



The Ethics of Presenting Content on Social Media in the Perspective of Hadith Strong Reprimand for Lying: An Overclaim Case Study

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Abstract: *The phenomenon of overclaims in the skincare industry on social media is the focus of this research because it has an impact on consumer trust and the possibility of disinformation. The selection of this topic is based on an increasing number of exaggerated claims that raise concerns about the health of users that are not supported by scientific evidence. The hypothesis is that honesty contained in Islam can be used to overcome the practice of overclaiming. This research was conducted qualitatively by conducting interviews with customers and industry players and analyzing the content of various social media posts. A study found that many skincare brands often make excessive promises to attract attention, which ultimately leads to dissatisfied customers and a loss of trust. The study also found that people need to be educated about the importance of accurate and honest information when choosing skincare products. The results show that applying the values of honesty is not only important in da'wah but also in contemporary business practices. Therefore, the findings of this study contribute significantly to the advancement of da'wah communication and ethical practices in the cosmetics industry, as well as encourage industry players to be more responsible in providing information to consumers.*

Keywords: *overclaim, skincare, honesty, social media*

Abstract: *Fenomena overclaim di industri skincare di media sosial adalah fokus penelitian ini karena berdampak pada kepercayaan konsumen dan kemungkinan disinformasi. Pemilihan topik ini didasarkan pada peningkatan jumlah klaim berlebihan yang menimbulkan kekhawatiran tentang kesehatan pengguna yang tidak didukung oleh bukti ilmiah. Hipotesisnya adalah bahwa kejujuran yang terkandung dalam Islam dapat digunakan untuk mengatasi praktik overclaim. Penelitian ini dilakukan secara kualitatif dengan melakukan wawancara dengan pelanggan dan pelaku industri serta menganalisis konten dari berbagai postingan media sosial. Sebuah penelitian menemukan bahwa banyak merek skincare sering membuat janji yang berlebihan untuk menarik perhatian, yang akhirnya menyebabkan pelanggan tidak puas dan kehilangan kepercayaan. penelitian ini juga menemukan bahwa masyarakat perlu dididik tentang pentingnya informasi*



yang akurat dan jujur saat memilih produk perawatan kulit. Hasilnya menunjukkan bahwa menerapkan nilai-nilai kejujuran tidak hanya penting dalam dakwah tetapi juga dalam praktik bisnis kontemporer. Oleh karena itu, temuan penelitian ini berkontribusi secara signifikan terhadap kemajuan komunikasi dakwah dan praktik etis dalam industri kosmetik, serta mendorong pelaku industri untuk lebih bertanggung jawab dalam memberikan informasi kepada konsumen.

Keywords: *overclaim, skincare, kejujuran, social media*

Introduction

Social media has become one of the main means of communication for people around the world in today's digital era. In addition to providing easy access and quick exchange of information, social media also allows for various forms of interaction, both positive and negative.¹ The use of social media is increasing along with the need for facial care. While there are a number of editing apps that can help create the perfect facial appearance on social media, facial care is still a long way from the advancement of such editing apps. However, the phenomenon of overclaims in skincare products, where the information presented exaggerates what really happened, has become a major problem. In such a situation, it is important to remember the teachings of Islam which emphasize honesty. In Islamic teachings, integrity and honesty are the main values.²

One of the hadiths of the Prophet PBUH that shows the importance of honesty and the danger of lying is as follows: "Stay away from lies, because lies lead to evil, and evil leads to hell. And really, if a person lies and is accustomed to lying in the sight of Allah he will be written as a liar. And be honest, for honesty leads to goodness, and goodness leads to heaven. And really, if a person acts honestly and is accustomed to honesty in the sight of Allah he will be written as an honest person."³

¹N Ainun AC Sari, R Hartina, R Awalia, H Irianti, "Communication and Social Media," *The Messenger Journal*, no. January 2019 (2018).

