Halal Women Fashion: Beauty Reflect Blessing

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Abstract: Labeling 'halal' is the main consideration when consumers decide to buy and apply products of Wardah. Their decision is based on two circumstances are *first ,* internal factor that shows up Islamic identity and, *second,* external factor that is related to brand image that is strong made them categorized as fanatic consumers. Collaboration of Islam and modernity can be observed in Wardah's advertisement which choses Paris as the setting. Choosing Paris is not only a form of expansion of the business to *go international*, but also, furthermore, it triggers open-minded and permissive behavior of Muslim Women toward globalization. Wardah scaffolds beautiful and modern Muslims, but they are still Islamic so that the beautifulness appears as blessed concept by wearing halal make-up. Moreover, Wardah has good quality such as light, no serious effect, and addictive, it also has affordable price for all women including non-muslim women.

Keywords: Wardah, Halal, Muslims, Blessing

1. Introduction

Liliweri asserted that religion is a universal characteristic of social life in which citizens have way of thinking and pattern of how to behave in order to calling as religion (Liliweri in Muria Endah, 2015:101). Nevertheless, sociology has other perspective of religion where religion is not just merely a doctrinal abstract ideology, but religion can also be in a form of material such as involving religion in our daily life. In this context, religion is sorted into part of culture [8]. The identities of religion are easily interpreted as way of thinking, acting and behaving. In other words, religion has not only doctrinal context but also practical context so that religion means that how people implement its values. Census of 2010 shows that Islamic has a number of population of207.2 million in which it represents 87.18 percent of citizen in Indonesia (catalogue of BPS, 2011:10). It can draw a conclusion that Islamic is majorities so that kinds of innovation related to the values of Islam would be interesting since Muslims is the potential target of marketing in Indonesia.

Recently, media is deemed as inseparable part from modernization including conventional and contemporary media. Media truly affects the changing of our society. Not only that, media also constructs imitation behavior relying on the model delivered by the intangible message (Sinung Utami, 2015:126). Mass media could deliver social fact toward intrinsic message in advertisement through changing the reputation itself. Media shifts the reputation to the newly social facts as though this reality happens in our society. Parera is in line with the previous idea where social point of view could be constructed by the symbolic interaction and matching culture through visual paradigm [5]. Burhan Bungin emphasized that signs are consciously recognized by the audience as deconstruction. It happens through the process of interpretation not only the visual presentation but also the discourse of the advertisement. This process sustains social facts in which creating fresh consciousness getting through externalization, subjectivity and internalization [5]. Therefore, societies are trained to

comprehend the scheme fact in order to becoming the real fact. The degree of understanding depends on the societies' pattern of thinking where mass media not only announcing information but also interpreting things.

Media exerts an influence almost in all features of living particularly in religion because Muslims is considered as the best target of marketing. In line with the value of Islam, media builds a justification which consuming product relying on the value of Islam is good. It seems as a latest phenomenon in Indonesia since consuming products will not be banned by the rules of Islam, however; consuming products is the personality of sacredness. Religion always related to the holly rules, but this phenomenon could break its rules in which media develops the contradiction well so that society can freely implement the regulation of trading. In response to this contradiction, nowadays, so many brands wear the label of 'Halal' as the concept of 'Halal' is deemed quite eye-catching. In other words, buying product is not the main reason because the attachment of religion value gives priority to decide purchasing certain product.

This paper discusses the phenomena of consumption due to collaborating of trading regulations and religion values which is derived in Wardah. Wardah has a catchy slogan which is 'Halal' since this brand started to spread their product. The writer would start to discuss the effect of labelling 'Halal' toward buyers' decision making, and then, the effect of advertisement to construct the meaning of 'beauty' would be the second discussion. The last but not least is the analysis of consumer loyalty by choosing Wardah.

