

Strategy Analysis Of Bbpom Pekanbaru Implementing A Communication Management Program Regarding Hazardous Halal-Haram Cosmetics From The Islamic Education Perspective

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ABSTRACT

Communication management is the role of management in communicating effectively. The purpose of this research was to find out how BBPOM Pekanbaru can inform, educate, and communicate (ICE) with the public in Pekanbaru about the phenomenon of dangerous cosmetics. Sources of data are referred to journals, magazines, websites, and newspapers related to the dangerous cosmetics phenomenon. A qualitative research method was implemented, and the POAC (planning, organizing, acting, and controlling) concept on how to communicate was used as a reference. BBPOM Pekanbaru has implemented information sharing, counseling, and the ICE program by conducting 12 times of knowledge sharing through Instagram, Twitter, and Facebook and a 14-time discussion program using video, local television, and radio about dangerous cosmetics in Pekanbaru. Many programs have been implemented as per the yearly program target, but BBPOM needs additional resources to improve the control system. Communication management is very important from an Islamic perspective because everything must be done correctly.

Keyword: Management communication, Cosmetics, Halal-Haram, Islamic Education

A. INTRODUCTION

Cosmetics are materials or treatments intended for use on the outside of the body (epidermis, hair, nails, lips, and external genital organs) or on the teeth and oral mucosa, usually for cleaning, perfumery, changing facial appearance, reducing body odor, or protecting or maintaining health. Cosmetics does not include products that are used orally, for injection, or in contact with other parts of the human body, such as the mucous lining of the nose or internal genital organs (BPOM RI, 2015). As part of the government's duties, BPOM monitors illegal or counterfeit goods by conducting preliminary investigations and taking legal action against business actors who break the law. BBPOM oversees illegal or counterfeit products, including their production, distribution, and distribution methods, in carrying out their governmental duties (BPOM RI, 2021).

Using the preceding explanation as a guide, the following cosmetics are classified: Prevents the outermost layer of skin from drying out, particularly for people who live in cold climates, such as mountainous regions that are constantly wet and cloudy; Protects the skin from harmful external factors such as UV rays, temperature fluctuations, etc. Enhances skin revitalization; Adhere to the skin's surface to alter the color or tone of specific skin areas; Condition of the skin, including dry, normal, and oily skin, is enhanced; Cosmetics prevent skin dryness and wrinkles by penetrating beneath the outer layers and introducing active ingredients into the inner layers. When you use the desired cosmetics, for instance, so that people notice a change, your appearance can become more appealing or youthful, and vice versa. (Rostamailis, 2005) Mercury (Hg)/Water, hydroquinone, retinoic acid/tretinine/retinoic acid, and K3 dyes are hazardous cosmetic ingredients (Muliyawan & Suriana, 2013)

(Husain et al., 2012) in (Briliana & Mursito, 2017) examined the effects of Indonesian Muslim youth using halal cosmetics. (Annabi & Ibidapo-Obe, 2017) focus on England, whereas (Jusoh et al., 2017) focus on Malaysia. Nonetheless, this research helps us learn more about harmful cosmetics that are not halal or contain harmful ingredients. It is essential for community members and business actors to obtain information and education regarding these issues. Although this research expands our understanding of cosmetics that are safe to use, there is still a lack of comprehension regarding attitudes toward harmful cosmetics; therefore, BBPOM Pekanbaru must review it from a management standpoint and through educational information communication. This gap must be addressed because the phenomenon of dangerous cosmetics is gaining popularity among the general public.

The Food and Drug Supervisory Agency (BBPOM) is an agency that protects the public from hazardous drugs and food products through a comprehensive surveillance system,

from pre-market to post-market controls, as well as law enforcement and community empowerment initiatives. In carrying out its primary duties and responsibilities, the Food and Drug Supervisory Agency (BPOM) monitors the distribution of various food, drug, and cosmetic products and provides a quality assessment of these items, which is extremely beneficial and protects the public by determining which products are safe for human consumption and which are not, cosmetics containing dangerous ingredients are one of the products that can be identified. This gap must be addressed because the phenomenon of dangerous cosmetics is gaining popularity among the general public.