² Irwanto and Laurensia Retno, "The Use of Skincare and the Application of the Beauty 4.0 Concept on Social Media (Netnography Study of Women Instagram Users)," *Journal Communication* 11, no. 2 (2020): 119–128, <https://ejournal.bsi.ac.id/ejurnal/index.php/jkom/index>.

³ Hasyim Muhammad, "The Value of Accounting Honesty from a Hadith Perspective," *Pillar Journal: Journal of Contemporary Islamic Studies* 13, no. 1 (2022): 36.



This hadith emphasizes the moral consequences of lying and urges people to prioritize honesty as the path to goodness and salvation. It is then emphasized that lying has consequences in this world and the hereafter, and if a person continues to lie, they will be recorded as a liar. In the digital age, where information is widely and rapidly spread through social media, it is becoming increasingly difficult to stay honest⁴. Overclaim, which means claiming or presenting excessive or inaccurate information, has become a common phenomenon. In the cosmetics industry, this is becoming an increasingly prominent problem, especially on social media. Many skincare brands make false promises about their products that are not always backed up by scientific evidence. Consumers are often caught up in unrealistic promises as information spreads rapidly in the modern era. This has the potential to harm consumers and make the skincare industry as a whole unconfident.

The practice of overclaiming often damages the reputation of a person or organization. In addition, misinformation can lead to worse disinformation and raise doubts about trustworthy sources of information. This requires the use of hadith principles, namely avoiding lies and prioritizing honesty in conveying information on social media.

Therefore, by referring to the principles of honesty taught by Islam, this study aims to study the phenomenon of overclaims on social media. It is hoped that with this method, we can find ways to reduce the spread of misleading content and raise awareness of the importance of honesty in communication. It is hoped that this research will provide in-depth knowledge and encourage readers to consider their role in using social media.

After conducting a search of previous research on the title carried by the author, it can be concluded that the title carried by the author is a new title that has never been studied before. Previous research has mostly focused on the law of overclaims and the broad picture of overclaims in skincare products; Nothing has to do with the hadith view of the harsh rebuke to lie.

⁴Fitriah M Suud and Subandi, "Honesty in the Perspective of Islamic Psychology: A Conceptual and Empirical Review," *Journal of Islamic Psychology* 4, no. 2 (2017): 121–134, <http://jpi.api-himpsi.org/index.php/jpi/article/view/44>.



Research Methodology

In this study, qualitative research is used to gain an understanding of reality through an inductive thinking process. In this study, the researcher is involved in the situation and setting of the phenomenon being studied. It is expected that researchers always focus on reality or events in the context being studied, Qualitative research conducts research objectively on subjective reality.⁵

In this study, data collection will be carried out through observation of various social media platforms. This includes observing podcast content on YouTube that discusses overclaims of skincare products. This study also uses literature research, such as the main book, the book of sharh, asbabul wurud, tafsir jalalain books, and several literature related to the title raised by the author.

Results and Discussion

Overclaims in skincare products

One of the fields that continues to grow rapidly in the beauty and personal care industry is the facial care industry. Many skincare brands use a powerful marketing strategy known as "overclaim" to promote their products in an effort to attract the attention of increasingly savvy and informed consumers. Product overclaims are claims related to the benefits and effectiveness of a product, which may exceed what is a major factor in a consumer's purchase decision.⁶

Overclaims, or excessive claims, are strictly prohibited because they can endanger the safety of users as well. Some signs of overclaim are that the company provided irrelevant information on the product label or packaging. This may include discrepancies regarding content, dosage, warranty, efficacy, composition, or expiration date.⁷

⁵ Miza Nina Adlini et al., "Qualitative Research Methods of Literature Studies," *Edumaspul: Journal of Education* 6, no. 1 (2022): 974–980.

⁶ Rimayang Anggun. L.P Ramli and Magneta Hisyam et al., "THE EFFECT OF PRODUCT OVERCLAIM, BRAND AWARENESS, CONSUMER SATISFACTION, CONSUMER LOYALTY, ON THE INTENTION TO REPURCHASE SKINTIFIC SKINCARE PRODUCTS IN ACTIVE STUDENTS OF THE UNIVERSITY OF RIAU ISLANDS" 11, no. 1 (2024).