2. The Decision of Purchasing Wardah

Based on the regulation of Minister of Health of RI No 1176/VIII/2010 about the notification of cosmetics; cosmetics are material or substance that are applied for external use only (including epidermis, hair, nails, lips, and other genital external organ) or teeth and mucous membranes especially for cleansing, scenting, changing appearance, protecting, and maintaining our body. In response to the previous definition, cosmetics have definite function for our physique. Cosmetic products include perfume, lipstick, eye shadow, powder, facial wash and face cream [1]. Cosmetics are kinds of product that categorized as high risk products in which consumer must be careful of making decision. Mowen said that stimuli of personal intention affect the level of consumer involvement. In other words, the degree of the essential determines the decision of purchasing certain product. Thus, there are two varied of consumer which are high involvement and low involvement consumer [16].

The process of making decision in purchasing certain product includes complex thinking and consideration since this is the right of consumer. High involvement means that consumers pay more attention related to the duration of making decision such as comparing and contrasting to one and other brands. For instance, when buyers intend to but cosmetics, they will absolutely dig deeper any information related to any brands of cosmetics. It is different from fashion items since they just need limited decision due to lower risk of usage.

Moreover, Assael (1992) identified the circumstances when buyers would have high involvement toward certain products [16]:

1) Is it essential for you? In this case, products represent the image of the consumers such as owing a car as a symbol or identity.
2) Does it interest you steadily? This is related to the latest model of fashion so that buyers have conscious concept.
3) What kinds of the risk? If a product has high risk, it could be classified as high involvement product such as buying a house, a car, a computer, and so on.
4) It is containing data? It is supported by the consumers' interest such as someone who loves music tends to buy a new stereo.

5) Are the products defined by the assured brand? It can be defines as follows: Harley Davidson, Mercedes, BMW and others.

Next, there are two kinds of involvement which are situational involvement and enduring involvement. Situational involvement occurs in the specific or temporary situation. For example, a student needs a cloth for having internship. That student truly needs firm cloth in order to wearing it in internship because it has precise function. However, this cloth would be ignored when the student finished internship program. On the other hand, enduring involvement takes longer and more permanent. Solomon alleged that enduring involvement is the same as ego involvement. It means that buyers considered the social risk of buying particular product, for example, related to self-esteem. In other words, if there is someone keen on to buy a precise product, she assumed that the product could represent her image and her pride well. Products construct not only related to image and pride but also Halal-Haram. Halal-Haram is not always discussing about the food, but it is tightly correlated to cosmetics substance. Nowadays, the concept of Halal is adapted in many varied products such as detergent and hijab. It is caused by the matter of majority of Muslims in Indonesia. Not only that, lately there are so many harmful substantial of cosmetics spreading around us, as follows; Mercury, Hydroquinone, Rhodamine B and Retinoid Acid. Some cosmetics also contain pork which is considered as Haram substance [1].

The criteria of Halal can be encompassed below: (1) not containing porcine, (2) not containing human organs, blood, waste and so on, (3) containing Halal substances from animal which ar slaughtered using sharp knife so that the animal cannot suffer; the knife is put on the animal' neck so that the esophagus, throat and veins directly discontinued; not forgetting saying *Bismillah*since the early step, (4) every storage such as outlets, company, maintenance, and transportation must be free from Haram substance, (5) any kinds of *khamr* is banned in Islam due to risky impacts (Burhanuddin, 2011). Halal products include not only food for consumption but also cosmetics. Hence, Wardah takes the chance to make a target and a segment by 'Wardah Halal Cosmetics'. Wardah was established in 1995 by Paragon Technology & Innovation Corporation which is started by door to door trading system. Wardah has 200 varied products that has been certified 'Halal' by Indonesian Council of Religious Scholars, and then, it has set up to 3000 outlets in Indonesia included the beauty consultants. Wardah means roses that tried to present safety, halal, simple and proper for all the need cosmetics. Having slogan of 'Halal Cosmetics of Wardah' authorized to be the pioneer of halal cosmetics in Indonesia. Moreover, Wardah also adapt Arabic word which means roses, and halal certified redirects society to focus in Wardah. It is caused by the rising evidence of consumer analysis.

