

ABSTRAK

LITERASI HALAL DAN *HALAL AWARENESS* SANTRI DALAM MENGONSUMSI PRODUK BERLABEL HALAL. PENDEKATAN *REGRESSION LOGISTIC ANALYSIS*.

(Studi Kasus Santri Pondok Pesantren Di Kabupaten Bangkalan)

Segala tingkah laku umat Islam diatur oleh al-Quran dan hadis salah satu hal yang diatur yaitu tindakan konsumsi dimana dianjurkan mengonsumsi segala sesuatu yang halal. Oleh sebab itu diperlukan literasi halal dan kesadaran halal untuk menunjang perilaku tersebut. Bangkalan adalah bagian kecil dari Indonesia yang mayoritas penduduknya beragama Islam, para orangtua di pulau ini banyak mempercayakan pendidikan anak mereka pada lembaga pendidikan pondok pesantren. Kebutuhan para santri yang beragam tidak menutup kemungkinan para santri akan dihadapkan oleh banyaknya tawaran produk kebutuhan. Tujuan penelitian ini untuk menganalisis prediksi literasi halal dan *halal awareness* santri dalam mengonsumsi produk berlabel halal dengan studi kasus santri Pondok Pesantren di Kabupaten Bangkalan.

Metodologi penelitian yang digunakan yaitu analisis regresi logistik dengan bantuan *software* IBM SPSS versi 21 untuk mengolah data. Sampel yang digunakan sebanyak 99 orang santri yang berada di Pondok Pesantren di Kabupaten Bangkalan.

Hasil penelitian menunjukkan bahwa secara simultan literasi halal dan *halal awareness* santri mampu memprediksi probabilitas dalam mengonsumsi produk berlabel halal dengan nilai sig 0,000 atau $0,000 < 0,05$ dengan persentase mampu memprediksi kemungkinan terjadi sebesar 69,2%. Sedangkan secara parsial literasi halal dapat memprediksi probabilitas mengonsumsi produk berlabel halal dengan nilai sig $0,002 < 0,05$ dan secara parsial *halal awareness* santri dapat memprediksi probabilitas mengonsumsi produk berlabel halal dengan nilai sig $0,001 < 0,05$

Kata kunci : Literasi halal, *halal awareness* santri, mengonsumsi produk berlabel halal

ABSTACT

HALAL LITERATURE AND HALAL AWARENESS OF STUDENTS IN CONSUMING HALAL LABELED PRODUCTS. REGRESSION LOGISTIC ANALYSIS APPROACH.

(Case Study of Islamic Boarding School Students in Bangkalan Regency)

All behavior of Muslims is regulated by the Koran and hadith, one of the things that is regulated is the act of consumption where it is recommended to consume everything that is halal. Therefore, halal literacy and halal awareness are needed to support this behavior. Bangkalan is a small part of Indonesia where the majority of the population is Muslim, many parents on this island entrust their children's education to Islamic boarding schools. The diverse needs of the students do not rule out the possibility that the students will be faced with a large number of product offerings. This study aims to analyze the predictions of halal literacy and halal awareness of students in consuming products labeled halal with a case study of Islamic boarding school students in Bangkalan Regency.

The research methodology used is logistic regression analysis with the help of IBM SPSS version 21 software to process the data. The sample used was 99 students who were in Islamic boarding schools in Bangkalan Regency.

The results showed that simultaneously halal literacy and halal awareness of students were able to predict the probability of consuming halal labeled products with a sig value of 0.000 or $0.000 < 0.05$ with a percentage of being able to predict the possibility of 69.2%. While partially halal literacy can predict the probability of consuming halal labeled products with a sig value of $0.002 < 0.05$ and partially halal awareness of students can predict the probability of consuming halal labeled products with a sig value of $0.001 < 0.05$

Keywords: Halal literacy, halal awareness of students, consuming halal-labeled products