

RINGKASAN

Indonesia merupakan pasar potensial bagi para produsen karena penduduknya mayoritas beragama Islam yang memiliki populasi muslim terbesar jika dibandingkan dengan negara lain. Mengamati kondisi potensi industri halal pada tingkat global dan di Indonesia, tampak adanya peluang untuk pengembangan industri halal sangat besar, karena seluruh umat muslim di dunia tentunya membutuhkan produk halal. Termasuk pada konsumsi makanan, minuman, maupun kosmetik, baik hasil dari impor maupun produk lokal yang beredar di kalangan masyarakat, sehingga menimbulkan kontroversi akan unsur halal dan haram. Perlu adanya peran masyarakat untuk memahami pentingnya kehalalan suatu produk, sederhananya dapat dilakukan dengan cara mencari informasi mengenai produk sebelum mengkonsumsinya. Penelitian ini bertujuan untuk mengetahui apakah variabel *halal knowledge*, *Islamic religiosity*, dan faktor demografi dapat memprediksi *halal label reading behavior* santri mahasiswa di kabupaten Bangkalan pada pembelian produk halal. Teknik analisis data yang digunakan adalah regresi logistik dengan menggunakan teknik pengambilan sampel *non probability sampling* dengan pendekatan *purposive sampling*. Hasil penelitian menunjukkan bahwa pengetahuan halal, religiusitas Islam, dan faktor demografi tidak dapat memprediksi perilaku membaca label halal pada santri mahasiswa di kabupaten Bangkalan. Berdasarkan hal tersebut peran pesantren sangat diperlukan untuk menjadi contoh yang mampu membiasakan santri dalam menerapkan konsep halal, seperti perilaku membaca label halal sebelum mengkonsumsi produk.

Kata Kunci : *Halal Knowlegde, Islamic Religiosity, Faktor Demografi, Perilaku, Label Halal*

ABSTRACT

Indonesia is a potential market for producers because its population is predominantly Muslim and has the largest Muslim population compared to other countries. Observing the potential conditions of the halal industry at the global level and in Indonesia, it appears that there is a very large opportunity for the development of the halal industry, because all Muslims in the world certainly need halal products. This includes the consumption of food, drinks and cosmetics, both imported and local products circulating among the public, giving rise to controversy over halal and haram elements. There needs to be a role for the community to understand the importance of the halalness of a product. This can simply be done by looking for information about the product before consuming it. This research aims to find out whether the variable halal knowledge, Islamic religiosity, and demographic factors can predict halal label reading behavior student students in Bangkalan district on purchasing halal products. The data analysis technique used is logistic regression using sampling techniques non probability sampling with approach purposive sampling. The research results show that halal knowledge, Islamic religiosity, and demographic factors cannot predict the behavior of reading halal labels among student students in Bangkalan district. Based on this, the role of Islamic boarding schools is very necessary to become an example that can familiarize students with implementing halal concepts, such as the behavior of reading halal labels before consuming products.

Keywords: *Halal Knowledge, Islamic Religiosity, Demographic Factors, Behavior, Halal Label*