



TRENDS OF COSMETICS AND KOREAN FOOD AND ITS HALAL STATUS IN INDONESIAN TEENAGER PERSPECTIVE: A LITERATURE REVIEW

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Abstract

Indonesia is a country in which most of its citizens are Muslim. This condition brings halal products to have a very large market share potential, especially food and cosmetic products. A large number of Muslim consumers in Indonesia raises new challenges with the high public interest in Korean food and cosmetics products, which some types of products do not have a halal label. That condition could be marked as the importance of awareness towards imported products that have non-halal status risk. Furthermore, due to the research limitation of Indonesian teenagers' perspective about halal status, we need to provide more certain information about halal status. The method for this study uses a literature review by searching for a literature database obtained from the Google Scholar search engine with inclusion criteria such as articles in English or Indonesian, published between 2011-2021, accessible in full text, and articles discussing the halal status of Korean products and adolescent perspective. Indonesia, especially Muslim teenagers towards Korean cosmetic and food products. The results show that Indonesian teenagers' huge interest in Korean products, the product's halal status is one of the factors that affects teenagers' intention to buy Korean food and cosmetics and it works as a key factor/their priority in purchasing products. Teenagers are concerned about the halal status of Korean food and this aspect becomes a priority when buying Korean food. The conclusion of this study is that the halal status of Korean food and cosmetic products has an effect on consumer buying interest.

Keywords: Korean food, Cosmetics food, Halal status, Teenager

INTRODUCTION

As a country with a majority Muslim population, Indonesia has Muslim consumers with the largest market share in marketing products such as food and beverage products and also cosmetic products. Muslims think that the concept of halal is a guide when they buy and consume these products. Therefore, halal awareness is something that Muslims have to know and must do when they purchase the products, especially for millennials (Rimayanti and Noor, 2020)

On the other hand, the big challenge for Indonesian citizens comes when South Korean culture enters Indonesia, and we know them as the Korean Wave. This Korean culture started through drama, boy bands, and girl band shows, and extended from fashion, makeup, lifestyle, and cuisine. Even though the Korean government itself has realized the importance of

halal products to develop its export potential. However, only a few Korean products already have a halal certificate (Noh, 2020; Cindrakasih, 2021).

To protect Muslim consumers from obtaining halal products and along with increasing awareness of the halal status of Korean products (Paraswati, no date) the government needs to pay more attention to the certainty of the halal status of these products (Amin, Zakaria and Rahim, 2020). Furthermore, the survey from the ZAP Beauty Index of 19.889 Indonesian women in 2018 showed that more Indonesian women like to use Korean cosmetic products and skincare than local products and Japanese products with 46%, 34% in local products, and 21% in Japanese products (Andriani and Setiawan, 2020). Most adolescents are interested in Korean products since they watch Korean Dramas, especially



during the pandemic COVID 19. A study from (Setiawan, 2021) shows that 842 respondents watched Korean dramas, and 73 of them were new viewers who had never watched K-drama before the pandemic.

Currently, we can see that many Korean products are sold online via social media such as Instagram, Facebook and marketplaces (Cindrakasih, 2021). Furthermore, there is also the influence of Korean cosmetic advertisements in fashion stores and social media, as well as the influence of Korean characters or influencers who promote their products (Setiawan, 2021). In addition to cosmetics, Indonesian people are also familiar with Korean food such as kimchi, *ramyeon*, *tteokbokki*, and also bulgogi. Most Indonesian people have food tastes that tend to be similar to Koreans, so Korean food or often called K-food which has a dominant taste of spicy, sour, sweet, and salty is easily accepted and much in demand by people in Indonesia (Fella and Sair, 2020).

Considering the high number of Muslim consumers in Indonesia, the high public interest in Korean cosmetic and food products, especially during the pandemic, the importance of vigilance against imported products that are at risk of non-halal, especially during the pandemic to support the halal industry to survive in these different conditions (Herawati and Hidayat, 2020). There are not many studies on the views of Muslim consumers in Indonesia on halal cosmetics and food from Korea (Korean food and cosmetics), the researchers will conduct a literature review on the halal status of Korean food and cosmetic products, as well as the perspective of Muslim consumers, especially

among teenagers. in Indonesia. This is made worse by the Covid-19 pandemic.

RESEARCH METHOD

This study uses a literature review by searching for a literature database obtained from the Google Scholar search engine with inclusion criteria such as articles in English or Indonesian, published between 2011-2021, accessible in full text, and articles discussing the halal status of Korean products and adolescent perspective. In total there were 38 articles.

RESULT AND DISCUSSIONS

The author conducted a review of 17 libraries that were included in the inclusion criteria and are presented in Table 1.

