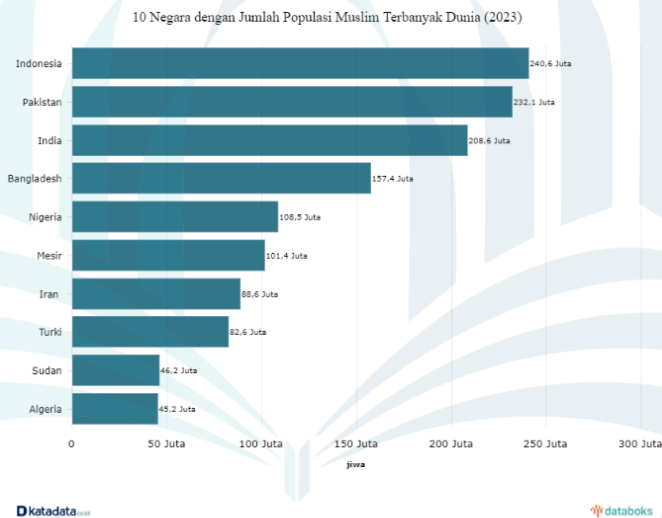


CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesia is a country known for having the largest Muslim population in the world. According to a report taken from The Royal Islamic Strategic Studies Centre (RISSC) entitled *The Muslim 500: The World's 500 Most Influential Muslims 2021*, explains that the Muslim population in Indonesia in 2023 will reach 240.62 million people.¹ With a high level of Muslim population in Indonesia, this is the cause of increasing various aspects of fulfilling life's needs, one of which is increasing products and services that have halal value.²



Source: Data according to RISSC

Figure 1.1 Graph of Largest Muslim Population³

¹ Data menurut RISSC bertajuk *The Muslim 500: The World's Influential Muslim 2024*. <https://databoks.katadata.co.id/datapublish/2023/10/19/10-negara-dengan-populasi-muslim-terbanyak-dunia-2023-indonesia>

² Taufani Arfian Husni and Hendayani Ratih, "Analisis Tingkat Kesadaran Konsumen Muslim Indonesia Terhadap Produk Halal: Studi Siswa SMA Kota Bandung" 10, no. 2 (2023): 667.

³(<https://databoks.katadata.co.id/datapublish/2023/10/19/10-negara-dengan-populasi-muslim-terbanyak-dunia-2023-indonesia>)

Based on the explanation taken from the data above, it can be seen that the Muslim Archipelago is a great strength and potential in Indonesia. However, it is very unfortunate that Indonesian people's awareness regarding halal products in food and goods still tends to be low. This was stated by the Chairman of the Indonesian Consumer Community (KKI) during a discussion and book review regarding "Halal Certificates".⁴ He revealed that Indonesian people also tend to trust producers regarding their halal status. So it is rare for people to read in detail the labels and information regarding the halals of the products.⁵ Finally, the Ministry of Religion's Halal Product Guarantee Organizing Agency (BPJPH) invites micro and small business actors (UMK) to participate in encouraging socialization and education on halal certification by transmitting understanding of the urgency of halal certification or halal awareness to business actors and the surrounding community.⁶ In other words, product purchases by Indonesian people are still far from a high level of halal awareness, this is because Indonesian people are easily tempted by current trends that can be reached at low prices.

One of the popular cultures today is culture originating from South Korea. Currently, Indonesian people consciously or unconsciously have adopted Korean Culture, starting from language, food, makeup, skincare, and other products.⁷ With the state of Indonesian society as it is, professional merchants feel that they are given a huge opportunity to attract customers. Such as by creating shops that provide complete Korean products with the latest trends, one of which is KKV. KKV is a shop that was founded in 2019 and has experienced rapid development, with new concepts in the retail world, such as combining elements of trendy shopping, photo taking, unique

⁴ David L Tobing selaku Ketua Komunitas Konsumen Indonesia (KKI) tahun 2018.

⁵ Anisa Widiarini, Bimo Aria, Kementerian Ketenagakerjaan Republik Indonesia, "Kesadaran Masyarakat Indonesia Akan Produk Halal Cenderung Rendah", Selasa, 11 Desember 2018-20:40 WIB.