Regulation of the Minister of Health of the Republic of Indonesia No. 63 of 2013 was issued by the Minister of Health of the Republic of Indonesia. There is an amendment to the Minister of Health's Regulation. The Cosmetics Production Permits Regulation 1175/Menkes/per/VII/2010 stipulates that all cosmetics on the market must meet quality, safety, and efficacy standards. Despite this, there are still a significant number of illegal cosmetics on the market that contain dangerous ingredients; their composition is not disclosed, and they are widely sold in traditional markets, online stores, and eco-friendly stores. This issue must be resolved in order to safeguard consumers from dangerous chemicals.

The public's disapproval of harmful cosmetics is vehement. Particularly in the last two years, from 2020 to 2022, a large number of non-halal and dangerous chemicals have been discovered. Second, there is the phenomenon of digitalization and the ever-increasing distribution of products, which poses a risk of the illegal online distribution of cosmetic products containing harmful or counterfeit ingredients. Third, the apathy of business actors in the pharmaceutical and food industries toward the applicable regulations. BPS (Central Statistics Agency) online sales data for April 2020 indicates an increase in the sale of illegal drugs and food, particularly during the COVID-19 pandemic; almost all activities, including drug and food fraud models, are conducted online.

There are numerous types of cosmetics available on the market today because people support their cosmetics (Putrantri, 2015). In addition, Kompas.com's online news found that approximately 18 healthy cosmetics contained dangerous ingredients. During the pandemic of July 2020, BPOM and Technical Service Units (UPT) conducted sampling and testing throughout Indonesia, including UPT BBPOM Pekanbaru. This is what caused these outcomes. The Indonesian Food and Drug Supervisory Agency (BPOM) is responsible for locating those who violate the Food and Drug Supervisory Agency's rules (Ramadhani et al., 2022). Protecting the public from the illegal distribution of potentially hazardous drugs, traditional medicines, dietary supplements, cosmetics, and food products (Evelin et al., 2021).

Obviously, this goes against Islamic *da'wah*. In Islam, cosmetics with the potential to cause harm, such as those containing hazardous substances, are prohibited. Cosmetics are items used to enhance appearance. There are numerous categories and types of cosmetics. Muslims are indeed bound by their religion in every aspect of life, including the use of cosmetics containing no harmful ingredients (Ali et al., 2016). Resselar behavior by (Fatima et al., 2022) focuses on how to increase awareness of haram halal products used in the cosmetics industry and reminds everyone to determine whether halal products contain halal or haram ingredients. This is confirmed by the Bible, which states: "And you must remain in your home and refrain from decorating and acting foolishly. And you must pray, pay zakat, and submit to Allah and His Messenger. Indeed, Allah intends to cleanse you as thoroughly as possible from your sins, Ahlul Bayt " (QS Al-Ahzab: 33).

The meaning of the verse above is that Allah values cleanliness and aesthetic appeal. You may use cosmetics so long as they are safe and not harmful to the skin, even if the effects of these cosmetics cause you to harm yourself but not others. It is essential to remember that it is illegal to use cosmetics excessively, for show, with illegal funds, with harmful substances, and excessively, as non-believers do.

The issue of halal and haram cosmetics is crucial for Muslims. According to the Al-Quran, every Muslim is required to use and consume *halal thoyyiban* products (*halal* is good). The evolution of cosmetics such as *Halalan Toyyiban* must be investigated (Tukiran & Anuar, 2022). This act of kindness is intended to mitigate losses. In addition to food, halal products also include beverages and cosmetics. According to Islamic teachings, cleanliness and purity must be considered when using cosmetics; therefore, cosmetics must be halal and holy.

A fatwa of the MUI has regulated and suggested guidelines for the use of cosmetics:

- (a) The use of cosmetics for halal and sacred purposes, intended for halal and unlawful purposes, is dangerous;
- (b) the use of cosmetics inside the body (for consumption or to cleanse the body) containing unclean or unclean ingredients;
- (c) the use of natural cosmetics (not for cleansing the body) containing unclean or unclean ingredients other than pork is permissible if purification is performed after use (*tathhir syar'i*);
- (e) Cosmetic products containing madel ingredients using microbial gelnel chemicals involving pig gel or gel humans are illegal;
- (f) The use of cosmetics that function as medicine has legal provisions as a drug, in accordance with the fatwa relating to the use of medicinal drugs;
- (g) Cosmetics that use ingredients from microbial products that are unknown are prohibited.

