namely caring about social activities in the form of infaq, shadaqah, and charity. And stay away from debt if you don't have enough money to consume.⁵³

Ika Fauziah wrote the sixth journal, "Behavior Analysis in Purchasing Cosmetics in Terms of Islamic Consumption Theory."⁵⁴ The results of this journal are the purchase of cosmetics according to Islamic consumption theory, namely the purchase of cosmetics by paying attention to quality, halal products, the amount of consumption so as not to be excessive, not miserly, not wasteful so as to avoid tabdzir / wasteful (utilization of something on something that is not too important).

1.6 Research Methods

This research was conducted with a qualitative approach.⁵⁵ The qualitative approach was chosen because this research aims to determine the cosmetic purchasing behavior of Darussalam Gontor University class C. This research also aims to determine whether female students' consumer behavior is based on Islamic consumption ethics. Using a qualitative approach, researchers want to know firsthand the cosmetic purchasing behavior of female students and whether it is to Islamic consumption ethics; then, researchers will analyze the data obtained by describing it.

⁵³ Alvian Jurdilliawan Putra, "Analisis Perilaku Konsumsi Mahasiswa Dalam Perspektif Etika Konsumsi Islam (Studi Kasus Mahasiswa Ekonomi Syariah Fakultas Ekonomi Dan Bisnis Islam IAIN Madura)", *Skripsi*, IAIN Madura, 2022

⁵⁴ Ika Fauziah dan Puja Maharani Pasaribu, Analisis Perilaku dalam Pembelian Kosmetik ditinjau dari teori konsumsi islam, *Jurnal Ilmu Komputer, Ekonomi dan Manajemen (JIKEM)*, Volume 3, No. 1, 2023, p. 10

⁵⁵ Sugiyono, *Metode Kuantitatif, Kualitatif dan R&D* (Bandung: Alfabeta, 2012), p. 9

In this study, the authors used the following primary research methods:

1.6.1 Type of Research

The research method is a process of data collection, analysis, and interpretation related to research objectives.⁵⁶ In this study, the authors used a qualitative approach, namely the type of phenomenology. The type of research chosen is because this research is carried out by examining and understanding the phenomena of experience based on the awareness that occurs in individuals. The phenomenon is carried out in a situation that arises naturally so that there are no restrictions in interpreting or understanding the phenomenon being studied, and researchers can be free to analyze the data obtained.

1.6.2 Research Location

The location of this research was Darussalam Gontor University, Mantingan, Ngawi, East Java. The researcher chose this location because the object to be studied is in that place, and many female students who consume cosmetics need to heed Islamic consumption ethics.

1.6.3 Data Source

Data sources are everything that can provide information in the form of data and how the data can be obtained.⁵⁷ Data sources are divided into two types: primary and secondary.

1. Primary Data

Primary data is the basic or main data used in research, which comes from respondents, sources, or direct research objects.⁵⁸ This data can be obtained directly from the person under study, it can also come

⁵⁶ David Hizkia Tobing, *Metode Penelitian Kualitatif* (Denpasar: Program Studi Psikologi Fakultas Kedokteran Universitas Udayana, 2016), p. 10.

⁵⁷ Albi Anggito dan Johan Setiawan, "*Metode Penelitian Kualitatif*", (Jawa Barat: CV. Jejak, 2018), p. 212

⁵⁸ Kemendikbud, *Data dan Sumber Data Kualitatif Sumber Data*, at [19.00], <https://lmsspada.kemendikbud.go.id>, viewed on 31 August 2023.

from the field.⁵⁹ In this study, the authors obtained primary data directly from the field, namely by interviewing female students of Gontor Darussalam University who consume cosmetics.

