

***Tabayyun* in the Digital Marketplace: Quranic Ethics Against Skincare Overclaims**

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ABSTRACT

In the digital era, overclaims in product advertisements, especially in the skincare sector, on e-commerce platforms have become increasingly widespread and challenging for consumers to verify. This study aims to examine the relevance of QS. Al-Hujurat [49]:6 through the lens of tafsir in addressing the ethical implications of misleading promotional content. Using a qualitative descriptive method, this research integrates thematic tafsir analysis with contemporary case studies of skincare product marketing on Shopee. The findings show that the Qur'anic principle of tabayyun (verification) remains highly relevant as a moral compass for both consumers and sellers in navigating the flood of information and commercial persuasion. Tafsir scholars emphasize the urgency of critical information filtering before passing judgment or making decisions, especially in spaces vulnerable to manipulation and disinformation. The study concludes that implementing tabayyun values can serve as a foundation for ethical consumerism and digital literacy. It is recommended that Qur'anic principles be more actively integrated into media and advertising ethics to establish a marketplace founded on honesty, trust, and responsibility.

Keywords: *Tabayyun; Overclaim; Skincare; E-commerce; Digital Consumer Protection*

ABSTRAK

Di era digital, klaim berlebihan dalam iklan produk terutama di sektor perawatan kulit pada platform e-commerce telah menjadi semakin umum dan sulit diverifikasi oleh konsumen. Penelitian ini bertujuan untuk mengkaji relevansi QS. Al-Hujurat [49]:6 melalui perspektif tafsir dalam menangani implikasi etis dari konten promosi yang menyesatkan. Menggunakan metode deskriptif kualitatif, penelitian ini menggabungkan analisis tafsir tematik dengan studi kasus kontemporer pemasaran produk perawatan kulit di Shopee. Temuan menunjukkan bahwa prinsip Al-Qur'an tentang tabayyun (verifikasi) tetap sangat relevan sebagai pedoman moral bagi konsumen dan penjual dalam menghadapi banjir informasi dan persuasi komersial. Ahli tafsir menekankan urgensi penyaringan informasi secara kritis sebelum mengambil keputusan atau menilai, terutama di ruang yang rentan terhadap manipulasi dan disinformasi. Studi ini menyimpulkan bahwa penerapan nilai-nilai tabayyun dapat menjadi landasan bagi konsumsi etis dan literasi digital. Disarankan agar prinsip-prinsip Al-Qur'an lebih aktif diintegrasikan ke dalam etika media dan periklanan untuk membangun pasar yang berakar pada kejujuran, kepercayaan, dan tanggung jawab.

Kata Kunci: *Tabayyun; Overclaim; Skincare; E-Commerce; Konsumen Digital*

INTRODUCTION

The Qur'an, as the holy book of Muslims, serves not only as a guide for rituals but also as a reference for social ethics, including the reception and transmission of information (Kusumaningrum, 2023). In this digital age, vast amounts of information circulate at a rapid pace. As a result, the ability to search for and process information has become key to overcoming various challenges related to information. Entrepreneurs have leveraged developments in internet technology to transform their businesses into a digital model known as e-commerce, which involves electronic transactions between companies and consumers through online platforms (Wulandari & Zakka, 2024).

In the cosmetics industry, particularly skin care products, the term "overclaim" refers to marketing practices that provide invalid, exaggerated, or unscientific information. These claims promise something illogical and can raise false hopes, misleading consumers. Such overclaim practices undermine consumers' right to transparent information. Additionally, these claims create uncertain expectations about the Product. For example, if Product A claims that its Product can deliver bright, fair skin in a short time, this is highly exaggerated and contrary to the application of ethical standards (Rahmawati et al., 2024).

It is essential to acknowledge that in this digital age, social media has had a profound impact on the world. This is because these platforms have become an integral part of people's daily lives. This situation also affects the religious sphere, where religious values and developments are undergoing renewal in the world of social media (Slama, 2018). The existence of fake news, also known as hoaxes, refers to information whose authenticity is questionable because it lacks concrete evidence (Fensi, 2018).