Table 1. Articles that Meet the Inclusion Criteria

Key Word	Website	Number of Articles
Indonesian youth's knowledge of the halal status of Korean cosmetic and food products	Google Scholar	7
Indonesian youth's perception of the halalness of Korean cosmetic and food products	Google Scholar	5
Potential of Halal Korean Products for Muslim Market	Google Scholar	5

Table 2. Muslim Youth's Knowledge of The Halal Status of Korean Cosmetic and Food Products

Author	Title	Design Study	Findings
a. Muslim Youth's Knowledge of The Halal Status of Korean Cosmetic and Food Products			
Vristiyana (2019)	The Influence of Religiosity and Knowledge of Halal Products on Halal Product Assessment and Interest in Purchasing Halal Products	Quantitative Case Studies (n = 150)	There is a relationship between religiosity and knowledge of halal products on the assessment and interest in buying halal products

Author	Title	Design Study	Findings
Nugraha, Mawardi, dan Bafadhal (2017) (Nugraha, Mawardi and Bafadhal, 2017)	The Effect of Halal Labeling on Consumer Purchase Interest (Survey of Muslim Students Consumers of Samyang Noodles with the Halal Logo of the Korean Muslim Federation in Malang City	Quantitative Case Studies (n = 166)	Most students choose halal products as a sign of belief in Islamic law and the assumption that halal products are safer for health.
Syahputra & Mutiara (2018) (Mutiara and Syahputra, 2018)	The Effect of Knowledge of Halal Products on Purchase Decisions on Korean Beauty Products	Quantitative Case Studies (n = 100)	Teenagers' knowledge of the halalness of Korean products affects purchasing decisions, such as there is no halal certificate on Korean cosmetic or food products.
Astuti & Asih (2021) (Astuti and Asih, 2021)	Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food	Quantitative Case Studies (n = 318)	There is a significant relationship between awareness and attitude toward the halal label to buy Korean products
Hendradewi, Darsiah, Mustika, dan H Husain (2019)	Halal Awareness Toward the Interest in Buying Foreign Food Product (A Case Study: Korean Instant Noodles Purchases by School Teenagers in Jakarta)	Quantitative Case Studies (n = 100)	There is a positive relationship between awareness of the halal label and purchase intention. Respondents aged around 11-21 years have a good awareness of the halal label
Habibie, Mustika, dan Ningrum (2019) (Habibie and Mustika, 2019)	Halal Label: Is it Important on Foreign Food Product?	Quantitative Case Studies. (n = 66)	The interest in Korean and Japanese products is higher when compared to China, Thailand, and other countries
Lestari, Pratikto, & Hermawan (Lestari, 2014)	The Effect of Religiosity on The Purchase Intention Halal Cosmetics Through Attitude (Studies on Muslim at Several Universities Malang, Indonesia)	Quantitative Case Studies (n = 100)	Respondents' attitudes towards halal cosmetics will support respondent's knowledge of buying product

Author	Title	Design Study	Findings
b. Muslim Teenagers' Perceptions of The Halalness of Korean Cosmetic and Food Products			
Sari & Jamaan (2014) (Sari and Jamaan, 2014)	Hallyu as a Transnational Phenomenon	Descriptive-analytical case study	The positive image formed in some Asian countries influences the perception and view of the Korean state into support and popular K-pop and K-drama influence the interest in Korean products
Hakeem & Lee (2018) (Hakeem and Lee, 2018)	Understanding Muslim Visitor's Attitudes Toward Korean Street Food	Quantitative case studies (n = 220)	A good perception of Korea is shown by the high number of visitors from Asian countries, and a rapid increase in Muslim tourists
Nugraha, Mawardi dan Bafadhal (2017) (Nugraha, Mawardi and Bafadhal, 2017)	The Effect of Halal Labeling on Consumer Purchase Interest (Survey of Muslim Students Consumers of Samyang Noodles with the Halal Korean Muslim Federation Logo in Malang City)	Qualitative Descriptive	There is a significant influence in halal labeling on consumer buying interest in Malang.
(Jeong & Choi, 2019) (Jeong and Min Choi, 2019)	Factor Influencing Indonesian Consumers Intention to Purchase Korean Food	Quantitative Case Studies (n= 795)	There is a positive relationship between Korean food preferences and purchase intention.
Adiba & Wulandari (2018) (Adiba and Wulandari, 2018)	The Influence of Halal Knowledge, Islamic Religiosity, and Attitude on the Behavior of Generation Y Muslim Consumers Using Halal Cosmetics in Surabaya	Quantitative Case Studies (n= 101)	Interest in purchasing Korean cosmetics without knowing the state of the halal label for Y-generation Muslims is still very high.
Mubarok & Imam (2020) (Mubarok and Imam, 2020)	Halal Industry in Indonesia: Challenges and Opportunities	Qualitative Descriptive	Indonesia still has great potential in developing the halal industry in various sectors
Anggara (2017)	Development of Indonesia Halal Agroindustry Global Market in Asean: Strategic Assessment	Literature review	Global interest in halal products is quite high, including the prospect of halal products in the agro-industry sector which is still very prospective and competitive