⁷ Aanisah Nida Tahaanii and Waluyo Waluyo, "Legal Protection for Consumers Due to Overclaims in Product Description of Cosmetics X (Facial Care)," *Scientific Journal of Educational Vehicles* 9, no. 22 (2023): 1–12, <https://jurnal.peneliti.net/index.php/JIWP/article/view/5469>.



The cyber world has been shocked by the emergence of Doctor Detective, or Doctif, who reveals the content of facial care products. The viral figure of Doktif on TikTok is interesting with content that reveals hidden facts about various facial care products that are often trusted by users. One of the main attractions of its content is its docive audacity in exposing false information about skincare products. The results of laboratory tests that he conducted on several products that were claimed to contain active ingredients were inconsistent.

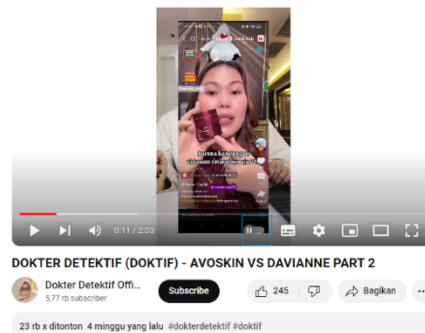
Daviena Skincare was established in 2018 and is a local skincare brand in Palembang, South Sumatra. Daviena Skincare offers beauty products for facial, body, collagen, diet, and whitening treatments. Daviena Skincare promotes on social media using the owner's account (@melvhinahusyanti) stating that the brand is able to generate IDR 3 billion in one day. In accordance with Daviena's sales data on the Tiktok store (2023), which currently reaches 39,400 sales, and Shopee sales data, which reaches more than 100,000 sales packages.⁸

Daviena's skincare products are now the subject of heated conversations on social media, especially on YouTube and Instagram. When a company's claims about the benefits of such a product are considered exaggerated and inconsistent with the facts, it can lead to controversy. In addition, a review video that questioned the credibility of this claim went viral, one of which, uploaded on YouTube, reviewed this issue.

⁸ Article Information, "Kepuasan Konsumen Dan Reputasi Merek Terhadap Brand Loyalty Daviena Skincare Amienah Atthahirah , Prima Mulyasari Agustini Fakultas Ekonomi Dan Ilmu Sosial , Universitas Bakrie , Indonesia Kata Kunci : Behaviorisme , Kepuasan Konsumen , Reputasi Merek , B" 5, no. 4 (2024).



Source : research analysis
Figure 1. Doctive responds to Daviena's clarification 1



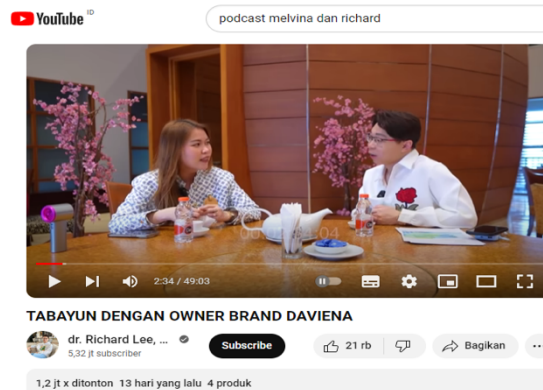
Source : Research Analysis
Figure 2. Video Part 2

In a video uploaded on the social media platform youtube with the account name (@dokterdetektifofficial) he uploaded a video that discusses skincare which is being discussed in 2 parts, this video focuses on the results of lab tests that support or refute the beliefs of skincare brands about their products. The speaker, commonly known as a doctor, who identifies himself as a doctor, emphasized the importance of providing honest information about skincare products and condemned overclaims that harm consumers. Doctif criticizes brands that over-promote, emphasizing that false information can harm customers and obscure the facts. The importance of lab tests he proposed that brands conduct lab tests before selling goods to customers.⁹