The public needs to be discerning in choosing news and evaluating its truthfulness, as it is crucial to convey accurate information. Islam is a perfect religion that provides guidelines and instructions for dealing with situations. One of them is through the words of Allah in QS. Al-Hujurat/49: 6, which reads, translation by the Ministry of Religious Affairs 2019:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِن جَاءَكُمْ فَاسِقٌ بِنَبَأٍ فَتَبَيَّنُوا أَنْ تُصِيبُوا قَوْمًا بِجَهَالَةٍ فَتُصْحِحُوا عَلَىٰ مَا فَعَلْتُمْ نُدْمِينَ ﴿٦﴾

“O you who believe, if a wicked person comes to you with any news, ascertain the truth, lest you harm people unwittingly and afterwards become full of repentance for what you have done”

Based on this verse, we are required to use only halal products and items as per our religious teachings. Important matters that are unclear may cause people to imitate behaviors that will undoubtedly have negative consequences for themselves. According to the opinion of

the scholars, the revelation of this verse is related to a story involving Al-Walid bin Uqbah ibn Abi Mu'ithMu'ith. The Prophet Muhammad (peace be upon him) assigned him to collect zakat from the Bani al-Musthalaq tribe, but Al-Walid returned without carrying out the Prophet's task out of fear of being attacked. He reported to the Prophet (peace be upon him) about the Bani al-Musthalaq tribe's alleged plan to attack, which turned out to be unfounded; ultimately, the zakat was successfully collected (Shihab, 2002). Incidents like this reflect an everyday reality in society, where the accuracy of information obtained is not correctly verified.

This verse, when understood explicitly, instructs Muslims to verify information received if the source is unclear. This principle is particularly relevant in the current context, where a significant amount of information, including religious interpretations, is disseminated without adequate clarification (Nasoha et al., 2025).

Although the principle of *tabayyun* in QS. Al-Hujurat/49:6 has been widely discussed in the context of social and communication issues; most of these studies have focused more on modern issues, such as the spread of hoaxes, political slander, and hate speech on social media (Noor, 2018). However, very few studies specifically describe the principle of *tabayyun* in the realm of digital advertising and consumer behavior, particularly in addressing the rampant overclaiming practices in skincare products on e-commerce platforms such as Shopee. Such practices are highly relevant because they can influence consumer decisions and create information inequality (Wale et al., 2024).

The practice of overclaiming in skincare product advertisements on e-commerce platforms directly contradicts the principles of honesty and transparency, which are the cornerstones of business ethics. Exaggerated claims, such as promising instant results or benefits without scientific evidence, can mislead consumers and disregard their right to accurate information about the products they purchase. This is inconsistent with the products they buy and has the potential to cause health problems (Santika et al., 2025). Moreover, it is not in line with Islamic values, especially the principle of *tabayyun* in QS. Al-Hujurat/49: 6 explains the importance of being cautious and clarifying before taking or spreading information.

This study aims to fill this gap by combining a thematic interpretation of QS. Al-Hujurat/49: 6 and the phenomenon of digital skincare advertising in order to develop a Qur'an-based ethical understanding of digital consumer protection. Previous research on being cautious in receiving or spreading news in the Qur'an focuses on two aspects. First, research has been conducted and verified through *tabayyun* from the perspective of the *hadith Maslaqha*, examining the reinterpretation of Qur'anic verses related to contemporary issues linked to

business practices (Wulandari & Zakka, 2024). This research concludes that people need to instill *tabayyun* in themselves and learn about transparent and honest information when making purchasing decisions. Second, research that refers to how the Qur'an views contemporary issues in terms of information clarification and ethics (Nabilla, 2023); (Pakaila et al., 2024) concludes that information also needs clarity, where it can be seen where it comes from, and there must be a basis for it.

Thus, this study not only expands the scope of *tabayyun* values' application but also offers new contributions to the development of information ethics in the digital age. This study aims to examine how to address the phenomenon of overclaimed skincare products sold on e-commerce platforms. Therefore, this study fills a gap in the literature regarding how *tabayyun* can serve as an effective tool in addressing the ethical challenges of an increasingly complex and manipulation-prone digital marketplace.

