Cosmetics Without Distribution Permits and the Importance of the Halal Label: Education for Adolescents at MTs Nurul Ilmi

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Adolescents, as cosmetic consumers, often choose products without checking marketing authorization and halal status. This community service activity aimed to improve the knowledge of 31 eighth-grade students at MTs Nurul Ilmi Cikupa through counseling, discussion, and hands-on verification on the BPOM website, measured by a pretest and posttest. The material covered how to check marketing authorization, read product labels, and verify the halal status of cosmetics before purchase. The largest group of respondents, who initially answered six questions correctly (10 students), shifted to answering all questions correctly (19 students), indicating that this education was effective in improving students' knowledge of choosing safe and halal cosmetics.

Keywords: cosmetics, marketing authorization, halal status

Remaja sebagai konsumen kosmetik sering memilih produk tanpa memeriksa izin edar dan kehalalannya. Pengabdian ini bertujuan meningkatkan pengetahuan 31 siswa kelas 8 MTs Nurul Ilmi Cikupa melalui penyuluhan, diskusi, dan praktik pengecekan di situs BPOM, diukur dengan pretest dan posttest. Materi yang disampaikan meliputi cara memeriksa izin edar, membaca label kemasan, dan memastikan kehalalan kosmetik sebelum membeli. Hasilnya, responden terbanyak yang awalnya menjawab benar enam soal (10 orang) meningkat menjadi menjawab benar semua soal (19 orang), sehingga edukasi ini efektif meningkatkan pengetahuan siswa dalam memilih kosmetik yang aman dan halal.

Keywords: kosmetik, izin edar, kehalalan

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INTRODUCTION

Cosmetics have become part of everyday needs, especially for teenagers who enjoy trying various skincare products. Growing awareness of appearance has made products such as brightening face serums highly sought after and widely sold, both in cosmetic stores and on online platforms (Ariyanda et al., 2026). Teenagers' low awareness of checking the active ingredients, as well as the legality and halal status of products, is a significant problem that affects health, causing issues such as irritation, dermatitis, and the risk of long-term skin damage. High interest in skincare use and continuously evolving beauty trends further influence teenagers' consumptive behavior (Marzuki et al., 2026).

The problem is that teenagers' purchasing decisions are more often influenced by social media, friends' reviews, and other buyers' ratings on marketplaces, even though reviews are not necessarily truthful (Erwiyani et al., 2024). As a result, products without distribution permits easily slip under the radar. In 2023, BPOM (the Indonesian Food and Drug Authority) recorded cosmetic products containing hazardous ingredients such as mercury and hydroquinone, and as many as 97,086 cosmetic sales links on social media were taken down for violating regulations (Erwiyani et al., 2024). Cosmetics with a distribution permit are guaranteed in terms of quality, safety, and efficacy, whereas illegal products carry no such guarantees. To ensure the safety of a cosmetic product, consumers can check the packaging, check the label, check the distribution permit, and check the expiration date. These checks can be done by accessing the BPOM website (Indalifiany et al., 2026).

Besides safety, the halal aspect also needs to be considered. For the majority of Indonesians who are Muslim, the cosmetics used daily should preferably be guaranteed halal. A halal label helps consumers ensure that the ingredients and production process of a product comply with Islamic law. However, many teenagers are not yet accustomed to checking halal labels and judge products only by their packaging, price, or popularity. Halal cosmetics are cosmetic products whose ingredients and manufacturing processes meet the requirements of Islamic law. The halal status of cosmetics is determined not only by the main ingredients used, but also by additional ingredients, processing aids, and the production process. Some cosmetic ingredients need attention regarding their origin, such as collagen, gelatin, glycerin, fatty acids, and their derivatives, because they can come from either animal or plant sources. If these ingredients are derived from animals, it must be ensured that the type of animal and the slaughtering process comply with halal requirements. Therefore, consumers should not only look at the product's composition, but also pay attention to whether the product carries a halal guarantee (Divianjella et al., 2020).

For this reason, education about the dangers of cosmetics without distribution permits and the importance of the MUI halal label needs to be provided to teenagers as active consumers. This community service activity aims to increase the partners' knowledge in checking distribution permits, reading labels, and ensuring the halal status of cosmetics before purchasing.

METHODS- for Original Research Article only

The community service was carried out through education for school students on the hazards of cosmetics without a BPOM distribution permit and the importance of the halal label. The activity began with a pretest to measure participants' initial knowledge, followed by delivery of the material through counseling and interactive discussion, as well as practice in checking BPOM distribution permits and the halal status of cosmetic products. A posttest was then administered to determine the improvement in participants' knowledge after the education. The pretest and posttest results were compared to evaluate the success of the activity.