The preceding events inspired the author to learn more about how BBPOM Pekanbaru handles communication and disseminates information and education about how to deal with

potentially dangerous cosmetic phenomena in the community. According to the report, the author wishes to know how BBPOM Pekanbaru provides businesses and the general public with information and advice regarding potentially hazardous cosmetic trends. The theory is founded on a management function approach, particularly POAC (Planning, Organizing, Acting, and Controlling), and a theory of communication management. the theory, strategy, and equilibrium of educational information media communication, and perspective Islamic education

B. LITERATURE REVIEW

Communication Management Function

Communication management is required for the execution of an activity, as well as the implementation of a work program to achieve the primary performance metric or objective. Management is the process of considering something in order to achieve a desired outcome by empowering the talents and human resources themselves (Terry, 2011). Management is essentially the planning and execution of ideas, whereas communication is the transfer of ideas through the utilization of available resources to influence people's behavior.

Communication management is the process of planning, organizing, acting, and controlling (POAC) how messages are sent from one party to another in order to influence each other's goals effectively and efficiently (Abidin, 2015). This means that individuals or groups use communication channels to carry out their plans and achieve their objectives. Communication science explains this approach. Communication management integrates a management approach to promote community harmony. Communication science is characterized by being irreversible, complex, having a causal dimension, and containing potential issues. This communication process's characteristics are extremely complex and must be managed appropriately.

Second, we can discuss the need to increase the utility of communication so that people with communication skills can work in that field. People who work in communication and have both a theoretical understanding of communication and the ability to perform tasks involving communication are considered knowledge workers. Communication management is the process of utilizing shared communication resources in an integrated manner through the processes of planning, organizing, implementing, and controlling communication elements to achieve Parag Diwan's objectives (Maharani, 2018). Other studies on communication management have been extensively discussed by previous researchers, such as the institutionalization of communication management as a process (Grandien & Johansson, 2012)

(Pheng et al., 2012), with an emphasis on communication management, and (Nothhaft, 2010), who examined communication management in Dutch companies by focusing on tasks and departmental positions.

Consequently, we can say that communication management is the process of exchanging cues with the same meaning in order to provide information, persuade, or issue commands based on the relationship between the communicator and the social context. Communications management is the function of management applied to the realm of communications. This makes management a driving force in achieving the goals communicated in the messages to be conveyed through communication. In this communication management, the principles and functions of management are aligned, and communication is unified, resulting in an effective form of communication and the attainment of the desired goals or objectives.

According to Stoner in (Herlambang & Murwani, 2012), this procedure involves communication management tasks such as planning, organizing, directing, and supervising. The procedure is described below: The leader plans before executing an activity; leadership organizes the organization's human and material resources; and leadership directs, leads, and influences subordinates. Monitoring indicates that the leadership is attempting to ensure that the organization is making progress toward its objectives; if any activities are off track, the leadership must correct them. In their research, (Rohid & Panuju, 2017) described the measurement of communication management, which entails planning, organizing, coordinating, communicating, implementing, monitoring, and evaluating.

(Kinicki et al., 2011) Management is the process of effectively and efficiently achieving organizational goals by integrating the work of employees through planning, organizing, leading, and controlling organizational resources. Terry presented the four basic functions of management as planning, organizing, acting, and controlling, abbreviated POAC: (1) Planning is the selection and interrelation of facts and the making and use of assumptions about the future in visualization to achieve the desired results; (2) Organizing is the various activities needed to achieve the goal, assigning people to carry out the activities, providing appropriate physical factors in the environment, and demonstrating the relative authority delegated to each activity; (3) Acting is managing all group members so that they want to achieve and strive for the goal; and (4) Acting is managing all group members so that they want to achieve and strive for the (4) Control is the process of determining what is being accomplished, or what is being carried out. i.e. evaluating performance and, if necessary, implementing corrective actions to ensure performance conforms to the plan and the standards.