METHOD

The study employs a qualitative descriptive approach, utilizing a library research method suitable for addressing the research problem concerning Qur'anic interpretation and contemporary marketing ethics (Nuraeni, 2017). The data sources include primary references such as the Qur'an and classical and contemporary tafsir works, specifically *Tafsir al-Misbāh* by M. Quraish Shihab and *Lubāb al-Ta'wīl* by Ibn 'Āsyūr as well as secondary including journal articles, books, and digital content related to overclaim practices in skincare advertisements on e-commerce platforms like shop (Fadli, 2021).

Additionally, this study employed content analysis techniques to examine skin care product promotional materials on e-commerce platforms during the research period. The analysis process involved selecting several skin care product advertisements suspected of containing exaggerated claims and then testing the validity of these claims based on scientific evidence and Islamic information ethics principles, particularly the value of *tabayyun*. This approach aims to uncover ethical violations in digital marketing and apply the principle of *tabayyun* as a foundation for consumer protection in the digital realm. The research was conducted through an in-depth study of the Qur'an verses that discuss the principle of *tabayyun*, examining the interpretations of exegetes and relating them to digital marketing practices in the contemporary era.

RESULT AND DISCUSSION

Definition and Concept of *Tabayyun*

Tabayyun comes from the past tense verb *tabayyana*, which means clear. The word “*tabayyana*” in Arabic (shorof) follows the pattern “*tafa'ala*,” which means “to burden.” Therefore, “*tabayyun*,” which originally meant “clear,” has come to mean “seeking clarity.” Thus, ‘*tabayyun*’ can be defined as the process of seeking clarity from information obtained by filtering the truth from that information. There are several thematic interpretations of “*tabayyun*”:

- 1) In the book *Lisan al-Arab* by Muhammad Ibn Mukrim Manzur al-Ansari, it is stated that the word *tabayyana* means to explain something that is real or common. When used as a *fi'il muta'addi*, it can be interpreted as contemplation and searching for something (Manzur, 2005).
- 2) The word *tabayyana* from the verb تَفَعَّلَ means to seek clarity in order to obtain certainty about something (Ma'sum, 2002).

Meanwhile, the definition of tafsir according to language, as in the words of Allah SWT QS. Al-Furqon/25: 33, has an explanation that indicates the meaning of explanation. In linguistic terms, tafsir is something that explains, clarifies, and presents in various versions. The term *taf'i* indicates the meaning of katsir, which means many. Among others, (al-ibanah) means to state, (al-idharu) means to explain, and (al-kasyfu) means to reveal (Al-Qaththan, 1973).

There are several different definitions of the term according to various exegetes. The author has chosen two exegetes: First, according to Imam Al-Suyuthi, tafsir is the science that explains the revelation of verses, their context, stories, causes, abrogated and abrogating verses, specific and general meanings, and so on. Second, according to Imam Abu Hayan, tafsir is a science that discusses the methods of reciting the Qur'an, its guidelines, its laws, and its meanings.

The principle of *tabayyun* in QS. Al-Hujurat clearly emphasizes that when faced with exaggerated claims in skincare advertisements on e-commerce platforms, one must verify and validate the accuracy of the information before believing or sharing it. M. Quraish Shihab has clearly explained that even information from a trusted source must first undergo verification to avoid causing harm or regret in the future.

Interpretation of QS Al-Hujarat/49:6

The word *tabayyun* in this verse has the nature of *amr* (imperative verb), which comes from the word فَتَّبَيَّنُوا and emphasizes the importance of re-examining information for accuracy (Roijah, 2020).

In his commentary *Al-Misbah*, M. Quraish Shihab explains that if a wicked person comes to you with important news, it is obligatory to verify it thoroughly. Conduct a thorough investigation to gather more information about the matter from multiple sources. This is crucial to prevent disaster for a group due to hasty actions based on ignorance of the actual facts. If no further verification is done, it will lead to regret over your rushed actions once the truth is revealed, and you will be the one bearing the regret from that misjudgment. This verse establishes a fundamental concept in Islam regarding social life and provides rational teachings on how to accept and respond to information. Human social interaction must be built on a foundation of valid information and clear facts. However, humans have limitations in obtaining the information they need, so they require other parties as sources (Shihab, 2002).