2. Secondary Data

Secondary data is information that has been previously and deliberately collected by researchers to complement research data needs. Researchers use books, research results (journals, theses), print media, and various websites.⁶⁰

1.7 Data Collection Technique

Data collection techniques are the most crucial step in a study whose primary purpose is to obtain data.⁶¹ Data collection techniques are carried out in the way:

1. Observation

Observation is observation with systematic recording of the symptoms under study, either directly or indirectly.⁶² In this observation, researchers observe the behavior and attitudes of UNIDA students in making decisions to purchase cosmetics related to the perspective of Islamic consumption ethics.

2. Interview

An interview is an oral question-and-answer session between two or more people or a conversation with a specific purpose.⁶³ In this study, researchers interviewed informants, namely several UNIDA students and interviews conducted by researchers as many as 100 female students of Gontor Darussalam University.

⁵⁹ Moh. Pabundu Tika. *Metodologi Riset Bisnis*, (Jakarta: PT Bumi Aksara, 2006), p. 57

⁶⁰ *Ibid*

⁶¹ Sugiyono, *Pahami Penelitian Kualitatif*, (Bandung, Alfabeta, 2005), p. 62

⁶² Hardani, *Metode Penelitian Kualitatif & Kuantitatif* (Yogyakarta: CV. Pustaka Ilmu, 2022), p. 123.

⁶³ Zulganeff, *Metode Penelitian Sosial dan Bisnis*, (Yogyakarta: Graha Ilmu, 2013), p. 162

3. Documentation

Documentation is data collection obtained through documents.⁶⁴ but through documents used in the form of photos of student cosmetic collections transcripts of questions and interview answers.

1.8 Data Analysis Techniques

The Researcher used descriptive analysis techniques to analyze the data. Descriptive analysis is research that intends to describe the state or value of one or more variables independently. This researcher does not make comparisons of that variable in other samples by looking for the relationship of that variable with other variables.

1. Data Reduction

The data obtained from the field is quite a lot, so it needs to be recorded in detail and thoroughly. For this reason, it is necessary to data through data immediately reduction immediately. Reducing data means summarizing and selecting key things, focusing on important things, and looking for themes and patterns. Thus, the reduced data will provide a clearer picture and make it easier for researchers to collect further data and search for it when needed. After obtaining the data as a whole, the researcher will immediately select data from the written notes received from the field.⁶⁵

2. Data Presentation

After the data is selected, the next step is to present it. The data obtained from the field is presented in narrative text. After the data is presented, the researcher analyzes to draw the conclusions from the research results.

3. Conclusion

In making conclusions, the data analysis process continues by looking for the relationship between what is done, how it is done, why it is done

⁶⁴ Hardani, *Metode Penelitian Kualitatif & Kuantitatif* (Yogyakarta: CV. Pustaka Ilmu, 2022), p. 149

⁶⁵ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods)*, (Bandung: Alfabeta, 2017), p. 18

like that, and how the results are.⁶⁶ After the researcher has reduced the data and presented it, the next step is to draw conclusions from it. These conclusions are the findings of the research conducted. They are the answers to each research objective.

1.9 Systematization of Discussion

To obtain a research framework and further research, the researcher will describe the discussion to have a clear and systematic local flow so that it is easy to understand; as for the systematics of this thesis research:

Chapter I: Introduction consists of the background of the problem, problem formulation, research objectives and benefits, previous research, theoretical framework, research methods, systematic discussion, and bibliography.

Chapter II: Theoretical Foundation discusses the theory of consumer behavior, the definition of cosmetics, and the definition of Islamic consumption ethics.

Chapter III: Results and Discussion discusses the purpose of writing this thesis, namely to find out more deeply about consumer behavior in purchasing cosmetics from the perspective of Islamic consumption ethics in UNIDA students. This chapter will describe the data obtained from the results of field research conducted on UNIDA students.

Chapter IV: Closing, which includes conclusions about consumer behavior in purchasing cosmetics from the perspective of Islamic consumption ethics in female students at Darussalam Gontor University.

⁶⁶ Imam Gunawan, *Metode Penelitian Kualitatif. Teori dan Praktik*, (Jakarta: Bumi Aksara, 2016), p. 219