The data that the authors obtained from Wardah Beauty House Surabaya, Wardah product sales level raised significantly, some Wardah products ran out of stock, until consumers have to wait a week to get the chosen product. Not only Wardah products are selling well, but also Wardah treatment is very fond of by the consumers such as facials. Consumers who want to get facial treatment at Wardah Beauty House Surabaya must make a reservation the day before the main schedule because the rising demand from many consumers. The author interviewed two consumers who were then buying Wardah products. The authors get an idea why they decided to buy and consume Wardah products through interview results as follows:

"At first I was not interested in using cosmetics, but along with the growth of age and other things, I started to use cosmetics. Currently, many cosmetic products that use hazardous materials on the market, and for me who are still unfamiliar to cosmetics; I cannot distinguish which products are safe and harmful. Nevertheless, Wardah launched the products by using Halal materials, and it made me sure to use Wardah. In addition, I asked some of my friends who had used Wardah before, and they felt suitable and never experienced side effects. In response to the quality, I have applied these 3 (three) months and felt very good which I am happy to use it. The other crucial aspects of using Wardah are noble substance, good qualityand affordable price. "(Dian, Interview, December of 7th 2017).

"As a Muslim, I am very concerned about the products that I use especially halal or not. In my opinion, Wardah is the pioneer cosmetics product in Indonesia. By showing "Halal" certified from MUI, Wardah is considered to be the chosen one to use. Wardah has used are halal materials,and it also concerns about the process, the package until gotten by consumers. In addition, Wardah is also good quality because it has been registered to the Food and Drug Supervisory Agency (BPOM). These reasons make me sure,feel safe and comfortable to use Wardah for my daily cosmetics. "(Widia, Interview, December of 7th2017). From the results of the interview, the data shows that one of the main reasons why consumers choose Wardah is the Halal label used by this product. It can be concluded that the two interviewees are very careful choosing cosmetics brand including the ingredients of cosmetic products that will be purchased. Mowen explained that deciding to purchase certain products is based on personal considerations, and then the author can add an argument that this phenomenon also caused by external factors (positioning products).

3. Wardah Advertisement of Creating the Notion of 'Beauty' Muslims

Women need to be attractive and beautiful because that makes women be more confident. To maximize their beauty, women need cosmetics products that care for and maximize their appearance. The need of women to be beautiful, especially asmedia constructed, creates a potential market in the cosmetics industry. It is because of the natural need of women's treatmentinvolving body care and beauty products whether deliberately or not. Therefore, many cosmetic companies struggled to be the chosen product due to the market opportunity by creating cosmetic products that can satisfy consumers.

Wardah which started from halal concept as marketing strategy succeed be the leading cosmetic products in Indonesia. Wardah is aligned with other previous trusted brands called Viva Cosmetics, Caring Color Cosmetics, Mustika Ratu Cosmetics, and Wardah is also able to compete with some foreign brands that also dominate Indonesia market namely, Etude Cosmetics, Cover girl, and Oriflame [1]. Nowadays, the trend of Halal certified seemed to incline in our society. This phenomenon triggersWardahto promote their products by endorsing Muslim artist. The selection of artists such as Inneke Koesherawati, Lisa Namuri, Dian Pelangi and Dewi Sandra declared that this cosmetics for Muslim women.

If you watch Wardah advertisement version of "Eiffel Tower" starring InnekeKoesherawati and Dian Pelangi, the seemed like seeing palm tree in snow. It is truly fascinating because this advertisement tried to combine Muslim women who has European imageviewed from the context of gloomy history of Islamic civilization. In response to that advertisement, Wardah attempted to break the myth of rigid Islamic civilization in which it always refers to Middle Eastern civilization and full of dogmatic restraints of women in the sake of Religion. This advertisement delivered the idea of globalization that is represented by Paris as the icon of western as the center of world civilization. Civilization in here refers to the beauty, fashion and romantic city.

Ania Loomba (2005: 9) remarked that the contemporary form of global oppression can no longer be seen tangibly. Colonialism is formed more benign, beautiful and unnoticed. This also happens in Wardah advertisement in which cultural perception in Wardah advertisement wanted to lift Islamic values that are being dispersed around Europe and also to announce Indonesian product in Europe. However, the author has contradictory analysis which is western globalization seemed dominating the message. First, by using the Eiffel Tower and Paris as a background, it indicates that the impact of globalization has entered into all the joints, even religion. This can be interpreted from using Wardah cosmetics representing the beauty of Muslims in Paris.