According to Sayyid Quthub, in this verse Allah directs attention to the wicked because they are accused of being the source of lies. This means that in order to prevent these lies from spreading among Muslims, we must look at both sides of the story, because news conveyed by only one individual is not necessarily true and can distort information. Essentially, every Muslim should be a reliable source of news and convey trustworthy information. Therefore, the affairs of the Muslim community will be more controlled and balanced in accepting or rejecting a piece of news (Quthub, 2004).

At the beginning of Al-Hujurat verse 6, which reads *yā ayyuhallazīna āmanū*, this verse is addressed to believers with the aim of ensuring that listeners pay close attention to the message. Typically, after such an address, there are often important matters that require attention. Therefore, believers are urged to be vigilant when receiving information, especially if the source is a wicked person, and not to believe it blindly. The term “*fasik*” in the context of QS. Al-Hujurat carries a subtle hint that a believer should always be vigilant and not act hastily in receiving news, ensuring its source. The term ‘*fasik*’ means “*al-khrūj min al-tā’ah*” (departure from obedience). According to As-Syawkāni, “*fasik*” can also be interpreted as a liar or deceiver (Al-Syawkāni, n.d.). So the meaning of that sentence is that

all hypocrites who come to you, regardless of their religious background (Muslim or non-Muslim) or relationship status (friend, relative, or otherwise).

From the above opinions, we can conclude that *tabayyun* in QS. Al-Hujarat/49:6 is a process of verifying information through reliable sources and not relying on a single source to ensure its validity. This is very important in the modern era, given the abundance of information disseminators, both on social media and in real life, whose accuracy is increasingly unclear. Therefore, *tabayyun* is one of the methods that should be applied when receiving information to ensure the accuracy and validity of the news (Hayatunnisa, 2021).

Therefore, this verse discusses important ethics that are evident in everyday life, especially on social media: the meaning of the word *tabayyun* has several benefits, as follows: *First*, Avoiding hasty decisions or spreading rumors. *Second*, Preventing unfounded accusations against others. *Third*, Minimizing conflicts that lead to violence. *Fourth*, Creating a harmonious society free from misunderstandings (Fatma, 2022).

Implementation of *Tabayyun* in the Case of Skincare Overclaim

Applying the principle of *tabayyun* in digital shopping activities is crucial to avoid potential losses due to misleading information. Regarding exaggerated claims on skincare products, *tabayyun* teaches consumers not to blindly trust excessive promotions, but to verify through reliable sources, seek out objective reviews, and verify the authenticity of the product. On the other hand, businesses are obligated to maintain integrity in their promotions by avoiding claims without valid scientific basis. In relevant but also has practical value as the foundation of consumer protection ethics in the digital world.

There are many online marketplaces used in various countries around the world. Some marketplaces that already exist in Indonesia include Shopee, Lazada, Bukalapak, and so on. However, Shopee is the most widely used application. Shopee is an e-commerce platform that provides online buying and selling services and can be downloaded via the App Store or Google Play Store. According to Similarweb, Shopee became the most visited marketplace with the highest number of visitors in Indonesia in August 2022 (Anasrulloh et al, 2024). This app offers many features to make online shopping easier, including fashion, household appliances, electronics, beauty products, food delivery, and more.

This phenomenon of overclaiming began to attract public attention on social media platform TikTok when a cosmetic doctor, often referred to as “Doktif (detective doctor),” revealed that many skincare products exaggerate their claims about their ingredients. In early September 2023, Doktif began uploading videos containing laboratory test results for

skincare products. He not only presented evidence from lab tests proving the overclaims but also challenged skincare brand owners to account for their invalid claims (Sofia Z, 2024).

With this initiative, netizens responded positively to his actions in revealing the truth about skincare products that make exaggerated claims. They believe that consumers have the right to know valid information about the ingredients they use. Netizens also agree that skincare manufacturers must understand ethical principles before making exaggerated claims. The steps taken by this influencer have raised public awareness of the importance of ethics in beauty product marketing. The efforts made by this influencer have opened people's eyes to the importance of ethical standards in the beauty industry. Consumers are now more cautious when choosing skincare products, paying attention to claims that are clear and honest (Geisler, 2010).

