

TABLE OF CONTENTS

ABSTRACT	iv
DECLARATION	vi
STATEMENT SHEET	vii
ACKNOWLEDGEMENTS	ix
TABLE OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiii
LIST OF APPENDIX	xiii
CHAPTER I.INTRODUCTION	1
1.1 Background of Research.....	1
1.2 Formulation of Research Problem	3
1.3 Objective of Research.....	3
1.3.1 General Objective	3
1.3.2 Spesific Objective	3
1.4 Benefits of Research	3
1.4.1.Theoritical Benefits.....	3
1.4.2.Practical Benefits	4
1.5 Authenticity and Previous Research	5
CHAPTER IILITERATURE REVIEW	7
2.1 Theoretical Review	7
2.1.1.Halal Food.....	7
2.1.2.Halal Knowledge	8
2.1.3.Halal Attitude.....	10
2.1.4.Behavior of Halal.....	11
2.1.5.Halal Label on the Packaging	11
2.1.6.Characteristics of Students.....	13
2.2 Theoretical Framewok	14
2.3 Conceptual Framework.....	15
2.4 Research Hypothesis.....	15

CHAPTER III.RESEARCH METHOD	17
3.1 Type and Research Design.....	17
3.2 Time and Place of Research.....	17
3.3 Research Subjects	17
3.3.1.Population	17
3.3.2.Subject of Research	17
3.4 Identification of Research Variables	18
3.4.1.Independent Variable	18
3.4.2.Dependent Variable.....	18
3.5 Variable Operational Definition.....	19
3.6 Instruments and Data Collection Methods.....	19
3.7 Validity and Reliability Test.....	20
3.7.1.Validity.....	20
3.7.2.Reliability.....	22
3.8 Data Analysis	22
3.9 Research Ethics.....	23
3.10 Limitations of Research.....	23
CHAPTER IV.RESULT AND DISCUSSION	25
4.1 Overview of Research Sites.....	25
4.2 Student Characteristics	26
4.3 Knowledge of Halal Food on Student of University	28
4.4 Halal Attitude on Student of University	29
4.5 Behavior of Checking Halal Labels of Food Packaging.....	30
4.6 Analysis Correlation between Knowledge and Attitudes Level with Behavior of Checking Halal Labels.....	33
4.7 The Contribution of Islamization.....	34
CHAPTER V.CONCLUSION AND SUGGESTION	37
5.1 Conclusions.....	37
5.2 Suggestions	37
REFERENCES	39
RESEARCH APPENDIX	44

LIST OF TABLES

Table 1. Authenticity and Previous Research	5
Table 2. Operational Definition	19
Table 3. Validity Test.....	21
Table 4. Reliability Test	22
Table 5. Characteristic Distribution of Respondents	26
Table 6. Knowledge Distribution of Respondents	28
Table 7. Attitude Distribution of Respondents.....	29
Table 8. Distribution of Respondents Behavior in Checking halal food labels.....	31
Table 9. Distribution of Behavior Checking Halal Labels.....	31
Table 10. Distribution of Behavior in checking expired label	32
Table 11. Distribution Checking Brand Labeling of Behavior	32
Table 12. Correlation Between Knowledge and Behavior.....	33
Table 13. Correlation Between Attitude and Behavior	33

LIST OF FIGURES

Figure 1. MUI's Halal Label.....	13
Figure 2. Theoretical Framework.....	14
Figure 3. Research Concept Framework.....	15

LIST OF APPENDIX

Appendix 1. Research Questionnaire.....	44
Appendix 2. The Identity of The Respondent.....	45
Appendix 3. Knowledge of Food Halalness	46
Appendix 4. Attitude Assessment Questionnaire.....	49
Appendix 5. Halal Label Behavior Questionnaire.....	50
Appendix 6. Validity and Reliability Test	51
Appendix 7. The Results of Test Data Analysis.....	52
Appendix 8. Research Documentation	53