Cosmetic brands state that retinol is present in their products. This is discussed in this video. Doktif, who is also the owner of the brand, gave an explanation of the results of the lab test, which determined the truth of the claim. The main focus is to compare brand claims with lab test results, as well as emphasizing overclaim practices that harm consumers. Doktif asked the audience to look at the product packaging and explain the content of the retinol contained in it. The speaker discussed the brand's claim of 2% retinol content and how this is equivalent to 0.06% pure retinol. And the results of the doctoral laboratory stated that one brand did not overclaim, while the Daviena skincare brand overclaimed.¹⁰

⁹Doctor Detective Official, "Doctor Detective (Doctif) - Daviena 1's Clarification Response 1" Youtube video accessed on October 28, 2024 from <https://youtu.be/c8YQTP6rSNY?si=W9QspCRKX7gFeK4s>.

¹⁰Doctor Detective Official, "Doctor Detective (Doctif) - Avoskin Vs Davianne Part 2", Youtube video accessed on October 28, 2024 from https://youtu.be/_G2NHwsxSss?si=sVOCIqoZWA4cmpR2.



Source : research analysis

Figure 3. Owner daviena podcast with Dr. Richard

In another podcast, the owner of skincare product Daviena (@melvhinahusyanti) discusses a discussion between Melvin, an entrepreneur in the beauty industry, and Dr. Richard, a doctor who is also active in the beauty field. The discussion focused on issues related to beauty products, business responsibility, and the impact of public criticism on personal and business reputations. In the podcast, Dr. Richard (@drRichardLeeMARS) personal youtube account, Melvin as the owner of Daviena's skincare product admitted mistakes in the past and emphasized the importance of learning from these mistakes for personal and professional growth. He stated that criticism from Dr. Richard has been a motivation for him to improve his products and business. Both discussed how public criticism can affect mental health and business operations. They emphasized the importance of maintaining integrity and professionalism in the face of criticism.¹¹

This video presents an in-depth discussion of crucial issues in the beauty industry, highlighting the importance of responsibility, transparency, and scientific integrity. It offers valuable lessons for entrepreneurs and practitioners in the beauty field on how to deal with criticism, maintain reputation, and continuously improve the quality of products and services.

¹¹Dr. Richard Lee, "TABAYUN WITH DAVIENA BRAND OWNER", Youtube video accessed on October 28, 2024 from https://youtu.be/iHpfS1G3qwk?si=bvK_UP-gQoBT1aKr.



Overclaim in Hadith Perspective

The hadith of the Prophet PBUH emphasizes that honesty is a fundamental value in the life of a Muslim. Honesty is not just a moral act, but also part of the identity of a believer. In the hadith, the Prophet shows two clear paths: the path of honesty that leads to goodness and paradise, and the path of lies that leads to evil and hell. This confirms that an honest attitude not only provides benefits in this world, but also in the hereafter. Honesty in communication is the key to building trust.

Hadith Analysis of the Strong Admonition to Lie

حَدَّثَنَا أَبُو بَكْرِ بْنُ أَبِي شَيْبَةَ، حَدَّثَنَا وَكِيعٌ، أَخْبَرَنَا الْأَعْمَشُ، ح وَحَدَّثَنَا مُسَدَّدٌ، حَدَّثَنَا عَبْدُ اللَّهِ بْنُ دَاوُدَ حَدَّثَنَا الْأَعْمَشُ، عَنْ أَبِي وَائِلٍ، عَنْ عَبْدِ اللَّهِ، قَالَ قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: «إِيَّاكُمْ وَالْكَذِبَ، فَإِنَّ الْكَذِبَ يَهْدِي إِلَى الْفُجُورِ، وَإِنَّ الْفُجُورَ يَهْدِي إِلَى النَّارِ، وَإِنَّ الرَّجُلَ لَيَكْذِبُ وَيَتَحَرَّى الْكَذِبَ حَتَّى يُكْتَبَ عِنْدَ اللَّهِ كَذَّابًا، وَعَلَيْكُمْ بِالصِّدْقِ، فَإِنَّ الصِّدْقَ يَهْدِي إِلَى الْبِرِّ، وَإِنَّ الْبِرَّ يَهْدِي إِلَى الْجَنَّةِ، وَإِنَّ الرَّجُلَ لَيَصْدُقُ وَيَتَحَرَّى الصِّدْقَ حَتَّى يُكْتَبَ عِنْدَ اللَّهِ صِدِّيقًا» سنن أبي داود (4 / 297)¹²