In addition to providing reviews, Doktif also tests product contents using reliable scientific methods. By presenting laboratory test results directly, he has succeeded in raising awareness among many people who previously did not understand the importance of accurate information on product labels. His clear approach and use of evidence has made people interested in learning more about the beauty products they use.

Here are some indications for consumers of skincare products that make exaggerated claims about their ingredients:

- 1) Loss of consumer trust. Exaggerated claims can erode consumer trust not only in a specific brand but also in the beauty industry as a whole. This is the primary consequence of making excessive promises. When a skincare product fails to meet expectations despite advertising various benefits, consumers often become skeptical about its effectiveness.
- 2) Exaggerated product claims often cause financial losses for consumers. For example, when skin care products advertise instant pore cleansing results in seconds but fail to deliver the desired results. Not only that, many consumers have to incur additional costs to deal with the side effects of the product. These costs add to the existing financial losses.
- 3) The impact of using skincare products can also refer to skin health and have an emotional impact due to social pressure and discomfort.
- 4) When some skin care products are advertised with false claims, which cause negative thoughts among consumers, this has a bad impact on the beauty industry, leading to

mistrust, even though these products are in a category that is difficult to regulate and have been proven to be safe (Pakaila et al, 2024).

Islam teaches that beautifying oneself is also a form of beauty that is pleasing to Allah SWT. However, religion provides rules so that this beauty does not violate the limits of sharia. MUI Fatwa Number 26 of 2013 concerning the halal standards for skincare products and their use, as well as the laws that must be fulfilled by companies producing in the industry in order to be declared halal and in accordance with sharia principles (Mulyani, 2020):

- a) The use of skincare products for the purpose of beautification is permitted in Islam under certain conditions, namely that the ingredients used must be halal and meet hygiene standards, and must not cause harm.
- b) The use of skincare products is prohibited if they contain impure elements.
- c) In Islam, the use of skincare products containing impure or prohibited substances (other than pork-derived ingredients) is permitted, provided they are ritually purified after use.
- d) The use of halal animal-derived ingredients in skincare products becomes an issue when the slaughtering process is known. This condition renders the product subject to the ruling of makruh tahrim, so it must be avoided.
- e) Skincare ingredients derived from microbial products where the microbial growth medium is not identified as being from pigs must be avoided until there is official certainty about the halal status of the product (Mulyani, 2020).

Qs. Al-Hujarat/49:6 aligns with the cautious approach toward unverified skincare claims. This verse emphasizes the importance of seeking information (*tabayyun*) before believing or spreading news, especially from unverified and unreliable sources. Many products make exaggerated claims, such as “can whiten your skin in 1 week” or “can eliminate acne in 3 days” without scientific evidence or laboratory results (Miftah , 2024).

Based on this verse, it is clear that we must always use halal products and items in accordance with religious teachings. In addition, halal skincare can be viewed from various perspectives to be cautious and without fear of the ingredients used in the product. However, there are now many products that make exaggerated claims in their marketing. As consumers, we must be able to sort through the information to find clarity. According to A. Z Nasution (Gugu, 2022), consumer protection law is a specific

regulation that comprehensively regulates the principles and provisions for protecting consumer rights. This regulation covers the relationship between consumers and producers, as well as various issues surrounding the provision and use of products in social life, which is part of consumer law as a whole.

Skincare products are products that contain specific ingredients that are specifically designed to be applied to the outer layer of the skin for long-term use, with various functions ranging from care, cleansing, protection, to physical appearance modification. Based on BPOM Regulation No. 12 of 2020 concerning cosmetic supervision, there are specific provisions that every cosmetic product must undergo an official registration process before being distributed and used by the public (Widyastuti, 2022).

BPOM, as the authority responsible for establishing rules on promotion and advertising, has stipulations set forth in BPOM Regulation No. 32 of 2001 Article 3, which sets out the requirements that must be met in the delivery of information, as follows:

- 1) Provide accurate data that aligns with reality and must be consistent with the product's benefits, usage guidelines, and safety standards for cosmetic products.
- 2) Communication must be clear and truthful, must not be misleading, and must be accountable.
- 3) The product must not be portrayed as a medical therapy or claimed to prevent a specific disease (Cahyono et al, 2019).