Author	Title	Design Study	Findings
Sabrina (2020)	Analysis of Bilateral Cooperation of Republic of Korea and Indonesia to Developing Korean's Halal Industry	Qualitative Case Studies	South Korea builds bilateral cooperation with Indonesia to develop the halal industry based on increasing the potential of the halal market in Indonesia
Hasanah & Rencidiptya (2020) (Zain, Wiryani and Hasanah, 2021)	The Attraction of the proliferation of Korean restaurants in Yogyakarta	Qualitative and Quantitative Case Studies (n = 44)	Many Korean restaurants in Indonesia are starting to replace non-halal raw materials into halal raw materials, which aims for the Indonesian Muslim community to consume them
Herningtyas (2019) (Herningtyas, 2019)	Korean Gastro Diplomacy: Strategy to Enhance Country Promotion Toward Moslem Countries	Qualitative Case Studies	Korea takes advantage of the opportunity for high interest in K-drama by foreign people, who are predominantly Muslim, especially Indonesia
Departement of Commerce United Sate of America (2021)	Indonesia's Beauty and Personal Care Market Growth	-	The use of E-commerce is increasing during pandemic, and this trend will be an ongoing trend

Muslim adolescent's knowledge of the halal status of Korean cosmetic and food products

Halal awareness about various products such as food and beverage and cosmetic are an important thing, especially for Muslim adolescent. The knowledge of Muslim adolescents in Indonesia regarding the halalness of Korean cosmetic and food products can be seen from their tendency when they choose products that have been labeled and certified as halal by the MUI. Research from (Nugraha, Mawardi and Bafadhal, 2017) on Muslim students, said that Muslim adolescents will increase their buying interest in a product if the product has existence of halal labeling. Muslim adolescents choose to buy halal Korean food or cosmetic products not only because the halal product is not required to fulfill compliance with Islamic law but also the belief that food or cosmetic products are considered safer and better for health.

On the other hand, research from (Mutiara

and Syahputra, 2018) found that knowledge of product halal influences purchasing decisions by a percentage of 16%. Other factors that influence product purchasing decisions are product quality, image, and price with a percentage of 84%. The results of the study also showed that 40.36% of respondents said they did not buy Korean cosmetic products, and there was no halal label on the product, due to skin incompatibility factors and product prices. Another study conducted by (Habibie and Mustika, 2019) showed that most adolescents' interest in foreign food including Japan and Korea in the same interest, it's 35%, while products originating from China were around 10%, Thailand 13%, and other countries around 7%. The high percentage of interest in foods originating from Korea and Japan indicates that the halal label on these products is very important. Furthermore, the halal label of imported products is very important, especially for Muslim countries such as Indonesia because of the high demand for products.

Muslim Teenagers' Perceptions of The Halalness Of Korean Cosmetic and Food Products

Research from (Sari and Jamaan, 2014) said that the positive image relates to changes in perceptions and views of South Korea. The researcher also thinks that K-Pop and K-drama which are popular in Asian countries such as Indonesia, Japan, and Malaysia affect the international community's interest in Korean products. Good perception can also be proven by Asian tourists who contributed 83.5% (11 million) to Korea in the tourism sector, while Indonesia itself contributed 9.5%, then there was a rapid increase in Muslim tourists (Hakeem and Lee, 2018). Furthermore, the interest on adolescents is quite high when they purchase Korean products, and the behavior can relate by many factors such as culture, social, personal factor and also physiological factor (Nugraha, Mawardi and Bafadhhal, 2017). Research from (Jeong and Min Choi, 2019) found that there is a positive relationship between Korean food preference and purchase intention and Indonesian consumers have a strong preference for Korean foods such as noodles, kimchi, ramyeon, and snacks.

The effect of halal labeling on teenagers' buying interest is quite high, (Nugraha, Mawardi and Bafadhhal, 2017) said that consumers' buying interest in halal labels has a great relationship because Muslims consider that except they consumed food, they have to think this food fulfills the religious beliefs held by consumers. If a product with packaging that has been labeled halal, it can be ascertained that it has good quality for health.

Meanwhile, the perception of teenagers in Indonesia towards Korean cosmetics is very large too. Research by (Adiba and Wulandari, 2018) on generation Y Muslim consumers said that there is a high increase in the purchase of Korean cosmetics because of the presence of Beauty Bloggers, celebrity advertisements, and Korean shows. Muslim consumers' awareness of the importance of halal product labeling is not only for food and beverage products, but also applies to cosmetic products.

CONCLUSION AND SUGGESTIONS

Based on the research, the taste of Korean food products, the compatibility of Korean cosmetics with skin, and famous Korean public figure or influencers who promote the products. The potential for Korean halal products in the

Indonesian Muslim market is very high, which encourages the Korean state as a producer to initiate innovation in product development by replacing non-halal raw materials into halal raw materials to increase acceptance level of their products. The halal status of Korean food and cosmetic products has an effect on consumer buying interest.

The author wish that further research related to this paper will provide increased knowledge to the Indonesian people, especially the Muslim community, to be more careful in choosing export products such as Korean products by paying attention to their halal status. Then the suggestion to the government is that there are halal policies for export products, especially consumer products in order to maintain the Shari'a, considering that Indonesia's majority population is Muslim.

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