Narrated to us Abu Bakr bin Abu Shaybah said, narrated to us Waki' said, narrated to us Al-A'masy. (in another line mentioned) Narrated to us Musaddad said, narrated to us Abdullah bin Daud said, narrated to us Al-A'masy from Abu Wail from Abdullah he said, "The Prophet (peace and blessings of Allaah be upon him) said, "Stay away from lies, for lies lead to evil, and evil leads to hell. And really, if a person lies and is accustomed to lying in the sight of Allah he will be written as a liar. And be honest, for honesty leads to goodness, and goodness leads to heaven. And really, if a person acts honestly and is accustomed to honesty in the sight of Allah he will be written as an honest person. (HR. Sunan Abu Dawud No. 4989)

¹²Abu Dawud Sulaiman bin Al-ash'ath bin Ishaq bin Bashir, *Sunan Abu Dawud*, Juz 4, Index No. 4989 . (Bairut.) Thing. 297.



According to the assessment of the scholars, this hadith is a hadith Sahih In the judgment of the rawi, Abu Bakr bin Shaibah was judged by Abu Hatim bin Hibban to be an adept memorizer of religion, including one who wrote, collected, compiled, and memorized, and he was the one who memorized the most verses in his time¹³. Waki' is judged by Abu Hatim Al-rozi said Thiqah¹⁴, Al-a'mash is judged by Ibn Hajar Al-asqalani said Thiqah¹⁵, Musadad is judged by Abu Hatim bin Hibban said Thiqah¹⁶, Abdullah bin Dawud is judged by Ahmad bin Shuaib said Thiqah¹⁷, Al-a'mash is judged by Ahmad bin Abdullah Al-ajali said Thiqah, Abi Wail is judged by Ibn Hajar Al-asqalani said Thiqah¹⁸. The narrators of the above sanad are all Thiqah and there is no problem in the series of sanad, in terms of matan there is also no irregularity, if it is concluded that this hadith is a hadith Sahih.

In other takhrij it is also found in Sahih Bukhari no. 6094, Sahih Muslim no. 2607, Sunan Tirmidhi no. 1971, Sunan Ibn Majah no. 46, Muwata' Malik no. 16, Musnad Ahmad no. 3727. The entire path of sanad from various sanad leads to one companion, namely Abdullah bin Mas'ud bin Habib Shamkh.

The key word taken from this hadith is Iyyakum Wal Kadhiba or stay away from lies. In this case, it is very relevant in relation to the phenomenon of overclaiming content on social media. In this book of sharh, namely the book of 'Aun Al-ma'bud, it is explained as the hadith emphasizes the importance of honesty and warns against lies. The Prophet PBUH reminded that the habit of lying will record a person as a liar before Allah, while honesty will guide a person to piety.

The explanation of the analogy between the horse and the sea underlines that in Arabic, the use of metaphor or comparison is allowed to show similarities between something and other objects that have similar characteristics. For example,

¹³ Ahmad bin 'Ali bin Hajar Al-Asqalani, "Tahdhibul Al-Tahdhib" (Bairut: Dar al Fikr, 1995, n.d.).

¹⁴ *Ibid.*, 720.

¹⁵ *Ibid.*, 57.

¹⁶ *Ibid.*, 236.

¹⁷ *Ibid.*, 464.