Second, the two stars wore a corsage that is typical worn by European women for special occasions, particularly wedding. From wearing the corsage, it can be interpreted thata modern Muslim women are able to mix and match some cultures but still wearing hijab. Third is conveying the message of Muslim identity. Wardah wanted to emphasize that Muslim women in Europe kept

wearing hijab and be beauty by using Wardahproducts. When Wardahwanted to go international with the icons used, however; the author considers that this advertisement deviated from the values of Indonesia. Eventually, the culture of Indonesia is neglected, and then, Wardah recognized of Western culture.

The same thing is seen from Wardah advertisement version of 'Normandy French Flower Garden' starred by Dian Pelangi. The elegance of Dian Pelangi by wearing a long dress and beautiful hijab represented a form of modern femininity through perfume product. In this case, Dian Pelangi was the representation of independent woman who maintain her appearance to remain beautiful, glamor, and fetish through self-expression. It means that she always look beautiful, attractive and fashionable. France here does not mean of representing internationalization only, but also constructing the mean of beauty in a Wardah Muslim style.

Furthermore, Wardah tried to familiarize the delineation of beauty. Wardah starting point is launching the Halal label in order to catching customers' interest so that Wardah could easily establish the concept of beauty. This phenomenon aims to build a virtual sense and awareness of a social reality. Burhan Bungin stated that the construction of realities done by advertisements would be realized by society (2015: 43). Unfortunately, very few people realized that they have been exposed by a deceitful consciousnessraised by advertising.

The writer concludes that a concept of beauty Muslim women is modern (e.g. Paris) women based on some Wardah advertisements. It also refers to a certain class (marked with the wearing of hijab and other branded attributes) that graceful and beautiful due to Wardah cosmetics. So, it can be determined that social Muslim construction of being beautiful alaWardah reflects in a modern woman who buys and usesWardah products. If you apply Wardah products, you would feel like Ineke or Dian Pelangi who are independent, beautiful, attractive, glamorous, fashionable, yet Islamic.

Baudrillard explained that society is now faced with the reality of abundant commodity objects, modern technology, and hospitality of advertising. This case makes the Muslim women as if they dazed by the positive vibes through advertisements or others [4]. Varied products are presented through various media with various interesting and persuasive advertisements. For example,starring famous Muslim artist utilized in advertisements through Europe as background. Wardah advertising goals,by expanding into Europe, can be seen as one of the efforts to make the brand image of cosmetics to be more international. By choosing Paris and France as its advertising background is the proof that Wardah cosmetics is worth to compete abroad with other brands. In addition, Wardah also has the label of 'Halal since the Beginning' in which halal means a safe reflection of sharia and similarly becoming Wardah approach to Muslim.

The selection of certain cosmetics product by paying attention to its halal in Muslim society in Indonesia is deemed to be the most fundamental social change in the age of globalization that creates consumer culture and consumerism lifestyle. Based on Baudrillard, the characteristic of the consumer society is the presence of shifting logic creation from the needs toward the willingness. It is marked how the consumption of cosmetic products goes beyond simply fulfilling the basic needs of women (looking beautiful and looking attractive) but towards the fulfillment of the need for religious signs with the labeling Halal. People would no longer consume product value yet the value of its marks [14].

Linked to this context, studying media and religious are truly essential in order to observe the message of the media. For example, advertising media could deliver tangible and intangible message and even offering a form of ideal religious aligned with determining social class. In the context of Indonesia today, 'Islamic Trading' is turned into hot in market where the writer explained before that Muslims come to be a hot marketing target (e.g. a religious marketplace). Roof asserted thata religious market place has characteristics called religious seekers developed steadily (Fealy, 2008 in Muria Endah, 2015: 9). The Religious marketplace provides Islamic products with a target of middle-class

consumers who seek to rediscover and express their Islamic identity. This is in line with Fealy's notion called the cycle of Islamic whichis supported by consumption of Islam as a religious code that Islam regards as a religion and commodities product. The more religious person, the more chosen Islamic product prefers to express Islam identity.