According to (Kincaid, 2013), communication occurs when the parties involved comprehend one another, agree on matters as a group, and collaborate. According to Effendy in (Maharani, 2018), communication is the process of conveying messages to others in order to inform or alter their attitudes, opinions, or behaviors. It is possible to deliver messages directly (orally) or indirectly (through the media).

In the process of communication, there is a goal (a). Define and disseminate business intent. a). Develop a plan to achieve the set objectives; c) effectively and efficiently manage human resources and other resources; and d) execute the plan. Choose to develop and appreciate organizational members by leading, directing, motivating, and fostering an inclusive work environment. So that it can be made clear that, according to the author, communication is a vital human need because human life cannot exist without interpersonal interactions. This relationship process necessitates the application of sage communication strategies.

In (Liliwelri, 2011), Adler and Rodman categorize the communication function into four scopes. Listed below are communication functions according to their scope: The universal purpose of communication. There are four universal communication functions. The four functions to be performed are: (1) physical, identity, social, and utilitarian needs; (2) the fundamental functions of communication. There are seven fundamental functions of communication: education and teaching, where communication is a means of imparting knowledge, expertise, teaching and skills, and information; entertainment, where communication provides nonstop entertainment through film, radio, music, and games; discussion, persuasion, and promotion of culture; and integration, where communication enables people to know each other and understand the situation. (3) Personal functions, or the four personal functions of communication, namely: expressing social identity, expressing social integration, gaining knowledge, and solving problems; (4) Social purpose Four social functions of communication are applicable to personal communication, mass communication, group communication, and media communication: supervising, bridging, socializing values, and entertaining.

Information, according to (Anggraeni & Irviani, 2017), is data that has been processed to make it more useful and meaningful to the people who receive it and to reduce uncertainty in the decision-making process. The data is then processed to provide value, significance, and benefits. According to (Notoatmodjo, 2003), education is defined as a deliberate effort to influence other people, both individuals and groups, and society in order to improve things. In the meantime, (Fitriani, 2011) explains that education is obtained by learning from those who do not know how to solve a problem until they do.

According to the author, Information, Education and Communication (IEC) is a process of communication activities that can be conducted directly or indirectly by sharing data sources that can provide useful values and meanings so that they can have a positive influence on learning from those who do not know what is known. Similar to (Laverack & Dap, 2003) analysis of information communication and education, another study focusing on Vietnam examines the same subject. (Shaw & Gupta, 2009) article on the administration of educational data communication.

Halal Education on The Selection of Beauty Products from an Islamic Perspective

Islamic education emphasizes the significance of keeping the body healthy and beautiful and paying attention to the ingredients in cosmetics. Therefore, the following factors must be considered when selecting cosmetics: The cosmetics ingredients must be halal and free of haram substances such as pork or alcohol. The cosmetic product utilized should not pose a risk to human health. For instance, cosmetics containing mercury or other toxic chemicals can result in severe health issues. It is best to choose cosmetics containing natural ingredients, such as olive oil or argan oil, which are beneficial to the skin and hair. Before purchasing cosmetics, you must investigate the product's specifics. In addition to conducting research and reviewing product labels, it is crucial to engage in these activities.

When selecting cosmetics, we must take halal, safety, and health into account. Thus, we are able to select products that adhere to Islamic principles while preserving our health (Lailaturrohmah & Lutviyani, 2021). Cosmetics containing harmful substances pose a threat to public health. Meanwhile, counterfeit cosmetics with toxic ingredients continue to circulate freely online. Are cosmetics safe for the human body? People also choose branded cosmetics because they are easy to review and review by many cosmetic products that promise a multitude of benefits, such as the ability to whiten the skin rapidly. It is disseminated by BPOM so that the public can obtain information about the age of the product shell or the age of the shell and the quality of cosmetics. Some lecturers created e-mails labeled BPOM, brand, and halal when selecting a variety of products, including cosmetics, while others did not sell them because they believed cosmetics were safe to use with other ingredients. Currently, women, like the rest of society, do an excessive amount of things to look beautiful. In this instance, it is necessary to examine how BBPOM educates the public and cosmetology industry actors. BBPOM has provided cosmetology-related data that can be analyzed on its website.