⁶ Badan Penyelenggara Jaminan Produk Halal Kementerian Agama RI, "BPJPH Ajak Pelaku UMK Tularkan Sadar Halal di Tengah Masyarakat", 11 April 2023-11.57, Web: <https://bpjph.halal.go.id/detail/bpjph-ajak-pelaku-umk-tularkan-sadar-halal-di-tengah-masyarakat>

⁷ Hijra, "Pengaruh Korean Wave Dan Brand Ambassador Terhadap Keputusan Pembelian (Survei Pada Konsumen Scarlett Di Makassar)," *Cemerlang: Jurnal Manajemen Dan Ekonomi Bisnis* 2, no. 4 (2022): 2.

interior design, and Instagrammable, allowing teenagers to freely explore and express themselves. KKV is a fairly young store, but because of its uniqueness, it is the reason why KKV can spread in parts of the world such as Macau, Hong Kong, Malaysia, Dubai, Singapore, and Indonesia. Now the Solo branch of KKV has been opened which is located at Solo Paragon Mall. This shop also has a new combination of product completeness with a shop aesthetic concept which is the key to Solo youth's interest in fulfilling their daily needs without worrying about being left behind by their lifestyle trend.⁸ However, we need to pay more attention to the products sold at KKV Solo Paragon, because several places have been found in KKV stores that provide non-halal products such as in the food section, and of course, this will test the accuracy and halal awareness of Muslims themselves.

From the explanation above, we can understand that the decline in halal awareness in Indonesian society, especially among teenagers, is because adolescence is a period when a person has a low awareness of controlling themselves in their actions. Moreover, currently, the aspect of the industry that is very popular is the Korean trend.⁹ The large number of Korean fans from Indonesia who are Muslim teenagers has influenced the way they view their cultural and religious identity.¹⁰ Korean culture entered Indonesia when the phenomenon of globalization occurred, which caused interconnectedness and dependence between countries.¹¹ So many industries are competing to include elements of Korean trends to attract the attention of teenagers,

⁸ Sumber Data: Tri Puji Astuti, "Rahasia Toko Retail KKV Tidak Pernah Sepi Pengunjung, Ini Dia 3 Pilar Utama Bisnis KKV", Minggu, 17 Desember 2023, 16:30 WIB, Web: Realitas Online Baca Berita Tradisi Kita.id, <https://www.realitasonline.id/nusantara/102411227173/rahasia-toko-retail-kkv-tidak-pernah-sepi-pengunjung-ini-dia-3-pilar-utama-bisnis-kkv?page=2>

⁹ Tim Editor era.id: Avesina Wisda dan Ahmad Sahroji, "Ini Alasan Mengapa Budaya Korea Populer di Indonesia dalam Beberapa Tahun Terakhir" 24 Februari 2023, 17:15, <https://era.id/culture/119173/ini-alasan-mengapa-budaya-korea-populer-di-indonesia-dalam-beberapa-tahun-terakhir>

¹⁰ Inka Miftakurjana, "Terkikisnya Budaya Islam Bagi Remaja Melalui Korean Wave (Studi Kasus Social Media , Tik Tok)," *Proceedings of International Conference on Islamic Civilization and Humanities* Vol.1, no. No.1 (2023) (2023): 314, <https://proceedings.uinsby.ac.id/index.php/iconfahum/article/view/1324>.

¹¹ Tim Egsaugm, "Trend Budaya K-POP di Kalangan Remaja Indonesia: BTS Meal Hingga Fanatisme", 21 Desember 2021, Web: <https://era.id/culture/119173/ini-alasan-mengapa-budaya-korea-populer-di-indonesia-dalam-beberapa-tahun-terakhir>

