

THE AWARENESS OF HOUSEWIVES IN CONSUMING HALAL FOOD IN MURUY VILLAGE PANDEGLANG DISTRICT

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Abstract: Indonesia is a country with the largest Muslim population, thus food quality needs to be considered in accordance with existing Islamic law. This study aims to determine how the level of awareness of housewives in Muruy village, Pandeglang Regency in consuming halal food and how the behavior of housewives in choosing halal food. This research method used qualitative in the form of a case study. The data were collected through in-depth interviews with housewives who are active in diversity activities in Muruy Village, Pandeglang Regency. The results showed that the level of awareness of housewives in consuming halal food is quite good, but there is still a lack of attention to the awareness of the ingredients in food products. In addition, several behaviors were found that motivate housewives in choosing halal food products.

Keywords: Awareness; Food; Halal; Housewives

Abstrak: Indonesia merupakan negara dengan populasi muslim terbanyak, hal ini membuat kualitas pangan perlu diperhatikan sesuai syariat Islam yang ada. Penelitian ini bertujuan untuk mengetahui bagaimana tingkat kesadaran ibu rumah tangga di desa Muruy Kabupaten Pandeglang dalam mengonsumsi pangan halal serta bagaimana perilaku ibu rumah tangga dalam memilih makanan halal. Metode penelitian ini menggunakan kualitatif dalam bentuk studi kasus. Data dikumpulkan melalui wawancara mendalam terhadap Ibu rumah tangga yang aktif dalam kegiatan keagamaan di Desa Muruy Kabupaten Pandeglang. Hasil penelitian menunjukkan bahwa para tingkat kesadaran ibu rumah tangga dalam mengonsumsi pangan halal cukup baik, namun masih kurangnya perhatian terhadap kesadaran komposisi yang ada dalam produk pangan. Selain itu ditemukan beberapa perilaku yang memotivasi ibu rumah tangga dalam memilih produk pangan halal.

Kata Kunci: Kesadaran; Pangan; Halal; Ibu Rumah Tangga

INTRODUCTION

Based on data from The Royal Islamic Strategic Studies Center (RISSC) or MABDA entitled The Muslim 500 in 2022 edition, there are 231.06 million Indonesians who are Muslims, this number is equivalent to 86.7% of Indonesia's population. The large number of Indonesian Muslim population will affect the large need for various halal products.

The quality of halal products is the main thing that must be considered by Muslims, especially in consuming them daily. This is contained in the Al-Qur'an Surah Al-Baqarah verse 168 which reads "O mankind, eat what is halal again good from what is on earth, and do not follow the steps of the devil, because the devil is a real enemy for you". Based on this proposition, the meaning is that Muslim communities are prohibited from eating haram foods, so Muslim communities who obey the teachings of their religion will look for products to consume in accordance with the religious teachings they have received. This makes the Muslim community will increase their awareness of the religion they adhere to.

Shaari and Arifin (2010) revealed that halal awareness is the level of knowledge possessed by Muslim consumers to seek and consume halal products in accordance with Islamic law. But unfortunately, some of the Muslim community, there are still many who do not pay attention to the halal label included in a food product. The number of food products that are not halal or have not obtained a halal certificate is still being sold in the market. This is certainly in line with the opinion of Aulia (2018) regarding halal awareness, the result obtained is that halal awareness has a significant effect on consumer purchasing decisions on packaged food products labeled as halal. This shows that halal awareness has an important role for consumers to consume halal food.

Shihab (2009) argues that halal food is food that is not haram, which is not prohibited by religion for consumption. Haram food consists of two kinds, namely haram because of its substances such as pork, contained carrion and blood. While the haram because of something not the substance such as food that is not permitted by the owner for consumption. The word of Allah reads, "O Muslims and disbelievers, eat halal food and act in accordance with the law, because it is beneficial for you in life in your world".

The concept of halal products is a product that is declared halal in accordance with Islamic law, but unfortunately there are still some products that are still not guaranteed halal in the market. This is also related to the passing of the Halal Product Guarantee Act (JPH) which contains to require products that enter, circulate and are traded in the territory of Indonesia to be halal certified. The categories of food that are legalized are as follows:

1. All kinds of food that does not contain disgusting and dirty elements.
2. All types of food that do not bring musharat for physical health, morals and reason.
3. All types of food that are not prohibited in the Qur'an and Hadith (Kasmawati, 2014).