C. RESEARCH METHOD

This study employed a qualitative methodology for its research. This qualitative research method is frequently used and conducted by social science researchers. The qualitative method, which is a type of research methodology in which the researcher is the most important tool, is based on the post-positivist philosophy. The sampling technique employed was snowball sampling, the data collection method was data triangulation (combined), and the results of the qualitative study emphasized generalization (Sugiyono, 2011). Secondary data are utilized, that is, data obtained indirectly from related subjects. Other parties have collected and presented secondary data for both commercial and non-commercial purposes. Statistical relationships from books, newspapers, digital documentation, and official archives are typically the source of secondary data (Suliyanto, 2018).

The purpose of library research is to obtain data, which may consist of obtaining data or scientific work related to the subject of research, or obtaining data or library data from an investigation conducted to solve a problem. This method relies on a thorough and critical examination of related or pertinent library materials. Miles and Huberman's interactive analysis model is utilized by the author. The components of this analysis model are (a) data collection, (b) data reduction, (c) data presentation, and (d) verification or drawing conclusions. In addition, the authors made observations at BBPOM Pekanbaru regarding communication management, information communication, and education that are pertinent to the present investigation.

D. RESULTS AND DISCUSSION

BBPOM's communication management in Pekanbaru

Based on the objectives of this study, the author derived the following secondary data findings: First, the BBPOM's communication management in Pekanbaru is believed to be effective and in place because all programs have been completed. This can be used for both internal and external organizational management and communication management, as it is based on the annual performance achievement report. Nevertheless, the phenomenon of dangerous cosmetics remains disturbing. Until now, BBPOM has continued to carry out its management function in order to advance its efforts to eradicate and break the chain of illegal cosmetics or cosmetics containing hazardous materials in the general population, and this has been supported by the implementation of the communication management function.

Second, effective communication management requires four phases: planning, organization, action, and control. In the first stage, planning, BBPOM Pekanbaru creates a

strategic plan (Renstra) that outlines the organization's 2020–2024 vision, mission, goals, strategies, policies, and plans. Adapting breastfeeding to the POM's Strategic Plan. Planning is the culmination of a series of actions undertaken to attain a desired outcome. Planning is comprised of determining what must be accomplished, when it must be accomplished, where it must be accomplished, how it must be accomplished, who is responsible, and why it must be accomplished (Amirullah & Hanafi, 2002). BBPOM Pelkanbaru's planning function has involved all relevant stakeholders and communities in short-term and long-term planning.

In the organizing phase, members of the organization share work, authority, and resources so that they can collaborate to achieve organizational objectives. Developing effective organizational pillars is one of the most crucial aspects of organizational development. This pertains to HR placement. BPOM is a scientific evidence and knowledge agency that must be supported by adequate human resources with competence, ability, knowledge, or other intangible attributes based on the relevant license area for the selection of the right people to fill positions in the organization and the units within it. Figure 1 depicts the correlation between the education level of BBPOM employees in Pekanbaru and the local POM.

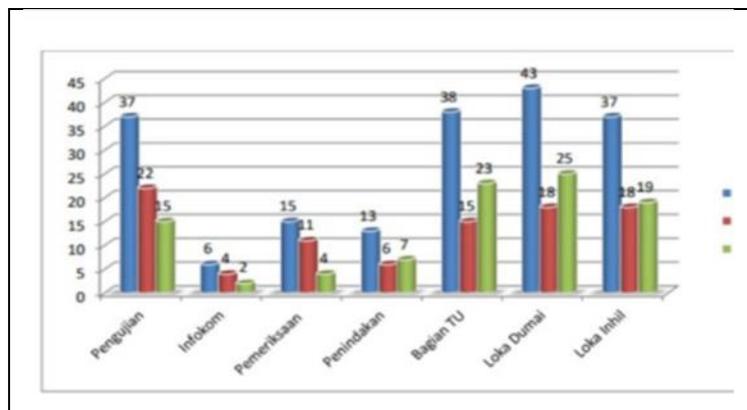


Figure 1: Number of HR from BPOM Pekanbaru to ABK

Human Resources from BPOM Pekanbaru to ABK Based on the above graph, it can be seen that 165 workers are needed in Pekanbaru to accommodate the increased workload caused by the organizational restructuring of BBPOM, whereas only 99 workers are currently available. To complete the organizational structure of BBPOM Pekanbaru, an additional 66 workers are required to fill the shortage of 66 special staff in the field of staffing and supervision and 4 workers in the field of staffing. The organizational function of BBPOM

Pekanbaru has established an organizational structure and described the primary responsibilities or job descriptions of each function within their respective work units.

