

**THE INFLUENCE OF HALAL AWARENESS AND KOREAN  
WAVE ON PURCHASE DECISION KKV GOODS WITH  
MASLAHAH AS A VARIABLE INTERVENING: STUDY OF  
MUSLIM LATE ADOLESCENTS IN SOLO CITY**



Composed by:

**Rohma Dita Mulia**

**42.2021.323124**

**DEPARTMENT OF ISLAMIC ECONOMIC LAW**

**FACULTY OF SYARI'AH**

**UNIVERSITY OF DARUSSALAM GONTOR**

**INDONESIA**

**2024 AD /1446 H**

**THE INFLUENCE OF HALAL AWARENESS AND KOREAN  
WAVE ON PURCHASE DECISION KKV GOODS WITH  
MASLAHAH AS A VARIABLE INTERVENING: STUDY OF  
MUSLIM LATE ADOLESCENTS IN SOLO CITY**

**A THESIS**

Presented to the University of Darussalam Gontor in Partial Fulfilment of  
Requirement for Bachelor Degree (S1) In the Department of Islamic Economic  
Law, Faculty of Syari'ah University of Darussalam Gontor

By:

Rohma Dita Mulia  
42.2021.323124

Supervisor:

**Al-Ustadzah Adinda Muftiviany Nur Jamilah, M.H**

**DEPARTMENT OF ISLAMIC ECONOMIC LAW**

**FACULTY OF SYARI'AH**

**UNIVERSITY OF DARUSSALAM GONTOR**

**UNIVERSITAS DARUSSALAM GONTOR 2024 AD / 1446 H**



UNIDA  
GONTOR

UNIVERSITAS DARUSSALAM GONTOR

**SUPERVISOR DECISION LETTER**

**Honorable to,**  
**Dean of Faculty of Syari'ah**  
**University of Darussalam Gontor**

*Bismillahirrahmanirrahim,*  
*Assalamu'alaikum Warahmatullahi Wabarakatuh*

I present this thesis written by:

Name : Rohma Dita Mulia  
Registered Number : 422021323124  
Faculty : Syari'ah  
Department : Islamic Economic Law  
The Title : The Influence of Halal Awareness and Korean Wave on Purchase Decision KKV Goods with Maslahah as a Variable Intervening: Study of Muslim Late Adolescents in Solo City

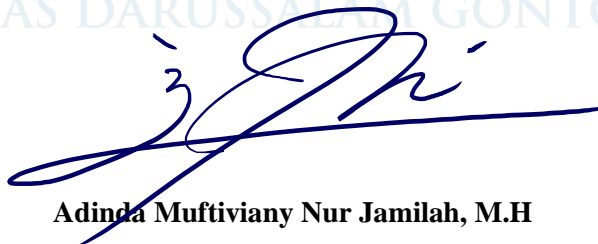
It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Law Department, Syari'ah Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution.

*Wassalamu'alaikum Warahmatullahi Wabarakatuh*

UNIDA, 9 Rabi'ul Akhir 1446 H  
12 Oktober 2024 M

Supervisor,

  
**Adinda Muftiviany Nur Jamilah, M.H**

**THESIS ACCEPTANCE LETTER**

*Bismillahirrahmanirrahim,  
Assalamu 'alaikum Wr. Wb.*

The Faculty of Syari'ah, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:

Name : Rohma Dita Mulia  
Student Number : 422021323124  
The Title : The Influence of Halal Awareness and Korean Wave on Purchase Decision KKV Goods with Maslahah as a Variable Intervening: Study of Muslim Late Adolescents in Solo City

In Partial fulfillment of the requirement for the degree of Licentiate in Islamic Economic Law in the Faculty of Syari'ah, academic year 1445-1446/2024-2025.  
*Wassalamu 'alaikum wr. wb.*

UNIDA, 9 Rabi'ul Akhir 1446 H  
12 Oktober 2024 M



Assoc. Prof. Dr. Iqam Kamaluddin, Lc., M.Hum  
NIY. 960125

**DECISION OF TEAM**

The committee of the thesis examination in partial fulfillment of the requirements for the degree of Licentiate in Islamic Economic Law in the Faculty of Syari'ah, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

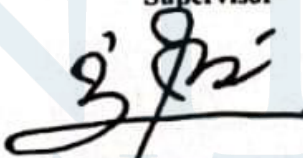
Name : Rohma Dita Mulia  
Student Number : 422021323124  
The Title : The Influence Of Halal Awareness and Korean Wave On Purchase Decision KKV Goods With Maslahah as a Variable Intervening: Study of Muslim Late Adolescents In Solo City

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economic Law Faculty of Syari'ah University Gontor on 22<sup>nd</sup> of October 2024.

The board of examiners has decided to grant her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in Islamic Economic Law in the Faculty of Syari'ah.

