

School Student Responses to Halal Product Labeling

Izmi Dwira Eriani^{1*}, Rizki Amalia Elfita²

¹Faculty of Vocational Studies, Universitas Airlangga, Surabaya, East Java, 60286, Indonesia

²Universitas Nahdlatul Ulama Surabaya, Indonesia

e-mail: izmidwirae@vokasi.unair.ac.id^{*1}

*Corresponding Author

Abstract: Inclusion of halal products is one of the important things in the brand considering that most consumers in Indonesia are Muslims. Labeling is an effort to add added value to brands by involving other associations that have the authority to do so, in this case the Halal Product Assurance Organizing Agency (BPJPH) as stipulated in Law Number 33 of 2014 concerning Halal Product Guarantees (JPH). The law emphasizes that products that enter, circulate and trade in Indonesia must be halal certified (Article 4), therefore the government organizes JPH (Article 5). The purpose of this research is to find out the response of school students to the labeling of halal products. This type of research is quantitative research with a survey approach in order to describe the level of response of the school public to halal products, which consists of the level of knowledge, level of concern, and practical attitude responses in addressing matters related to halal products. From the results obtained, there were 66 respondents who were used as samples spread over several SMP/SMA/Universities in East Java Province. Middle school students got the least amount, namely 7 (10.6%), high school students with the highest number, namely 44 (66.7%), and university students with 15 (22.7%). Inclusion of halal products is one of the important things in the brand considering that most consumers in Indonesia are Muslims, not a few Indonesian people when consuming a product no longer pay too much attention to the halalness of a product in Islamic teachings. The urgency of a halal label for Muslim consumers is intended to ensure that any product is which may be consumed. Therefore, Muslim consumers should be careful in deciding to buy or products if the product is not labeled as halal or is not a matter for the consumer himself.

Keywords: halal products, halal certification, Muslim consumers

INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. According to the results of the population census of the Central Bureau of Statistics (BPS). In 2010, the total population of Indonesia who embraced Islam was approximately 207,176,162 people or around 87.18% of the total population of Indonesia. This affects the demand for halal products, especially in food and beverages (Windisukma, 2015). Based on these data, Indonesia is a Muslim-majority nation. This requires producers to include a halal logo certification to attract and convince consumers. In general, the halal logo in Indonesia is issued by the Indonesian Ulama Council (MUI).

Inclusion of halal products is one of the important things in the brand considering that most consumers in Indonesia are Muslims. Labeling is an effort to add added value to brands by involving other associations that have the authority to do so, in this case the Halal Product Assurance Organizing Agency (BPJPH) as stipulated in Law Number 33 of

2014 concerning Halal Product Guarantees (JPH). The law emphasizes that products that enter, circulate and trade in Indonesia must be halal certified (Article 4), therefore the government organizes JPH (Article 5) (Sabara, 2017).

According to Iranita's research (2013: 1), not a few Indonesian people when consuming a product no longer pay much attention to the halalness of a product. In Islamic teachings, the urgency of the halal label for Muslim consumers is intended so that they can ensure which products are allowed to be consumed, namely products that have and include a halal label on their packaging. Therefore, Muslim consumers should be careful in deciding to buy products or products if the product does not carry a halal label even though actually buying products labeled halal or not is a matter for the consumer itself (Adinugraha, 2017).

Based on the description above, this research is focused on students aged 15-19 years who are in the city of Surabaya. Urban communities, including Surabaya, tend to have

more access to information and knowledge about halal products obtained through the media or through information provided by religious leaders. Access to information and knowledge about halal products is the reason for choosing to target school students aged 15-19 years. The school public (students) is considered a class of society that is vulnerable to consumption levels. Students are considered to have access to information, knowledge, and concern for labeling halal products, so knowing their response can be a measure of public response to guarantees for halal product labeling.

CONCEPTUAL FRAMEWORK

Label Halal

Labeling is an effort to add added value to brands by involving other associations that have the authority to do so, in this case the Halal Product Assurance Organizing Agency (BPJPH) as stipulated in Law Number 33 of 2014 concerning Halal Product Guarantees (JPH). law

Halal labeling is the inclusion of writing or a halal statement on the product packaging to show that the product in question has the status of a halal product, in Indonesia the institution authorized by the Government in the process of halal certification is the Indonesian Ulema Council (MUI). Halal labeling has the aim of fulfilling market (consumer) demands universally. So if these demands can be met, economically, Indonesian business people will be able to host in terms of the products being marketed. Another very basic goal is to protect the faith of consumers, especially those who are Muslim. This means that with labeling, Muslim consumers will not hesitate to consume something they need.