At the driving stage, BBPOM Pekanbaru strives to make work as efficient as possible and to cultivate a tranquil and productive workplace. Yoself Irawan, as a leader, instructs and influences his subordinates to complete his own tasks by creating the appropriate environment. Work performance is enhanced by attacking subordinates. This is due to the fact that Mr. Yoself Irawan consistently provides motivation by willingly going above and beyond the call of duty to achieve goals in accordance with business and organizational strategies.

In the control phase, subordinates' performance is enhanced so that plans can be implemented to achieve objectives (Syamsidar, 2014). In (Effendi, 2014), Georgy Tery argues that control is determining what needs to be done, evaluating it, and, if necessary, taking corrective action to ensure the outcomes are in line with their plans. According to (Muharni et al., 2019), the root word for supervision is "awas," which means to guard or supervise (Tamrin et al., 2019). Effendi (2014, p. 223) also asserts that supervision is the most essential management function because a task is neither sluggish nor successful without it. Figure 2 depicts one of the efforts made by BPPOM in response to this information.



Figure 2: BBPOM Regulates Illegal Cosmetics Market

Figure 2 depicts one of the inspections conducted by BBPOM Pekanbaru to pay greater attention to the use of cosmetics containing hazardous materials by the general public, particularly by business owners who sell quality cosmetics. Yosef Irawan stated that BBPOM Pekanbaru continues to routinely monitor the circulation of hazardous cosmetics; as of June 2022, a total of 106 facilities had been inspected for defects, with information on 59 (55.66%) MK facilities and 47 (44.34%) TMK suggestions. Moreover, they control the market for illegal cosmetics containing harmful substances (Gunanzar, 2022).

According to Manullang in (Rudita, 2018), the supervisory steps are a continuation of the existing supervision process: (1) the creation of measuring instruments (standards), (2) the performance of an evaluation, and (3) the implementation of corrective action. In carrying out its duties and responsibilities, the POM Agency (Drug and Food Control Agency) cannot work alone; cooperation or partnerships are established with other stakeholders, such as academics and the media, due to their crucial role in ensuring the efficient operation of the BPOM. The drug and food control program of the POM Agency (Badan POM) involves the synergy of five organizations, namely business actors, communities including non-governmental organizations, government, academics, and the media, as represented by the Penta Helix model. This model will result in more efficient drug and food control.

The economic factor or the motivation of beauty cosmetic actors to maximize profit, such as the production of typically exclusive beauty cosmetics, is the primary cause of the circulation of cosmetic products containing hazardous and dangerous ingredients. These factors include: (1) the lack of supervision over the transportation of goods in urban areas, particularly in trading areas such as ports; and (2) the lack of public knowledge to distinguish between authentic and counterfeit cosmetics. People tend to only purchase low-priced information without paying attention to the fundamental components of cosmetic production. Comprehensive Supervision of Cosmetics, Products, and Food (POM) consists of pre-market and post-market evaluations as well as post-market supervision, which will be routinely and continuously conducted by BPOM. Efforts to protect the public from the circulation of harmful cosmetics through propeller control (Najemi et al., 2019), *supelrvisel*, *guidel*, and *proselcutel* elvelry business actor or manufacturer who violates government regulations concerning counterfeit cosmetics or cosmetics containing hazardous ingredients. Preventing the distribution of cosmetics containing harmful ingredients (Aditio, 2022) and evaluating and concentrating on the role of BBPOM (Ramadhani et al., 2022).

Information Education Communication (CIE) BBPOM Pekanbaru

Information Communication and Education (IEC) activities provided by BBPOM to business actors and the community are carried out through socialization and training for business actors, as well as an appeal to the public to be careful of the effects of dangerous cosmetic phenomena and not to use hazardous materials. cosmetics, be aware of illegal cosmetic products that can harm sales, and if the public is also involved in selling illegal cosmetic products, they will be subject to criminal sanctions that can harm the trust of many people. IEC was carried out by BBPOM Pekanbaru, as shown in Figure 3.