The emergence of religious marketplace in Indonesia which is driven by the process of Islam and modernization has encouraged the formation of the middle class of Islamic consumers in Indonesia. The culture of Islamic consumption by the middle class is an attempt to distinguish their social class to others. The contradictory combination of Islam and modernity is supported byYuswohady who said that open and permissive Muslim to global culture. Thus, one of the implementations of that idea in Wardah advertising chooses Paris as setting or background.

4. Brand Image : Positioning & Belief of Consumer Societies of Wardah

Kotler& Armstrong mentioned the conflict not only laid on tariffs but also laid on consumer perceptions in a competitive market. Some products with relatively similar qualities, models, and features can have different values in market due to different perception. Consumers' perceptions can be portrayed through certain brand in their mind. Inducing brands have superior capabilities in creating customer preferences and loyalty. Specific and positive images provide significant impacts in winning customers' heart and even creating customer loyalty. Deciding to purchase a product is also inseparable from the image of the brand. Brand includes names, terms, signs, symbols, designs or combination of all that are intended to identify certain product or service of differing one or other products [11].

According to Schifman and Kanuk, brand image is a long-lasting perception, formed through experience, and relatively consistent. Therefore, consumers' action is the most vital proof toward a brand image. The better the quality of a brand image, the more interested the consumers to purchase because consumers assume that a trusted brand could provide a sense of security while using it. Keller said that the correlation between a brand image and loyalty is defined only by a positive brand image. Brand images association establishes a foothold in constructing loyal consumers. A loyal person cannot easily notice to other brands because basically consumers would believe in the preliminary brand, and even they easily concluding the earlier brand are the best effortlessly comparing to other brands. Therefore, merely a lucky company could catch consumers' perception. A company must strive to build a good and different brand image continuously so that the brand selected by loyal consumers.

Along with Surachman, the brand is one of the most important attributes of a product which now been widespread for several reasons. It is because of the value-added product by the brand image. Through the brand, customers are influenced by varied messages. Brand is not only seen by in the users' impressions but also occupied a special position in mind. In other definition, Sunyoto and Danang mentioned that the brand attaches to the customers' thoughts and actions as well as liaison between customers and products or companies. Previous definitions can be concluded that the brand is an identity (a name, term, sign, symbol, design, or combination of all) of a good or service that can distinguish between products to others. As stated by Keller [9], brand image is perception of a brand that is consumers' reflection memory. A brand image is part of a perceptible brand such as a symbol, a special letter or color design, or a customer's perception of a product or service.

From some limitations above, the authors can conclude that the brand image is an imprint of consumers' feeling of a brand and affects consumers' behavior. Keller [9] acknowledged he factors of supporting brand image formation discussed, as follows:

1) Favorability of brand association can build consumers' belief that the brand attributes and benefits satisfy consumers' need.

2) Strength of brand association depends on how information crosses the thresholds of consumers' memory and how it is managed by sensory data in the brain. When consumers think and describe the meaning of entered information, it will create association in consumers' memory.

3) The uniqueness of brand association refers to unique and interesting products so that competitors hardly imitate the characteristic. The uniqueness of a product will prove a good impression on the customers' memories. A brand that has specific characteristics must be able to pursue customers' willingness to dig deeper the brand dimensions.

A consumer feels free to choose any cosmetic products. Many things affect customers' loyalty selecting cosmetic products of all which are the brand image and brand image effect. From various definitions, the authors conclude that brand image is the consumers' understanding of the whole brand and the consumers' belief. The thing that paid full of attention is how to maintain and improve a good brand image so that it can constantly preserve customers' loyalty. A brand image represents the overall perception and formed the prior experience of the brand as a differed product comparing to others. Brand image is closely related to marketing strategies. Good and effective marketing strategy will leverage its image brand. Kolter [11] determined about marketing strategies that are the principal approach used by units achieving the goals in which decisions are made linked to the target market, product setting, marketing mix, and marketing costs required. In effective marketing strategies, the product should be segmented. This is caused by only the marketer who understands the concept of segmentation. What is meant by market segmentation is a process to classify consumers into more homogeneous grouping [10].