In addition to the category of halal food, the characteristics of halal food products that can be considered by the public are the presence of a halal logo in food products that have been issued by the Institute for the Supervision and Distribution of Drugs and Food - Indonesian Ulema Council (LPPOM-MUI). Labeling on food packaging must at least contain the brand name, information on raw and additional ingredients in the composition, nutritional information, product contents, expiration date and legality information.

Based on the explanation above, the concept of halal products, especially in the consumption of halal food, is the main thing that must be considered, especially for housewives who have a role in finding, sorting and processing and serving halal food for the family. Housewives who are active in religious activities in Muruy Village, Pandeglang Regency, become the attention of researchers in examining the level of awareness of halal food consumption and how housewives' behavior in choosing halal food by paying attention to various aspects.

There are several previous studies that become references, namely Dewi (2020) regarding the level of awareness of halal food consumption in junior high school students and Muchtar (2012) focusing on the level of awareness of urban Muslim communities in consuming halal products. The gap in this study is how the level of awareness of housewives in consuming halal food in Muruy Village, Pandeglang Regency.

METHOD

This research is a qualitative method in the form of a case study. Data was collected through in-depth interviews with housewives who are active in diversity activities in Muruy Village, Pandeglang Regency. To complete the data and information, a review of documents, literature and related sources was conducted. Then the stages of data processing and analysis are carried out, so that it becomes a complete study result.

RESULT AND DISCUSSION

Based on research conducted on 15 respondents, namely housewives who are active in religious activities in Muruy village, Pandeglang Regency, several results can be found including:

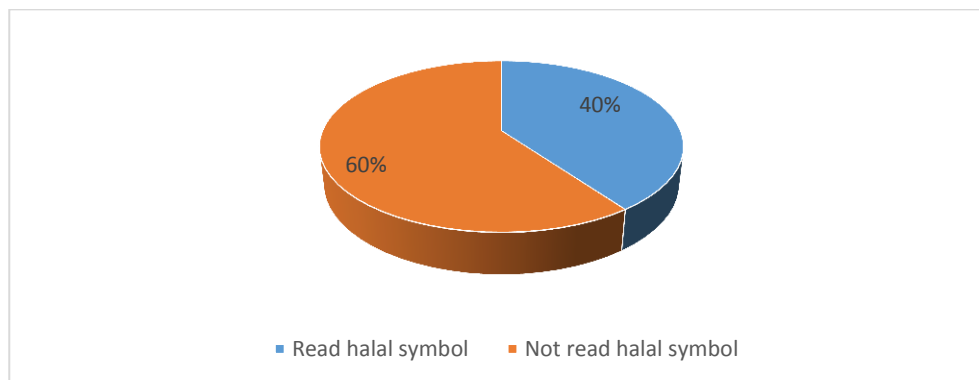
1. Awareness Level of Housewives in Muruy Village, Pandeglang Regency in Consuming Halal Food.

a. Level of Knowledge about Halal Food

The level of knowledge of the Muslim community in Muruy Village is quite high with the understanding that the level of knowledge related to halal products includes understanding the shar'i arguments. But some Muslims in general understand it only just understand / know and do not record that the names of pigs, dogs and homer or alcohol are haram in accordance with religious orders, but about halal products from the manufacturing process / ingredients to be made to marketing only a few understand it. Unless the product already has a halal label that they believe in the MUI fatwa so that when shopping about these products there will be no doubt.

b. Awareness in Recognizing the Halal Logo

Based on the research results, awareness in reading and understanding the halal logo on housewives who are active in religious activities in Muruy village can be described as follows:

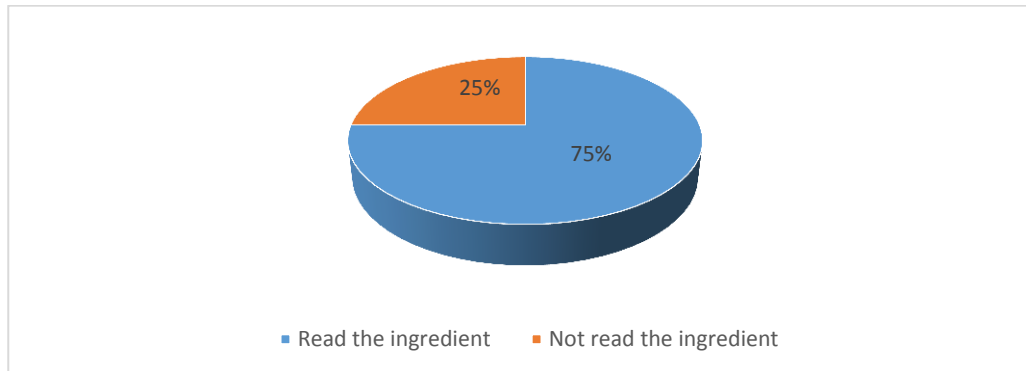


Picture 1: The Behavior of Reading Halal Logo

In the picture above, it can be seen that 60% of housewives in Muruy village, Pandeglang Regency have a fairly high awareness in reading the halal logo when buying a food product in the market. However, there are still 40% housewives who pay less attention to the halal logo on the packaging of food products. This is based on behavior that is less aware of the importance of halal food products and due to lack of information by some housewives.

c. Ability to Know the Composition of Food Ingredients

Based on the data obtained from this study regarding the behavior of reading the composition of food ingredients or not reading before buying food, 75% of respondents did not read the composition of food ingredients, while 25% of respondents chose to read composition information, although the focus was on the expiration date of the food product being produced. The percentage of behavior in reading the composition of food ingredients of respondents can be illustrated in the following figure:



Picture 2: Behavior of housewives in reading the composition of food ingredients

There are several factors that cause why these respondents choose not to read, including ignorance of the purpose and importance of ingredient composition information and nutritional content. Therefore, socialization of information about the importance of choosing food is very important to increase children's knowledge about food safety. As in the findings of Rahayu (2003) that children get exposure to advertisements from various media, and advertising is one of the means of socialization and internalization of social values in children, including food advertisements that highlight the physical characteristics of food such as crunchy, savory, or sweet taste.

Information on food advertisements should ideally not only show physical characteristics, but aspects of food safety and halalness are also important to highlight. Except for products that have made halal as a brand, characters such as delicious and delicious have begun to coexist with halal statements.

Some respondents also admitted that they did not read the composition of food because of the culture of choice. The halal logo on the packaging, both the official halal logo from LPPOM MUI and artificial halal logos such as "HALAL 100%" are also factors that influence housewives not to read the composition of food ingredients, because they feel it is enough to read the halal logo.

2. Motivation of Housewives in Muruy Village, Pandeglang Regency in Choosing Halal Food.

There are several reasons that motivate someone to prefer halal food and the halal logo. From the results of the study it can be seen that there are two basic reasons why prefer halal food as follows:

a. Islamic Religious Teachings

Housewives who are active in religious activities in Muruy Village, Pandeglang Regency, stated that they choose halal food because it is in accordance with the guidelines in Islamic teachings. Islamic ideology is the main factor for housewives to choose halal food, and haram food is prohibited in Islam. The teaching about halal haram is usually obtained in

learning activities while at school or in recitation activities and religious activities that are carried out regularly.

b. Food safety

Apart from the reason that the respondent is a Muslim, choosing halal food is an obligation. Housewives also believe that halal food is automatically safe and free from harmful substances. In fact, some respondents only need to see the halal logo on a package, without looking at the composition of the ingredients, because they are sure that what has a halal logo is definitely guaranteed to be safe. While some other respondents, apart from paying attention to the halal logo aspect, also continue to read the composition of food ingredients to be more confident that the food is really safe for consumption.

CONCLUSION

1. The awareness in consuming halal food among housewives who are active in religious activities in Muruy Village, Pandeglang Regency is good enough by paying attention to halal logos on food packaging, but the understanding of the urgency of halal logos and the composition of food ingredients is still low because some housewives cannot distinguish which official halal logos and which artificial halal logos and lack of information and knowledge related to halal and non-halal composition in food ingredients.
2. It is important to have socialization and education carried out by the government and local village officials to provide information regarding the characteristics of halal food product packaging and halal composition in food products. In addition, the government also needs to re-select various food products that are suitable for sale in the market in accordance with halal standards.

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