Figure 3: IEC Socialization Program

The objectives of implementing these activities include: (1) Disseminating information and counseling related to traditional products and cosmetics to increase business actors' knowledge of the dangers and risks of traditional and cosmetic products that do not meet the requirements; (2) Improving the understanding and ability of business actors and the public to implement regulations or standards for the quality and safety of traditional medicines and cosmetics; and (3) Enhancing the capacity of business actors and the public to implement regulations or standards for the quality and safety of traditional medicines and cosmetics. In addition, some of IEC's activities in distributing educational programs can be seen in Figure 4.



Figure 4: Information Educational and Communication Activities

BBPOM Pekanbaru should provide information about cosmetics so that individuals have the knowledge and understanding to choose safe cosmetics. Expired packaging, labels, and distribution information should be thoroughly examined. Ensure that the labels on cosmetic product packaging are not perforated, torn, rusty, or perforated. Review the label's list of product information. Read the directions, take note of the adverse effects, and pay close attention to the expiration date. Public reassurance that cosmetic products that already have distribution tools from the Food and Drug Administration have been evaluated for safety,

quality, and efficacy guarantees, as well as guarantees that do not exceed the date of their selection.

In addition, before purchasing, using, and consuming cosmetics, individuals must be cautious, connecting detailed data and ignoring electronic advertisements when shopping for cosmetics online or offline. (Muthoharoh et al., 2021) have discussed research pertaining to information, communication, and education. In the meantime, research (Sodik, 2017) and (Mulyawan & Suriana, 2013) examine the impact of providing educational information communication. Numerous cosmetics containing hazardous substances are currently circulating or available in Pekanbaru. This occurs as a result of the high demand for instant results, particularly for skin and body care or the provision of beautiful clothes at low or affordable prices, but the negative relationship is not limited to the skin; it can also be felt. widespread and even affecting other vital organs.

Even though the BPOM Regulation No. 30 of 2020 on Technical Requirements for Cosmetic Financing, specifically Article 2, contains regulations regarding cosmetic labels, cosmetic label marking must adhere to distinct regulations: (1) Complete data by providing all necessary information such as product name, profit, method of use, ingredients, production, and expiration date; (2) aim to provide information in accordance with existing facts and do not deviate from the safety and efficacy properties of cosmetics; (3) not misread by providing information that is honest, accurate, and accountable and does not take advantage of public concern for a health problem; (4) does not pretend to be medicine or a treatment for a disease; and (5) does not misrepresent the product

Accessibility to information provides numerous benefits to humans. However, one of the difficulties is explaining information without verifying its accuracy. Allah subhanahu wa ta'ala says, "*You who have faith! If a wicked person comes to you with information, you should investigate the truth so that you do not hurt someone out of stupidity (carelessness) and later regret it.*" (QS. Alhujarat: 6).

The significance of the levels above, both for individuals and for society, relates to verifying information about goods, including to-be-purchased cosmetics, connecting cosmetic prices, and examining labels. Allah subhanahu wa 'aala admonished us to verify information from all sources, not just the wicked. We would be making a mistake if we distributed the information without first reviewing it. If we regret being instructed to achieve instant beauty by using cosmetics containing harmful and non-halal ingredients, we will become victims of our own foolishness.

Consequently, cosmetics must be associated with *Shari'a* law. Although it is possible, applicable law must still be considered. The following explains why cosmetics are prohibited in Islam: (1) Allah likes beauty. As in HR Muslim, which reads "*indeed Allah is good and loves beauty*" in this sentence it has a great meaning, namely makrifat (knowledge) and tasawuf (conduct), so that both of them as His servants will always maintain decency so that Allah loves them; (2) When a man wants to marry, as in HR Al Bukhari, which states a woman is married for four reasons: her wealth, her offspring, her beauty, and her religion. So choose a religious woman, and you will certainly be fortunate. This is for women who have maintained their beauty since before marriage, regardless of whether or not their beauty is accompanied by a good religion; (3) Islamic martial arts are HR worship. As a wife on good terms, Ath. Thabrani is pleasant to be around, obedient when instructed, and cautious when going out. The sign is that a wife should not display circumstances that her husband disapproves of, and she must maintain a clean body because cleanliness is an essential component of faith.

