

CHAPTER I

INTRODUCTION

1.1 Background of Research

Halal is a concept of the rules of Islamic religious principles, which is used for declaring that something is permitted or prohibited to be consumed by Muslims based on Qur'an, hadith, or ijthihad (agreement of scholars) (Salehudin, 2010). Islamic consumption cannot be separated from the role of faith. The role of faith is an important benchmark because faith provides a worldview that tends to influence the human personality (Herliani, 2017).

Indonesia is a country with a majority population of muslims. But technological advancements have created various processed products whose halal status is doubtful. As a result, the halal and laxity of a product is often unclear because it mixes with material which is doubtful in its halalness. For this reason, clear regulations are needed regarding the protection of Muslim consumers for the halal nature of processed food products and one of the government's policies is to apply halal certification. In according to article 4 of the Constitution No. 33 of 2014 concerning guarantee of halal products, it is explained that products that enter, circulate and trade in Indonesian territory must be halal certified (MUI, 2017).

Provision of halal, nutritious, safe and high-quality food should be the main foundation for the establishment of a civilization. The task of Fardhu Kifayah is often forgotten, even though every human being needs food for his survival. This fact is in line with the words of the Messenger of Allah (peace be upon him): "It will come to mankind of an age, one does not care about what he takes if it is lawful or unlawful." (HR Bukhari). Even though it has been explained in the Holy Qur'an, which requires every Muslim to consume halal and good food and drinks. Like the word of Allah SWT :

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا ۗ وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

Means : “*And eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers*” (QS: Al-Maidah 88).

According to Sopa (2008), the critical point of halal food is a process carried out to trace the origin of the material and the process of making a product and then conformed with the rules of Islamic religious law relating to halal food. If there is conformity with halal food, it means that the product is halal. But if there is no conformity the product is doubtful.

For a mu'min, food is not just a stomach booster when hungry, but it can bring humans into hell fire if what is eaten is not halal (Haram). Some scholars argue even that haram food will affect human character. For this reason, it is necessary to pay attention to the halal food to be eaten by checking the halal label. stated Iranita (2013), not a few Indonesian people when consuming a product do not pay attention to the halalness of a product. Even though in Islamic religion, it is not permissible for a Muslim to consume some products, if the accompanying substance or process is prohibited in Islam. This study intends to find a correlation between knowledge and attitudes level with behavior of checking halal labels of food packaging among university students, many of which led to this research being investigated.

As is well known that practicing the knowledge that has been obtained is a compulsory law for students but in the global era of this millennium, students are reluctant to pay attention to eating and snacking behavior. They eat without regard to halal food and beverage products they will eat. In this case the researcher will examine the correlation between knowledge and attitudes level with behavior of checking halal labels of food packaging among university students.

1.2 Formulation of Research Problem

Based on the background stated, the problems that can be formulated are :

1. What is the level of knowledge about the behavior of checking halal labels of food packaging among university students ?
2. What is the level of attitudes towards the behavior of checking halal labels of food packaging among university students ?
3. Is there a correlation between knowledge and attitudes level with behavior of checking halal labels of food packaging among university students ?

1.3 Objective of Research

1.3.1 General Objective

The general objective of this study was to determine the correlation between knowledge and attitudes level with behavior of checking halal labels of food packaging among university students.

1.3.2 Spesific Objective

Based on the background stated, the spesific objectives were :

- a. Identifying characteristic of respondents
- b. Identifying the level of knowledge of halal
- c. Identifying the level of attitude of halal
- d. Identifying the correlation between knowledge level with behavior of checking halal labels of food packaging among university students
- e. Identifying the correlation between attitude level with behavior of checking halal labels of food packaging among university students

1.4 Benefits of Research

1.4.1 Theoretical Benefits

- a. Providing scientific contributions to student of university about halal behavior of checking halal labels of food packaging.

- b. As a basis and reference for future studies which is related to correlation between knowledge and level with the behavior of checking halal labels of food packaging among university students and become the subject of further study.

1.4.2 Practical Benefits

- a. For Respondents : Increasing awareness of the importance of adopting customary behavior of checking halal labels for food packaging before buying packaged food and increasing knowledge of the importance of halal food and as input to students in choosing foods that are halal guaranteed and safe for consumer.
- b. For Institution : Developing about halal food research as Nutrition Departement University of Darussalam Gontor's mission to become "Halal Food Study Center in 2030".
- c. For Researchers : This study improve the knowlegde of correlation between knowledge and attitudes level with behavior of checking halal labels of food packaging among university students.

1.5 Authenticity and Previous Research

Table 1. Authenticity and Previous Research

No	Title of Research	Variable & Research Design	Research Result	The Difference
1	Factors Affecting the Habit of Checking the Food Packaging Halal Label on Sotrisanti (Fathimah, 2017)	Dependent variable : Islamic student of boarding school Independent variable : Factors affecting the halal label Halal label checking behavior Design research : cross-sectional method	The presence of female students who checked halal labels were 67%	The difference was in the variables, there are sotrisanti and the behavior of checking the halal label
2	Relationship between Knowledge and Attitudes with Reading Behavior of Nutritional Value Information and Selection of Packaging Foods (Qurrota A'yuni Huda, 2016)	Dependent variable : Attitude, knowledge Independent variable : Student of university Design research : cross-sectional method	- 53.06% of respondents did not see the halal label. - there were no relationship between the characteristics, knowledge, and attitudes of respondents with the habit of reading nutritional value information and food selection.	The difference was that this study examined nutritional value information
3	Relationship between Nutritional Knowledge and Selection Behavior of Snack Food of Class X Students in Cooking Skills Program at SMK Negeri 1 Semon Yogyakarta (Nusuhani Hestiani, 2014)	Dependent variable : Behavior of choosing snacks Independent variable : Nutrition Knowledge Design research : purposive random sampling method based on the tables of Isaac and Michael	- Nutrition knowledge of students in the high category was 77 students - the behavior of selecting snacks was in the good category as many as 54 students - These were a positive and significant relationship between nutritional knowledge and the behavior of student snacks where rxy value is 0.452 > r table 0.202	This research was about choosing snacks
4	Overview of Food Label Reading Behavior and Nutrition Knowledge for Students in the Regular Bachelor Degree of the University of Indonesia Faculty of Public Health 2013 (Noti Soedono dik, 2013)	Dependent variable : Behavior and Knowledge Independent variable : Student of university Design research : Cross sectional method	- 66.4% of respondents read the food label in the product information section - 62.7% of respondents read labels on nutritional value information on food labels - The majority of respondent read product information component about expiration date (93.7%) and the rest read the registration number (0%).	The difference in this research were no variables, and examines about food labels

No	Title of Research	Variable & Research Design	Research Result	The Difference
5	The Effects of Knowledge, Attitudes, Subjective Norms, and Perceptions of Behavior Control on Muslim Student Behavior regarding Halal Food Consumption in Yogyakarta (Siagian, 2017)	<p>Dependent variable : Knowledge, attitude, subjective norms</p> <p>Independent variable : Student behavior</p> <p>Design research : Cross sectional design</p>	<p>- knowledge has a significant effect on behavior Muslim students about halal food ($p = 0.030$ and $r = 0.168$)</p> <p>- The attitude has a significant effect on the behavior of Muslim students about halal food ($p = 0,050$ and $r = 0,382$).</p> <p>- Perception of behavior control has a significant effect on the behavior of Muslim students about halal food ($p = 0.015$ and $r = 0.187$)</p>	The difference between this research was studying halal food, different from the variables.