METHODOLOGY

This type of research is quantitative research with a survey approach in order to describe the level of response of the school public to halal products, which consists of the level of knowledge, level of concern, and practical attitude responses in addressing matters related to halal products. These items are then represented through Frequency

distribution tables. The population in this study were students aged 15-19 years, both Muslims and non-Muslims. The number of samples in this study were 80 students who were distributed into the Google form and then distributed to respondents who met the inclusion criteria and then a sample of 66 students were selected randomly or using a random sampling system.

From the problems related to students public responses to halal products, in general they are divided into three response indicators, namely cognition (knowledge), affection (concern), and conation (attitude). The three indicators are further elaborated in the form of research questions that are asked through an online questionnaire in the form of the Google Form as a research instrument.

Regarding the knowledge of respondents to the questionnaire questions asked were: respondents' knowledge about the existence of halal labeling on each product, where did the respondents know that the product could be said to be halal, their knowledge about why there must be halal labeling on each product, respondents' understanding regarding a product that can be given a halal label, whether respondents know about substances contained in a product that cannot be labeled halal, information and socialization related to labeling halal products, where does the information come from? what they get about the labeling of halal products.

Regarding the respondents concern about the labeling of halal products, the questions asked by the questionnaire were; Does the respondent consider the halalness of a product before consuming it, does the respondent check for halal labeling on each product he wants to consume, does the respondent consider who the seller is, the sales location, and the manufacturer of the product he wants to buy or consume.

Regarding the attitude of the respondents regarding the labeling of halal products, the questions asked were: the attitude of the respondents do they want to consume products

that do not have a halal label, do they want to consume/buy food/beverage products sold by non-Muslim sellers or in non-Muslim majority locations, whether before consuming a product always checks the halal label, checks the composition of the ingredients before consumption.

This research is a quantitative study, so the data collection method used is by distributing questionnaires or questionnaires filled out by respondents, distributing questionnaires online using Google Forms and then distributing Google Form links to respondents. The primary data collected includes information or data that is relevant to the variables to be analyzed. Includes the level of their response to halal products which will be measured through a questionnaire instrument which can cover all instruments related to halal products. Questionnaire links were distributed to respondents who met the inclusion criteria set by the researcher and then became part of the study population. Meanwhile, data processing and analysis was analyzed using SPSS version 16, in which the frequency of data from each question item in the questionnaire will be calculated, then percentaged.

RESULTS AND DISCUSSION

RESPONDENT IDENTIFICATION

Table 1. Number of Respondents Based on Questionnaire Distribution Category

School Stage	Amount	Respondents (%)
JHS Student	7	10,6%
SHS Student	44	66,7%
College Student	15	22,7%
Total	66	100%

From the results obtained, there were 66 respondents who were used as samples spread across several junior high schools/high schools/universities in East Java Province. Middle school students got the least amount, namely 7 (10.6%), high school students with the highest number, namely 44 (66.7%), and university students with 15 (22.7%).

Table 2. Number of Respondents Based on Age

Age	Amount	Respondents (%)
15 yo	11	16,7%
16 yo	24	36,4%
17 yo	12	18,2%
18 yo	8	12,1%
19 yo	11	16,7%
Total	66	100%

Respondents based on age, at the age of 15 years and 19 years obtained the same number of 11 (16.7%).

Table 3. Number of Respondents Based on Gender

Gender	Amount	Respondents (%)
Male	10	15,2%
Female	56	84,8%
Total	66	100%

Based on the results obtained, it is known that the number of teenage respondents who are male is 10 (15.2%) while the female is 56 (84.8%) of the total number of teenage respondents.

Table 4. Number of Respondents Based on Religion

Religion	Amount	Respondents (%)
Muslim	62	93,9%
Christian	3	4,5%
Hindu	1	1,5%
Total	66	100%

The results of the data above show that Muslim respondents have the highest number, namely 62 (93.9%). This is because Indonesia is predominantly Muslim.