The principle of tabayyun in responding to exaggerated claims about skincare

This table outlines three categories of skincare products anti-aging, whitening, and acne and contrasts two types of marketing statements:

Table 1. *Overclaim vs. Ethical Claims in Skincare Products*

Category	Overclaim	Not Overclaiming
Anti- Aging	Eliminate wrinkles in 3 days	Helps conceal fine lines and premature aging when used regularly.
Whitening	Your skin will be white in one week.	Helps gradually brighten the skin
Acne	Helps eliminate acne in 3 days	Helps reduce acne with regular use and according to the stages

Table 1 reveals that exaggerated claims (overclaims) often promise instant absolute results, such as "eliminate wrinkles in 3 days" or "white skin in a week." Meanwhile, reasonable

claims tend to be more realistic, using phrases like "helps" and emphasizing the importance of regular use and gradual results. Thus, non-exaggerated claims align more closely with the principles of caution and integrity in skin care product marketing.

Consumers who are discerning tend to look for supporting evidence through reviews, testimonials, and specification comparisons. Products that make excessive claims but lack evidence can also serve as a reference, such as by looking at low ratings or negative reviews. However, this is no longer reliable, as even well-known brands have been found to make overclaims. According to research I obtained from online sources, several skincare products from well-known brands have already established a good reputation in society. Azarin, this product is very well-known, but after laboratory testing, it was found to make exaggerated claims about its ingredients. Azarin claims that its product contains 10% niacinamide and Dipotassium Glycyrrhizinate Glorius. However, laboratory results show that the niacinamide content is only 0.45% (Yuliani et al., 2025).

When choosing products on Shopee, savvy consumers generally have several critical attitudes before deciding to make a purchase or ask for clarification, including: *First*, the quality of the product is a significant consideration for consumers when deciding to make a purchase. Consumer satisfaction will increase if the product purchased meets their expectations in terms of quality. Conversely, if the product does not meet their expectations, they will feel disappointed and regret their purchase (Susilowati, 2023). *Second*, by checking reviews and ratings, consumers are more likely to read reviews from previous buyers to ensure the product's quality and the seller's reliability. Positive reviews can build consumer trust and buyer confidence in a product, while negative reviews have the potential to reduce their interest in purchasing. Ratings given star symbols on the Shopee platform serve as a reference for consumers when considering a product purchase (Anasrulloh et al., 2024). *Third*, check the scientific evidence before buying beauty products. Savvy consumers will be more interested if laboratory tests or clear safety certifications are also included (Anugrah et al., 2025). *Fourth*, when choosing a trusted store and seller, consumers will select stores with high ratings (4.7, 4.8, 4.9) and look for the name "*Official Store*" to minimize regret when making a purchase. Lastly, when comparing prices, products sold in "*Official Stores*" are generally more expensive than those sold in stores whose authenticity is uncertain (Mukhlisani et al., 2024).

CONCLUSION

This study examines the issue of overclaiming in the beauty industry, specifically in the context of skincare products sold on e-commerce platforms such as Shopee. Many of these products make exaggerated claims that are not supported by scientific evidence, thereby manipulating consumer trust through misleading marketing strategies. Such practices pose significant risks, particularly for buyers who fail to assess the information presented critically. In light of this, the Quranic principle of *tabayyun*, as stated in Surah Al-Hujurat (49:6), becomes highly relevant. The verse emphasizes the importance of verifying information before taking action, particularly when the truth of that information is uncertain or dubious.

By applying the concept of *tabayyun* in online shopping, especially when selecting skincare products, consumers are encouraged to conduct thorough prior verification. This includes reviewing customer feedback, confirming product authenticity, and analyzing ingredient lists before making a purchase. Such practices not only protect consumers from financial loss and potential skin damage but also foster a culture of critical thinking and informed decision-making. Ultimately, the practice of *tabayyun* enhances digital literacy and provides a framework for ethical consumption, highlighting how Islamic teachings remain profoundly relevant in navigating the challenges of modern digital commerce.

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