

## **ABSTRACT**

*Indonesia, as a country with a Muslim majority population, has a promising halal product market. Generation Z dominates the Indonesian population and is the most dominant consumer group in the market today. Gen Z tends to allocate most of their spending on beauty care. This study aims to 1) Explore the level of fanaticism in consuming halal cosmetic products among students of State Universities in Surabaya City; 2) Analyze the level of halal awareness in cosmetic purchasing decisions among students of State Universities in Surabaya City; 3) Formulate strategies that can be implemented to improve halal literacy.*

*This study uses a mixed method, including quantitative analysis based on filling out questionnaires processed using descriptive statistical techniques and qualitative analysis through in-depth interviews. The sample of this study consisted of 400 active undergraduate students from five State Universities in Surabaya, namely Universitas Airlangga, Universitas Negeri Surabaya, Universitas Pembangunan Nasional “Veteran” Jawa Timur, Universitas Islam Negeri Sunan Ampel, and Institut Teknologi Sepuluh Nopember, selected using quota sampling techniques. In addition, this study also involved in-depth interviews with five key people representing four stakeholder elements (academics, business, government, and community) selected through purposive sampling techniques.*

*The results of this study indicate that the proportion of students who use halal-certified cosmetic brands has a percentage of 71.25%. Meanwhile, of all students, 16.25% showed a moderate level of fanaticism, and only 12.5% were not fanatic. In addition, the level of halal awareness of students at Surabaya State Universities is very high with the health reason variable having the greatest contribution in influencing purchasing decisions for cosmetic products. Key persons agree that promotions carried out by influencers are an effective tool to increase consumer interest in a product. Meanwhile, the lack of socialization, both in the community and in educational institutions, is a factor causing public awareness of halal products to be uneven. Therefore, to realize an Indonesian society that is more aware of the importance of halal products, joint efforts are needed from various parties. The government needs to tighten halal certification regulations, the cosmetics industry must be more proactive in obtaining certification, and halal socialization and festival programs must be carried out more often.*

**Keywords:** *Halal awareness, Halal cosmetics, Gen Z, Indonesia.*