COGNITIVE RESPONSE

It can be seen that LPPOM MUI is not only working in the country, to create halal certification standards and halal certification institutions, in 1999 together with several foreign halal certification institutions, MUI initiated the formation of the World Halal Council (WHC). Since the formation of the WHC in 1999 to 2010. There are three Director of LPPOM MUI believed to be president of WHC. In 2010, the Director of LPPOM MUI

was believed to be the Secretary General of the WHC. The product halal standard set by LPPOM MUI has become a reference for overseas halal certification institutions, so far there are 41 institutions spread across five continents. (Source: www.halalmui.org).

On the topic of this cognitive response discusses respondents' knowledge about LPPOM MUI by giving questions to respondents about halal products, halal logos, halal product labelization processes, as well as information sources that respondents get, on the topic of response measurement cognitive respondents every question there is an answer that allows respondents to answer based on the category that is the answer to, never, often, and rarely.

Table 5. Knowing the LPPOM MUI Logo

Answer	Amount	Respondents (%)
Once	30	45,5%
Never	19	28,8%
Often	12	18,2%
Rarely	5	7,6%
Total	66	100%

As many as 45.5% of respondents stated that they had known the LPPOM MUI Logo from a product, 28.8% said they had never known the Logo, 18.2% said they often knew the Logo, and 7.6% said they rarely knew the LPPOM MUI Logo from a product.

The next question discusses the respondent's knowledge to know that every food product must have halal guarantee certification, this is shown to convince consumers of doubts about the halal guarantee of a food product before consumption, so that consumers do not only see a product only on the type of product and brand of the product. . The role of Halal Certification can be measured by five indicator items, namely (1) Ensuring product halal certification, (2) Ensuring halal certification at the restaurant I will visit, (3) Halal certification is more important than product information, (4) Will only consume halal-certified products and (5) Recognize the halal certification logo from the MUI.

Table 6. Knowing that every food product must have the LPPOM MUI halal guarantee certification

Answer	Amount	Respondents (%)
Once	24	36,4%
Never	9	13,6%
Often	25	37,9%
Rarely	8	12,1%
Total	66	100%

On the question of knowledge regarding halal assurance certification of LPPOM MUI it can be seen, based on the data obtained in Table 6 that as many as 36.4% of respondents said they had, 13.6% of respondents said they never, 37.9% of respondents said they often, and 12.1% Respondents stated that it was rare to know that every food product must have the LPPOM MUI halal assurance certification.

The next question is to discuss the importance of sources of information on halal products obtained through educational institutions/social media. According to Anderson et al (1994), a consumer depends on the seller in making a purchase and puts their trust in the source of information and information received. In Indonesia, advertising of products and services can be found in magazines, newspapers, radio, television, internet, etc. Even the stores contain lots of product information, and advertisements. Consumers also receive product information from friends, family, sellers and strangers.

Peter & Olshon (2014) state that exposure to information is a process where consumers are exposed to information in their environment, such as marketing strategies, especially through their own behavior. It is important for a consumer to get exposure to information for the interpretation process. In general, consumers seek information to make choices when confused with various product choices, but many of them are accidentally exposed to a lot of information when watching television, advertisements, or when chatting with colleagues. Therefore, exposure to information can serve as a source of awareness about halal in relation to what Muslims consume. Information Exposure can be measured by five

indicator items, namely (1) Understanding of halal products is influenced by advertising, (2) Get halal product information from the seller, (3) Get information on halal products in the school/campus/office environment, (4) Obtain information on halal products through mass media such as TV, radio, magazines and the internet and (5) My level of understanding of halal products is influenced by friends.

Table 7. Knowing information on halal products in educational institutions/social media

Answer	Amount	Respondents (%)
Once	24	36,4%
Never	9	13,6%
Often	25	37,9%
Rarely	8	12,1%
Total	66	100%

At this point there are questions regarding the information obtained by the respondents regarding the halalness of a food or beverage product accompanied by the same answers to the questions with the previous topic, namely answers based on categories of ever, never, often. So that it can be seen from the results in Table 7 that 36.4% said they had, 13.6% said they never, 37.9% of respondents said they often, and 12.1% said they had information about knowledge of halal products in educational/social media.

Table 8. As a consumer, do you always pay attention to halal label information when buying a food/beverage product?