¹⁸ *Ibid.*, 183.



horses are described as sea-like because their strength and speed are likened to rolling ocean waves.¹⁹

In the book of sharh Fathul Al-bari this hadith also emphasizes that good deeds, including honesty, are the foundation for all other types of good deeds. Honesty includes not only words, but also sincere intentions and actions. Overall, the main message of this hadith is that maintaining honesty in words and actions is very important, because honesty will bring good and blessings, while lying will only distance a person from the truth and bring him closer to evil.²⁰

As for the reason for the above hadith according to the social conditions that occurred when the Prophet PBUH said Abu Bakr as-Siddiq said: "The Prophet PBUH once stood where I stood, in the first year (of his apostle). Then he wept and said: "Stay away from lies... And next, the hadith above reads. As for the statement of asbabul wurud, he added an explanation of the verses of the Qur'an, that Allah SWT said in surah Az-zumar verse 3 and surah At-thur verses 11-12.

أَلَا لِلَّهِ الدِّينُ الْخَالِصُ ۚ وَالَّذِينَ اتَّخَذُوا مِنْ دُونِهِ أَوْلِيَاءَ مَا نَعْبُدُهُمْ إِلَّا لِيُقَرِّبُونَا
إِلَى اللَّهِ زُلْفَىٰ إِنَّ اللَّهَ يَحْكُمُ بَيْنَهُمْ فِي مَا هُمْ فِيهِ يَخْتَلِفُونَ ۗ إِنَّ اللَّهَ لَا
يَهْدِي مَنْ هُوَ كَاذِبٌ كَفَّارٌ²¹

Remember, only Allah belongs to a religion that is pure (from shirk). And those who take a protector other than Allah (said): "We do not worship them except that they draw us closer to Allah." Indeed, Allah will decide among them what they are disputing to him. Indeed, Allah does not show those who are liars and are very disobedient.

فَوَيْلٌ لِلْمُكَذِّبِينَ
الَّذِينَ هُمْ فِي خَوْضٍ يَلْعَبُونَ²²

So great misfortune on that day for those who lie, (i.e.: those who play in poverty).

¹⁹ Abudurrahman Muhammad Uthman, *Aunul Ma'bud Syarah Sunan Abu Dawud* (Bairut: Dar al Fikr, n.d.), Thing.

²⁰ Al Imam al Hafidz Ibn Hajar Al Asqalani, "Fathul Baari Volume 1," *Fathul Baari Syarh Saheeh Al Bukhari*, 2013, p. .

²¹ (Qur'an. 23:3)

²² (Qur'an. 27:11-12)



In the book of Tafsir Al-jalalain It is explained that true obedience is only for God, and that no one is entitled to worship but Him. The disbelievers of Mecca worshipped idols on the pretext of drawing closer to Allah, but Allah affirmed that He would judge the dispute, by rewarding the believers and punishing the disbelievers. This commentary also highlights that Allah does not give guidance to those who lie and worship other than Him²³.

In the context of social media, where information is often disseminated quickly and widely, the importance of honesty is increasingly emphasized. Social media users who are honest will be able to build credibility and trust from the audience, while lies will damage reputation and social relationships.

Legal and Ethical Review

Information about skincare products helps consumers choose skincare products that suit their skin needs. If the skincare product does not meet its promises, consumers can experience inappropriate effects on their skin, such as irritation. It is very important to provide important information about the truth and transparency of information about the content and claims of skincare products provided by business actors Consumers experience material and immaterial losses, such as lost money, wasted time, skin losses, and emotional disappointment, if companies use overclaim sentences in their marketing²⁴.

There is a relationship between ethics and good manners. Learning how to behave well is known as learning ethics. Overall, ethics directs people on how to be kind. Therefore, ethics provides principles about how humans can live well. Ethics includes knowledge of what is good and what is bad, as well as moral and

²³ Jalaluddin Al-Mahalli and Jalaluddin As-Suyuthi, "تفسير الجلالين (Tafsir Al-Jalalain)" (n.d.), p. .

