

ABSTRACT

Wardah is a halal certified cosmetics from LPPOM MUI and a pioneer of halal cosmetics in Indonesia since 1995, this has made rapid progress in the development of Indonesian cosmetics. Pemalang, with a higher percentage of the female population, has a fairly high level of interest in buying Wardah cosmetics. With Wardah's halal certification making consumers have an interest in buying Wardah products. By choosing halal-certified cosmetics, consumers will have awareness of halal cosmetic products. Considering this, the purpose of this study is to determine the effect of halal certification on Wardah's buying interest through halal awareness as an intervening variable.

This research is a descriptive and causal study with a quantitative approach using path analysis data analysis techniques. Sampling was done by using a non-probability sampling method with incidental sampling type. There are 100 respondents who are Pemalang residents and have an interest in buying Wardah cosmetics.

Based on the results of descriptive analysis, the halal certification variable is in the very good category with an average percentage of 85.89%, the purchase interest variable is in the good category with an average percentage of 80.49%, and the halal awareness variable is in the good category with a percentage. 81.64%. Based on the results of the path analysis, the direct effect given by the halal certification variable on purchase interest is 30% and the indirect effect given by the halal certification variable on purchase intention through halal awareness is 44.5%.

Based on the results of this study, it is recommended that Wardah utilize digital newspaper and digital magazine compared to print media as a means of disseminating information and understanding about Wardah's halal cosmetics to consumers with content that is fully and interestingly reviewed, in line with current conditions where the majority of consumers choose to use. digital media as a means of searching for information and knowledge.

Keywords: *Halal Certification, Halal Awareness, Purchase Intention*