Answer	Amount	Respondents (%)
Once	11	16,7%
Never	3	4,5%
Often	37	56,1%
Rarely	15	22,7%
Total	66	100%

In table 8 with the question whether respondents as consumers always pay attention to halal label information on a product, the majority of respondents answered often, namely 56.1%, then those who answered rarely were 22.7%, those who answered never were

16.7% and the least answered never, namely 4.5%. These results indicate that respondents always pay attention to the existence of a halal label when buying a product for consumption. Meanwhile, there are still many food products on the market that are labeled halal without prior inspection and testing by the authorities, so that the product is not guaranteed to be halal. This proves that the rights of Muslim consumers regulated by statutory provisions have not been fully protected. The packaged food producer has violated the provisions in Article 7 of Law Number 8 of 1999 concerning Consumer Protection regarding the obligations of business actors/producers, including the presence of good faith in carrying out business activities, providing correct, clear and honest information regarding the condition and guarantee of goods and or services and guarantee the quality of goods and or services produced and or traded based on the applicable quality standards of goods and or services. The obligations of business actors/producers above are also consumer rights that must be fulfilled.

Table 9. Inclusion of a halal label/MUI halal certificate, indicated for each type of product, not just the brand

Answer	Amount	Respondents (%)
Once	28	42,2%
Never	7	10,6%
Often	19	28,8%
Rarely	12	18,2%
Total	66	100%

In table 9 with the statement whether the respondent has ever known that the inclusion of the halal label/MUI halal certificate is indicated for each type of product, not just the brand, the majority of respondents answered that they had, namely 42.2%, then those who answered often were 28.8%, those who answered rarely were 18.2% and those who answered never were at least 10.6%. From these results indicate that the knowledge of respondents is good. According to the findings of Aertsens et al (2011) that a person's knowledge is not only related to beliefs, but also with attitudes in determining the product to be purchased. Research by

Rahman et al (2015) also found that knowledge has an influence on attitudes. Thus increasing the element of knowledge in a linear manner will affect consumers in buying a product. According to Syahputra et al (2010) halal labeling is an appreciation given to products that meet halal criteria according to Islamic religious teachings, companies that have included halal labels on their product packaging mean that they have carried out and passed the halal labeling process carried out by LPPOM-MUI.

Table 10. In the absence of writing containing elements of lard, substances that are intoxicating/damaging to health, and materials that are prohibited by Islam in the food/beverage product, the food is halal

Answer	Amount	Respondents (%)
Once	30	42,4%
Never	10	15,2%
Often	17	25,8%
Rarely	9	13,6%
Total	66	100%

In table 10 with the statement whether the respondent has ever known that food is said to be halal if there is no writing containing elements of lard, substances that intoxicate/damage to health, and materials that are prohibited by Islam in food/beverage products, the majority of respondents answered yes, namely 42, 4%, then those who answered often were 25.8%, those who answered never were 15.2% and those who answered rarely were 13.6%. From these results indicate that the knowledge of respondents is good. According to the Government Regulation of the Republic of Indonesia Number 69 of 1999 concerning Food Labels and Advertisements in article 1 number 5 states that halal food is food that does not contain elements or ingredients that are haram or prohibited for consumption by Muslims, whether it concerns food raw materials, food additives, auxiliary materials and other supporting materials including food materials processed through genetic engineering and food irradiation processes and whose management is carried out in accordance with the provisions of Islamic religious law. Knowledge of the definition of halal food is very important to be able to distinguish between halal and haram food.

Table 11. I got information about the reason why a product is given a halal logo

Answer	Amount	Respondents (%)
Know	11	16,7%
Never	46	69,7%
Often	3	4,5%
Rarely	6	9,1%
Total	66	100%

Based on the results of table 11 it shows that the highest score is 69.7% of respondents never received information about respondents knowing about halal logo products and 16.7% of respondents never knowing the reasons why a product must be labeled halal. However, when the question is more specific on matters that are considered as a product that can be labeled/halal certified, in this case the substance contained in the product, only 4.5% of respondents often know about it and 9.1% of respondents rarely know. From the answers mentioned by the respondents regarding the ingredients that are considered for a product to be labeled halal, the researchers categorized them into 4, namely intoxicating substances, substances that damage health, lard, as well as materials that are prohibited by Islam (such as dog, snakes, etc).

Table 12. I've received socialization about the logo

Answer	Amount	Respondents (%)
Once	23	34,8%
Never	29	43,9%
Often	6	9,1%
Rarely	8	12,1%
Total	66	100%

Based on the results of table 12, it shows that the highest score is 43.9% of respondents who have never received socialization about the halal logo, while there are respondents who have received information or socialization regarding halal product labeling. Only 34.8% answered ever. After the researcher confirmed, the information obtained was not through formal socialization, but information obtained through media or internet news. This can be seen when asked to mention the source of the information/dissemination, most of those who answered said they had received it through the internet/media, apart from through religious leaders, teachers, parents/family, and others.