²⁴ Adinda Ayu Puspita Kuncoro and M. Syamsudin, "Consumer Protection Against Skincare Product Overclaims," *Proceedings of the Actual's Law Seminar* Vol. 2 No., no. September (2024): 77.



moral rights and obligations, as well as a collection of principles or values related to morality.²⁵

Assert that there are two aspects of social media ethics: education in the sense that social media provides easy access to users to get the information they need; and professions in the sense that the development of the internet in the form of social media can be a means for training, creativity, and innovation, which in turn will lead to the business industry through professional management. The educational aspect consists of three dimensions: 1) Access where people can upload content on various topics via the internet, which can then be accessed by people in need around the world; 2) Information by which people with the internet and various social media platforms can access any information they need; and 3) Knowledge where people with the presentation can access any information they need. It is divided into two dimensions of the profession: 1) Training where people can obtain assistance to improve their abilities in an effort to face the challenges arising from the adaptation to rapidly evolving information technologies; 2) Creativity where people can get inspiration, creative ideas, innovation, and development through information technology literacy²⁶.

Authorized commissions, such as BPOM, set regulations for advertising and statements used by companies in selling their products. Article 3 of BPOM Regulation Number 32 of 2021 is to provide information in accordance with the existing reality and must not deviate from the nature of the benefits, how to use, and the safety of cosmetics, Not misleading, namely providing honest, accurate, and responsible information, and not taking advantage of public concerns, and not declaring as if it is a medicine or aiming to prevent a disease²⁷.

Advertising of cosmetic products must meet several criteria mentioned in Article 3 paragraph (2), namely legal compliance, conformity with reality, credibility, fairness, level of validity, clear and easy to understand. Ads must not

²⁵ Vernada Alvia Saputri, Afina Damayanti, and Elisca Jayaningsih, "Tinjauan Etika Dalam Konten Penjualan Di Akun @DavienaSkincare," *Jurnal Audiens* 4, no. 4 (2024): 564–570.

²⁶ Yuliana Mustamin, "Fenomena Flaxing Dalam Perspektif Ekonomi Islam," *Kodifikasi* 16, no. 2 (2022): 412–427.

²⁷ *Ibid.*



contain a statement that the product is a drug or has the ability to prevent disease. The claims made in the advertising of cosmetic products must be made objectively and in accordance with the actual state of the product, so that consumers are not deceived. Cosmetic advertising often uses references to help customers choose cosmetic products. Therefore, this urgency is targeted. Among the exaggerated words that are prohibited from being used in cosmetic product claims are:

- a. The term "safe" is without an objective, acceptable, and reliable description. For example, adding words like "safe for sensitive skin with proper use"
- b. Words such as "harmless", "no side effects", "potent", and others have the same meaning.

Article 17 letter c of the Consumer Protection Law states that business actors are prohibited from providing false, untrue, or inaccurate information about the products sold²⁸.

Drug and food labels must contain information regulated by the regulations that have already been listed. At a minimum, the label should contain the following information: the name of the product; a list of materials used; net weight or content; the name and address of the party that manufactures or imports the product; halal for the required products; production date and code; expiration date, month, and year; distribution permit number for processed foods; and the origin of certain foodstuffs. Product labels can also contain additional information, such as dosage, how to use, side effects, storage, and benefits for cosmetics and medications. Product labels should not indicate product claims, guarantees, privileges, or efficacy²⁹.

Overclaims that endanger the health and safety of consumers clearly violate one of the principles of consumer protection, namely the principle of consumer security and safety. This principle says that consumers must benefit from the

²⁸Ni Putu et al., "PERLINDUNGAN KONSUMEN ATAS KLAIM BERLEBIH ENDORSEMENT" 12, no. 4 (1999): 366–375.