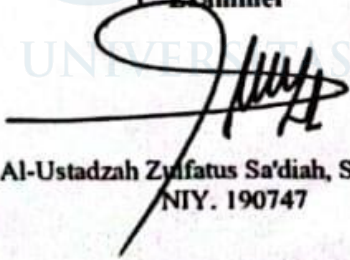
**Board Examiner**

**Supervisor**



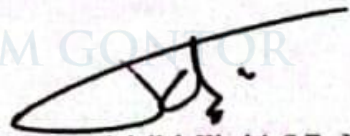
Al-ustadzah Adinda Muftiviany Nur Jamilah, M.H  
NIY.210847

**1<sup>st</sup> Examiner**



Al-Ustadzah Zulfatus Sa'diah, S.H.L., M.E  
NIY. 190747

**2<sup>nd</sup> Examiner**



Al-Ustadz Abdullah Khoiri, S.E., M.SEI  
NIY. 210801

### DECLARATION

I, hereby,

Name : Rohma Dita Mulia  
Registered Number : 422021323124  
Faculty : Syari'ah  
Department : Islamic Economic Law  
The Title : The Influence of Halal Awareness and Korean Wave on Purchase Decision KKV Goods with Maslahah as a Variable Intervening: Study of Muslim Late Adolescents in Solo City

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

UNIDA, 9 Rabi'ul Akhir 1446 H  
12 Oktober 2024 M

Researcher,



**Rohma Dita Mulia**  
42.2021.323124

MOTTO

﴿ وَالْمُحْصَنَاتُ مِنَ النِّسَاءِ إِلَّا مَا مَلَكَتْ أَيْمَانُكُمْ كَتَبَ اللَّهُ عَلَيْكُمْ وَعَاجِلَ لَكُمْ مَا  
وَرَاءَ ذَلِكَ أَنْ تَبْتَغُوا بِأَمْوَالِكُمْ مُحْصِنِينَ غَيْرَ مُسْفِحِينَ ۗ فَمَا اسْتَمْتَعْتُمْ بِهِ مِنْهُنَّ فَآتُوهُنَّ  
أُجُورَهُنَّ فَرِيضَةً ۗ وَلَا جُنَاحَ عَلَيْكُمْ فِي مَا تَرَاضَيْتُمْ بِهِ مِنْ بَعْدِ الْفَرِيضَةِ ۗ إِنَّ اللَّهَ كَانَ  
عَلِيمًا حَكِيمًا ﴾ (النساء/4: 24)

“LIFE IS LIKE THE SKY WHICH IS ALWAYS MOVING AND  
CHANGING”.

“DEVOTING ONESELF TO EDUCATION IS A FORM OF HARD  
WORK”.

UNIDA  
GONTOR  
UNIVERSITAS DARUSSALAM GONTOR



## DEDICATION SHEET

Praise and gratitude to Allah SWT, for all His favors and gifts that have given me strength, patience, experience, and the greatest opportunity to gain knowledge. Do not forget our *shalawat* and *salam* to the Prophet Muhammad SAW, who has brought us from ignorance to an age full of this knowledge. Hopefully, we will get his *syafa'at* on the Day of judgment.

A thousand thanks to my beloved parents, Alm. Mr. Syairoji and Mrs. Rubiati Alfiah for all the support, motivation and prayers that are always prayed for their children's success. Also my beloved siblings, Mega Novita Andriana always provide support and enthusiasm for me to complete this final project.

And for my beloved friends, the Virtuous Generation for their support all this time, and especially my fellow HES C3 2021 students who have struggled together from the beginning to this moment to complete our studies at University Darussalam Gontor.



## ACKNOWLEDGEMENTS

*Alhamdulillah wa Syukurillah*, the researcher prays to Allah SWT. With His permission and Grace, the researcher can complete this thesis task. Without the help and support of various parties, the preparation of this thesis would not have gone well. The completion of writing this thesis has received support and assistance in terms of time, energy, and thoughts from various parties. In connection with that, on this occasion, the researcher will express thousands of thanks to:

1. The Headmasters of Modern Islamic Boarding School Darussalam Gontor: KH Hasan Abdullah Sahal, Prof. Dr. K.H. Amal Fathullah Zarkasyi, MA, and K.H. M. Akrim Mariyat, Dipl.Ad.Ed have allowed gaining as much knowledge and experience as possible.
2. The Rectors of the University of Darussalam Gontor: Prof. Dr. KH Hamid Fahmy Zarkasyi, MA.Ed., M.Phil., and all his vices. Who have provided extraordinary knowledge and experience in this world of lectures.
3. Head of the Dean of the Faculty of Syari'ah: Assoc. Prof. Dr. Imam Kamaluddin, Lc., M.Hum, who has provided knowledge and advice in every lecture activity.
4. Head of the Islamic Economic Law Study Programme: Al-Ustadz Muhammad Abdul Aziz, M.H who has provided support and direction in every activity.
5. Thesis Supervisor: Al-Ustadzah Adinda Muftiviany Nur Jamilah, M.H. who has given her time, thoughts, and energy in providing guidance, direction, and support to complete this thesis task.
6. All teaching lecturers in the Islamic Economic Law Study Programme have provided a lot of knowledge and extraordinary experience.
7. The Management Team of KKV Solo Paragon Mall has given permission and opportunity to the researcher to conduct research and visitor interviews.
8. Friends in arms, the Virtuous Generation for their help and support in completing this thesis task. And especially my friends, HES C3 2021 students who have struggled together from the beginning to this

moment. May Allah SAW facilitate our steps and give us blessings to complete our education at the University of Darussalam Gontor.

UNIDA, 9 Rabi'ul Akhir 1446 H

12 Oktober 2024 M

Researcher,



Rohma Dita Mulia

NIM. 42.2021.323124



UNIDA  
GONTOR  
UNIVERSITAS DARUSSALAM GONTOR