Table 13. I've known the halal logo before

Answer	Amount	Respondents (%)
Once	41	62,1%
Never	3	4,5%
Often	18	27,3%
Rarely	4	6,1%
Total	66	100%

Based on the results of table 13, it shows the highest score, namely 62.1% of respondents have known the halal logo before. This proves that today's youth have begun to understand the halal label as an indicator in buying a product. Whereas 27.3% of respondents often recognize the halal logo. according to the requirements of faith (Bonne et al, 2007).

AFFECTIVE RESPONSE

Table 14. Purchase of food/beverage products with the halal logo

Answer	Amount	Respondents (%)
Once	19	28,8%
Never	4	6,1%
Often	40	60,9%
Rarely	3	4,2%
Total	66	100%

Based on the results of table 14. it shows that the highest score is with 60.9% of respondents often buying food/beverage products with the halal logo. This is related to the halal logo which is a guarantee of the quality of a product. In research by Nugraha et al, (2017) that according to Stanton, J.W (2014) a label is a piece of verbal information that carries about a product or about the seller. Label is an identification mark that is deliberately included and contained on the packaging. According to Sukesi, F and Mamdukh B., (2014) halal labeling is the inclusion of writing to state that the product has the status of a halal product. Latiff, et al (2015) said that a label in a food consists of : (1) a halal logo, (2) a composition label and (3) a nutrition content label.

Table 15. Find out details about the halalness of a product

Answer	Amount	Respondents (%)
Once	20	30,2%
Never	10	15,2%
Often	16	24,2%
Rarely	20	34,3%
Total	66	100%

Based on the results of table 15. Shows a score of 34.3% of respondents rarely find out about the halalness of a product. Details of the halalness of a product can be seen from the producer's ownership of the halal certificate on the product. According to Syafrida, the issuance of a halal certificate to a product is used to protect consumers, especially Muslims, from non-halal products. The halal certificate is the right of Muslim consumers who must receive protection from the state. The halal certificate will be valid for 4 years from the time the certificate is issued/issued by the Halal Product Assurance Agency (BPJPH).

Table 16. Finding out the ingredients of a product

Answer	Amount	Respondents (%)
Once	24	36,4%
Never	4	6,1%
Often	26	39,4%
Rarely	12	18,2%
Total	66	100%

Based on the results of table 16, it shows that the respondent's score is with answers ever 36.4% and answers often 39.4% find out about the material composition of a product. This shows positive behavior in purchasing a product in ensuring the composition of ingredients in a product. This is emphasized in Islamic thought, there must be certain criteria that must be considered which cover several aspects including safety, quality, equipment, processing, packaging, storage to transportation and distribution (Ardayanti, et al. 2013). However, it is also necessary to understand the composition of the ingredients in a product which plays a role in terms of quality and safety, which will then provide knowledge and

information in considering the selection of a product (Yunus, et al. 2014).

CONATIVE RESPONSE

Table 17. Willing to buy/consume products that are not labeled halal

Answer	Amount	Respondents (%)
Once	21	34,8%
Never	32	39,4%
Often	2	3%
Rarely	11	16,7%
Total	66	100%

Based on the results of table 17. The results show that 39.4% of the answers have never bought/consumed products that are not labeled halal and 3.0% of the answers often buy/consumed products that are not labeled halal. This affects the purchase intention, namely the tendency of respondents to take actions related to making a purchase of a product. This is associated with intention which is a state in which a person is willing to carry out the behavior (Ajzen, 1985). Based on the theory of Planned Behavior, it is used as the basis for measuring consumer buying interest. Some researchers agree that intention is a measure in showing individual beliefs to decide to buy a halal product (Waskito, 2015).

CONCLUSION

From the scientific articles about halal food, it can be concluded that from the results obtained, there were 66 respondents who were used as samples spread across several groups from junior high schools/high schools/universities in East Java Province. With the result that junior high school students got the least amount, namely 7 (10.6%), high school students with the highest number, namely 44 (66.7%) while there were 15 students (22.7%).

Inclusion of halal products is one of the important things in the brand considering that most consumers in Indonesia are Muslims, not a few Indonesian people when consuming a product no longer pay too much attention to the

halalness of a product in Islamic teachings. The urgency of a halal label for Muslim consumers is intended to ensure that any product is which may be consumed. Therefore, Muslim consumers should be careful in deciding to buy or products if the product is not labeled as halal or is not a matter for the consumer himself.