²⁹Bunga Permata, Sulatri, Kristina Sari, "PERLINDUNGAN HUKUM TERHADAP KONSUMEN TERKAIT OVERCLAIM PELAKU USAHA DALAM LABEL OBAT DITINJAU DARI PASAL 8 AYAT (1) HURUF d UNDANG-UNDANG NOMOR 8 TAHUN 1999 TENTANG PERLINDUNGAN KONSUMEN," *Jurnal Ilmiah Fakultas Hukum*, no. April (2022): 89–100.



products they consume with legal guarantees. In other words, this consumer protection is expected to help consumers as much as possible and produce the expected products³⁰.

The purpose of consumer protection law enforcement related to overclaims of business actors in skincare must also be as optimal as possible for the benefit of the government, business actors, and consumers. Furthermore, legal certainty means that the law, namely rules or rules that contain rules and prohibitions that have sanctions and coercion, really function as rules that are obeyed by the community and are able to provide justice to the community.

Strategies for Implementing the Value of Honesty on Social Media

Companies must have innovative and creative marketing strategies to get the attention of customers or consumers. A marketing strategy is a plan that outlines a company's expectations for the impact of various marketing activities or programs. As imagined, growing business credibility on social media is quite difficult. Building brand awareness can be achieved by creating online visibility that shows the business by visually portraying the brand identity. In addition, websites, blogs, and social media platforms must be designed in a way that suits the business³¹.

To address the problem of overclaims and promote honesty on social media, several strategies can be implemented such as education and awareness Educate social media users about the importance of honesty in communication, including the impact of lies and overclaims.

Al-amanah, or honesty, is the most important value of a business transaction. It is the pillar of the morality of faith and the most prominent characteristic of the believer. Honesty is also a characteristic of the Prophets;

³⁰*Ibid.*

³¹ Juni Iswanto, Moh. Syaiful Musthofa, and Binti Puji Rahayu, "STRATEGI PEMASARAN DIGITAL DALAM MENINGKATKAN PENJUALAN DI ERA DISRUPSI MENURUT EKONOMI ISLAM (Studi Kasus Pada Dapur Onah Donat Dan Cake Di Desa Werungotok Kecamatan Nganjuk, Kabupaten Nganjuk)," *Jurnal Dinamika Ekonomi Syariah* 10, no. 2 (2023): 168–177.



Without it, religion and world life would not go well. The four main success factors (KSF) in managing sharia marketing strategies are: a. Shiddiq (true and honest), b. Amanah (trusted, credible), and c. Fathah (intelligent)³²

Honesty is a principle of business ethics. Now business practitioners and management know that honesty is the guarantee and foundation of business operations. In business, honesty is concerned with the following³³:

- a) Honesty is very important to maintain business relationships with relationships.
- b) Consumers will believe in the quality and price advertised. Employment relationships in the workplace The Company cannot survive if the employment relationship between employees is carried out honestly.
- c) Be honest about the quality of the products, especially for famous brands and many sell in other stores.

Conclusion

This research highlights the phenomenon of overclaims in the skincare industry on social media and the importance of honesty in communication. Using a qualitative approach, the authors found that many skincare brands are trapped in the practice of overclaiming, which not only harms consumers but also creates disinformation in society. The Islamic teaching of honesty is a relevant guide to overcome this problem. Through the analysis of hadith, we can see that honesty and integrity are a strong foundation for building trust in the digital world. This research contributes to the development of da'wah communication by emphasizing the need to educate the public about the impact of lies and overclaims, as well as inviting industry players to be responsible in conveying accurate information. Thus, the application of the principle of honesty can create a healthier and more transparent social media environment.

³² Nurul Hidayatul Ummah, "Pemanfaatan Sosial Media Dalam Meningkatkan Efektivitas Dakwah Di Era Digital," *Jurnal Manajemen Dakwah* 10 (2022): 151–169.

³³ Bambang Setiyo Pambudi, "Penerapan Etika Bisnis Pada Usaha Kecil Dan Menengah Melalui Pemanfaatan Computer Mediated Communication / Media Social Instagram," *Seminar Nasional dan Call for Paper Sustainable Competitive Advantage (SCA)* 8, no. September (2018): 1–8.



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