A product requires positioning due to competition of both in similar categories and product categories. Positioning is a communication strategy to bridge products, brands or names with potential customers through the tangible and in tangible attributes, for instance, the memos to the labels, brand names, colors, designs and product packaging. Thus, positioning is tightly transmitted to product attributes. The selected product attributes that want to be highlighted as product positioning must be unique and should be able to represent the image. Myers (1006) said that the statement of good and effective positioning must contain two elements, namely unique claims and supporting evidences [10]. Finally, Wardah positioning is as effective as a communication strategy to the consumer, so Wardah brand image is deeply embedded. Women who are Wardah consumers are hypnotized by Wardah positioning, and this is the result of interviewing to the consumers who will and are doing facial treatment at Beauty House Wardah Surabaya. "I have been wearing Wardah for 7 (seven) years. Formerly, I chose Wardah because it declared obviously as Halal cosmetics, from product selection and process to consumer. In addition, with the existence of halal certificate from MUI supports me to use this product. The service is very good, hospitable, courteous and Islamic, and I regularly do facials here at least once a month. I used to apply some very expensive cosmetics, but it turned out to have side effects which causing some spots. It triggered a trauma for me while choosing beauty products. Actually, I was hesitant to use Wardah, because of my friends' recommendation and results of testimonials then I consolidate using Wardah. Up to now, I remain using Wardah, from face wash to face cream. I did not engage any side effects, and my face was no longer spotty. I cannot stand to try another product particularly fearing the side effects, so I am keen on using Wardah. "(NurWahidah, Interview, December of 8th 2017).

"Before I used Wardah, I wore beauty products from doctor's prescriptions. The beauty products are quite expensive including doctor's consultations. Approximately 1 (one) year, I used these beauty products, and finally, I was highly addictive. Once I went out of town and forgot to bring the cosmetics, my skin irritated by direct sunlight. This caused reddish burning spots, and eventually, I decided to stop using doctor's cosmetic products. Coincidentally, I got a gift of Wardah products after shopping amount of money at a Mall in Surabaya. I tried to use it, and I was compatible wearing Wardah products. Next, I try to make an experiment by stop using while it ran out of for certain period of time. Apparently, my skin did not involve as what I had before, no addictiveat all. From then on, I searched some information related to Wardah products and started buying it. As the

information I get, Wardah is a light cosmetics that is good for varied skin types. Due to the good qualities, I had applied Wardah for 3 (three) yearsnot only using the product but also routinely getting treatment here even though I am a non-Muslim. To sum up, Wardah is good cosmetics throughout materials and affordable price. I also have recommended to some of my friends including the one who besides me (pointing to a woman who is also doing facial treatment at Wardah Beauty House Surabaya) "(Martina, Interview, December of 8[th]2017).

5. Conclusion

Wardah declared as the pioneer of Halal cosmetics in Indonesia which successfully has made remarkable perception for buyers. It is promoting Halal label as the evidence from the interview shows that consumers have decided to choose and use Wardah products because of the essence of Halal. Halal could provide consumers 'character that must be careful, especially with the materials used when finding cosmetics. The concept of femininity and modernity is endorsed by Wardah. It can be observed from the concept of the advertisement which tried to contribute the setting of Paris. In addition, starring artists also represents an independent, beautiful, fashionable yet Islamic. Finally, Muslimah àla Wardah is constructed through its advertisement in which this case seems to be new standard for Muslim woman in Indonesia. Marketing target (Segmentation, Targeting, and Positioning) greatly affects Wardah brand image. By displaying halal certification from MUI, it guarantees that all of the process is qualified. This fact has led to consumers' belief yet not merely because of the halal label. The data from the interviews shows that the product qualities including light, no side effects, no addictive materials, and also affordable prices supporting the evidence of being loyal customers. The last but not least is due to marvelous experience using Wardah cosmetics, those people would definitely recommend to others.

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