The theory of balance (balance theory), which holds that humans always maintain equilibrium and equilibrium in themselves and their decisions. This implies that selective individuals will choose balance if their information and beliefs are relatively separate. These are three essential components that must be maintained for the process of achieving equilibrium to be successful. The first element is the object that has felt it, the second is the attitude toward the object, and the third is the object related to the first object (Sutisna, 2002).

This theory has advantages in research and can be used to analyze dangerous cosmetic phenomena in society jointly. BPOM Pekanbaru has demonstrated the dangers of using cosmetics containing cancer-causing, irritant, and other hazardous ingredients, especially non-halal cosmetics. In addition to being harmful to society, the halal or haram status of cosmetic ingredients is a negative factor. It is shared with artists, cosmetic ambassadors regarding halal cosmetics that do not contain harmful ingredients, and scholars who are willing to use it as a source of information to build public trust.

At BPOM Pekanbaru, the *tabayyun* course, which focuses on counseling, is the primary source of the selective Islamic context relating to communication and information dissemination. *Mauizhah hasanah* is the transmission of information and education that contains exemplary and positive role models to find information to imitate, as well as for the identification process. *Layyin*, is information conveyed in *gelntel* language, so that the recipients (community and business actors) are not offended and do not attempt to conceal their own shortcomings and mistakes. As a society, we must be observant and cautious regarding related information, such as the use of cosmetics that are safe and do not contain harmful

ingredients, and we must raise awareness of non-halal cosmetics. By providing counseling and information from BPOM in Pekanbaru, particularly to the general public, business actors can effectively and efficiently convey counseling information and practice cosmetology that is safe, harmless, and always health-maintaining.

From an Islamic perspective, communication management is crucial because everything must be done correctly. One of the goals of communication based on the Islamic religion is to share the added value that (Riva'i et al., 2022) and (Muhamedi & Ariffin, 2011) understand management communication practices from an Islamic perspective and highlight how these practices can be implemented in organizations. According to the hadith of the Prophet Muhammad SAW, this is the best way to manage communication in everyday life. As stated in the hadith of the Prophet Muhammad that follows, "Evaluate oneself prior to evaluating others. While observing others, preview your activity in Before." (Tirmidhi: 2383). Planning and organization are significant components of Islamic studies, particularly evaluating our sales based on how others view them. In addition to the BPOM Pekanbaru, which monitors harmful cosmetics, halal and haram, Allah Subhanahu wa Ta'ala monitors and supervises the entire world. The selective Islamic context pertaining to information, communication, and counseling at BPOM Pekanbaru is tabayyun courses, in which information and counseling become manifestly apparent.

The connection between this relationship and the theory of information communication and educational media, specifically the relationship of multifaceted relations with international and international actors in the context of informality in education, must be disclosed in conjunction with the activation process for cosmetic distribution permits. Failure requirements, quality failures, pellet origin, and informal relationships are prohibited in cosmetic product production. technical, provide training, offer assistance, and communicate informality through mandatory speakers in the field of cosmetology through legal and correct cosmetology practices.

E. CONCLUSION

BPOM Pekanbaru's IEC (Information, Education, and Communication) program includes outreach, counseling, technical guidance, public service advertisements, the formation of cosmetic ambassadors, and an invitation to all stakeholders to continue monitoring cosmetics containing hazardous ingredients. To perform their duties in Pekanbaru, it is necessary to study or be aware of human resources, as there are still many cosmetic manufacturers and selling agents who sell and distribute illegal cosmetics containing hazardous ingredients. This paper

reaches the following conclusions: (1) BPOM Pekanbaru conducts continuous monitoring by involving all societal components and relevant agencies, and takes action against business actors who do not comply with these provisions or regulations. (2) Improving community communication, education, and outreach regarding the community's role in drug control and food safety, with a focus on cosmetic products (3) Comprehensive fortification of risk-based cosmetology and responsiveness in monitoring signs and postmarks of community networks, as well as optimization of supervision duties and responsibilities.

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