(Melvani et al., 2019)

Melvani, R. P., Zulkifli, H., & Faizal, M. (2019). Analisis Faktor yang Berhubungan dengan Kejadian Diare Balita di Kelurahan Karyajaya Kota Palembang. *Jurnal Ilmiah Penelitian Kesehatan*, 4(1), 57–68.

References

- Aertsens, J., Mondelaers, K., Verbeke, W., Buysse, J., & Van Huylenbroeck, G. (2011). The Influence of Subjective and Objective Knowledge on Attitude, Motivations and Consumption of Organic Food. *British Food Journal*, 113(11), 1353–1378.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior, Kuhl, J. and Beckmann, J. (Eds), *Action Control: From Cognition to Behavior*, Springer, Heidelberg, 11-39.
- Az Nasution. (2003). Aspek Hukum Perlindungan Konsumen Tinjauan Singkat UU Nomor 8 Tahun 1999 LN Nomor. 44, Jakarta : MAPPI FH UI.
- Bonne, K., dan Verbeke, W. (2007). Religious Values Informing Halal Meat Production and the Control and Delivery of Halal Credence Quality. *Agriculture and Human Values*, 25(1)
- Hermawan, A. H., Wikan, I. & Mila, S. (2017). Persepsi Label Halal Bagi Remaja Sebagai Indikator Dalam Keputusan Pembelian Produk, Semarang : Universitas Dian Nuswantoro, 1(3).
- Latiff, Z. A. A., dkk. (2015). Food label's impact assessment on consumer purchasing behavior in Malaysia. *Journal of food products marketing*, 1(2015), 1-4.
- Nugraha, dkk. (2017). Pengaruh Labelisasi Halal Terhadap Minat Beli Konsumen (survei pada mahasiswa muslim konsumen mie samyang belogo halal korean muslim federation di kota Malang). *Jurnal Administrasi Bisnis (JAB)*, 50

- Peraturan Pemerintah Nomor 69 Tahun 1999 tentang Label dan Iklan Pangan
- Rahman, A. A., Asrarhaghighi, E., & Rahman, S. A. (2015). Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*, 1, 148–163.
- Sabara. (2017). Respon Publik Sekolah Terhadap Labelisasi Produk Halal di Kota Jayapura. *Penelitian Balai Penelitian dan Pengembangan Agama Makasar*, 3(1).
- Stanton, W.J. 2004. Prinsip-Prinsip Pemasaran. Jakarta : Erlangga.
- Sukesti, F & Mamdukh B. (2014). The Influence Halal label and Personal Religiosity On Purchase Decision On Food Product In Indonesia. *International Journal of Business, Economics and Law*, 1(4), 150-153.
- Syafrida. Sertifikat halal pada produk makanan dan minuman memberi perlindungan dan kepastian hak-hak konsumen muslim. *Univ. Tama Jagakarsa: Jurnal Hukum*, 7(2).
- Syahputra, A ., Haroni, H. D., (2010). Pengaruh labelisasi halal terhadap keputusan masyarakat kecamatan perbaungan dalam pembelian produk makanan dalam kemasan. *Jurnal Ekonomi dan Keuangan*, 2(8).
- Talisa Rahma Pramintasari & Indah Fatmawati. (2017). Pengaruh Keyakinan Religius, Peran Sertifikasi *Halal*, Paparan Informasi, dan Alasan Kesehatan Terhadap Kesadaran Masyarakat Pada Produk Makanan *Halal*. Yogyakarta : Program Studi Manajemen Fakultas Ekonomi Universitas Muhammadiyah Yogyakarta.
- Waskito, Danang. (2015). Pengaruh Sertifikasi Halal, Kesadaran Halal, dan Bahan Makanan terhadap Minat Beli Produk Makanan Halal (Studi Pada Mahasiswa Muslim di Yogyakarta). Skripsi. UNY : Fakultas Ekonomi, Program Studi Manajemen.
- Windikusuma, Widiyanto (2015). Sikap Masyarakat Non Muslim terhadap Produk Makanan Non-halal di Kota Semarang. *Journal of Management*, 4, 1-12
- Yunuz, dkk. (2014). Muslim's purchase Intention Towards Non-Muslim's Halal Packaged Food Manufacturer. *Procedia – Social And Behavioral Sciences* (pp. 145-154).