Figure 1. Educational sessions on Cosmetics Without Distribution Permits and the Importance of the Halal Label

FINDINGS AND DISCUSSION- Review Article uses Discussion

This community service activity was carried out at MTs Nurul Ilmi Cikupa, with 31 eighth-grade students participating. The educational activity began with the delivery of material on an introduction to cosmetics, the importance of halal status in cosmetic products, critical ingredients in cosmetic halal status, identification of cosmetic ingredients based on their composition, the introduction and identification of halal logos, the development of halal labels in Indonesia, cosmetic distribution permit requirements, the risks of using cosmetics without a distribution permit, and a guide to checking cosmetic distribution permits using the official BPOM website.

The students' level of knowledge in the PKM (Community Service) activity was determined from the results of pretest and posttest questionnaires administered before and after the delivery of the material. The questionnaire contained 10 multiple-choice questions covering the material presented in the presentation. The pretest and posttest results of the PKM activity are presented in the following graph :

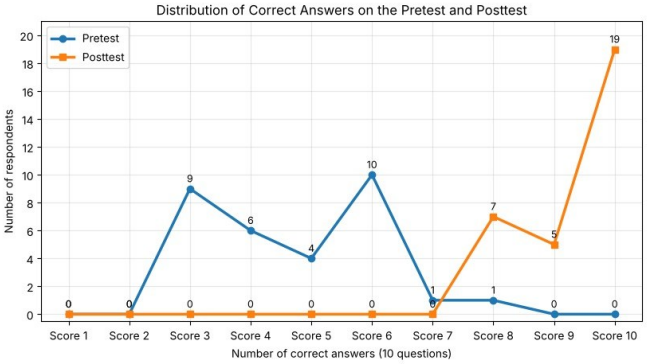


Figure 2. Graph of Pretest and Posttest Scores of Participants

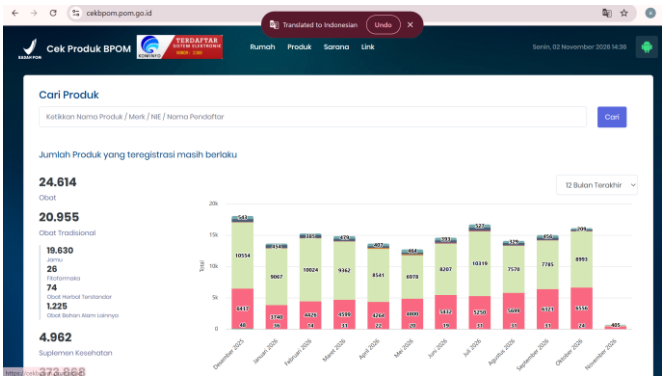


Figure 3. BPOM distribution permit checking website

Based on the data in Figure 2 above, it can be explained that the participants' knowledge of halal status and distribution permits for cosmetics before receiving the education, as obtained from the pretest results, was still relatively low, with the largest number of respondents, 10 people, obtaining 6 correct answers, while 9 other respondents obtained only 3 correct answers. Adolescents are among the age groups most vulnerable to the circulation of cosmetics without distribution permits and cosmetics containing hazardous ingredients such as hydroquinone, mercury, and retinoic acid (Alishlah et al., 2022) Every cosmetic product circulating in Indonesia must have a BPOM distribution permit, which guarantees that the product has passed safety and quality testing (Fitriana et al., 2024). This low initial knowledge is consistent with the findings of similar activities involving adolescents, which show that cosmetics are still often selected without checking the packaging, label, distribution permit, and expiration date (KLIK). After the education was provided, the posttest results showed that almost all respondents understood the importance of halal status and distribution permits for cosmetics, with the largest number of respondents, 19 people, obtaining 10 correct answers..

In addition to the delivery of educational material, the PKM activity also included hands-on practice in the form of guiding participants to check cosmetic distribution permits through the official website of the Indonesian Food and Drug Authority (BPOM). In this activity, participants were guided to access the official BPOM website and practice searching for cosmetic products by product name or distribution permit number. The activity aimed to enable participants to determine the legal status of the cosmetic products they use and to distinguish products that have a distribution permit from those that have not been registered.

CONCLUSIONS

This community service activity achieved its goal of improving adolescents' knowledge about the hazards of cosmetics without distribution permits and the importance of the halal label. Through counseling, interactive discussion, and hands-on practice on the official BPOM website, participants gained the understanding and skills to verify product legality, read labels, recognize the halal logo, and distinguish registered from unregistered products. This provision is expected to help students become more selective, critical, and responsible in choosing cosmetics that are safe, legal, and halal.pengecekan pada situs resmi BPOM, peserta memperoleh pemahaman serta keterampilan untuk memeriksa legalitas produk, membaca label, mengenali logo halal, dan membedakan produk terdaftar dari yang belum terdaftar. Bekal ini diharapkan membantu siswa lebih selektif, kritis, dan bertanggung jawab dalam memilih kosmetik yang aman, legal, dan halal.

Hands-on practice makes the education more applicable and has the potential to prevent the use of illegal cosmetics or those containing hazardous ingredients. However, the improvement in knowledge was assessed descriptively through a pretest and posttest in a single group, without a comparison group or further statistical testing. Therefore, although the objectives of the activity were achieved, follow-up is still needed so that participants' knowledge is retained and applied consistently.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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