

ABSTRACT

The demand for the halal cosmetics market in Indonesia is increasing, thus encouraging people to switch and realize how important it is to use halal beauty products. One of the cosmetics that has LPPOM MUI certification is the Wardah cosmetic brand. As a pioneer of local cosmetics, Wardah continues to innovate in introducing each product to each of its consumers, one of which is by campaigning that halal is not only a label that is a requirement that must be listed on a product, but Wardah wants to convey the value that the halalness of a product is a necessity that must be met. understood so that it can see the extent to which the halal label is the reason consumers have an interest in buying halal products being marketed. This study aims to determine and analyze the halal labeling of Wardah in Bandung City

The research method used in this research is quantitative method with descriptive-causality research type. Sampling was done by non-probability sampling technique used was purposive sampling, totaling 384 consumer respondents Wardah in the city of Bandung.

The results showed that the halal labeling on Wardah products was in the good category of 81.04%, buying interest in Wardah products was in the good category of 83.08% and there was a positive and significant effect of halal labeling on the buying interest of Wardah products of 58, 3%

Keywords: *Marketing, Halal Labeling, Buying Interest.*