including KKV at Solo Paragon Mall.¹² Many Indonesian Solo teenagers who are Muslims still tend to consume food products just because they are trending, without paying attention to whether the product is really halal or without paying attention to how the food processing process is in accordance with halal principles,¹³ as Muslims, of course, you have to understand halal behavior and halal awareness, but there are still many teenagers who forget this.¹⁴ Moreover, teenagers now have access to various media that can fulfill their desires in seeking entertainment.¹⁵ Therefore, we can see that many people consume a product not only to fulfill functional needs but as a symbol that they are from the upper class, even just following trends so as not to be outdated.¹⁶ For this reason, we can find out the relationship between halal awareness and Korean Wave in the lives of Indonesian people, because halal awareness itself is the level of insight of Muslim consumers to know a halal product according to Islamic views, but the arrival of the Korean wave itself has had a major impact on changing the behaviour and purchasing decisions of Muslims by consuming Korean products based on existing trends.¹⁷ Thus, masalah acts as a barrier to the attitudes of Muslim consumers in determining their purchasing decisions. As in the research by Jofanda Putri

¹² Dewi Irmala et al., “Pengaruh Trend Fashion Korea Selatan, Kualitas Produk Dan Harga Terhadap Minat Pembelian Produk Impor Korea Selatan Di Medan Kota,” *JIIP - Jurnal Ilmiah Ilmu Pendidikan* 7, no. 1 (2024): 537, <https://doi.org/10.54371/jiip.v7i1.3339>.

¹³ Adam Yazly Putra and Fitri Eka Aliyanti, “Korean Wave, Kesadaran Halal Dan Literasi Halal Pada Konsumen Makanan Korea: Studi Kasus Generasi Z Di Yogyakarta,” *ABHATS: Jurnal Islam Ulil Albab* 5, no. 1 (2024): 37.

¹⁴ Hasyim Yofaldy Ichsan et al., “The Influence Of Halal Awareness And Prices On Decisions To Purchase Halal Food (Study of Muslim Millennials in the Lego-Lego CPI Makassar Area) Pengaruh Halal Awareness Dan Harga Terhadap Keputusan Pembelian Makanan Halal (Studi Pada Milenial Muslim Di Kawasan Lego-lego CPI Makassar),” *Management Studies and Business Journal (PRODUCTIVITY)* 1, no. 1 (2024): 2–3, <https://doi.org/https://doi.org/10.62207/>.

¹⁵ Triastuti Endah et al., *Kajian Dampak Penggunaan Media Sosial Bagi Anak Dan Remaja*, 1st ed. (Jakarta: PUSKAKOM, 2017), 63.

¹⁶ Stellarosa Yolanda, *Kecanduan Belanja Budaya Konsumerisme Dalam Teks*, ed. Asep Rachmatullah, 1st ed. (Jakarta: Indigo Media, 2020), 69–70.

¹⁷ Barokah Umi, “Pengaruh Korean Wave, Kesadaran Halal, Religiusitas Dan Brand Awareness Terhadap Keputusan Pembelian Makanan Restoran Korea Di Surakarta” (Universitas Islam Negeri Raden Mas Said Surakarta, 2023).

Rahayu and Khusnul Fikriyah that the level of masalah knowledge affects the purchasing decisions of Muslim consumers.¹⁸

To limit this behavior of teenagers, it is necessary to teach that the use of Islamic economic resources is to provide maximum benefit for human life to create prosperity, this is called masalah. Apart from that, the obligation of every Muslim in the context of fulfilling life must be based on adequacy limits, both for personal needs and family needs.¹⁹ If obstacles are found that cause a group of people to monopolize the use of economic resources, this must be prevented, especially vital economic resources that have a direct influence on human life. This is the reason why it is important to understand problems in economic life to maintain human survival.²⁰

As research conducted by Putri Indah Lestari and Agus Supriyanto leads to the conclusion that halal awareness has a positive and significant influence on purchasing decisions for Mi Samyang for generation Z in Kudus Regency. This means that with everyone's high understanding of halal products, the higher their desire to buy products from Mi Samyang.²¹

From the research above, it can be concluded that Halal Awareness and the Korean Wave are the biggest factors in the decision to purchase a product. This description encourages the author to research further the influence of Halal Awareness (X1) and Korean Wave (X2) on Purchasing Decisions (Y) with Masalah as an intervening variable (Z) by Muslim teenagers in the city of Solo. In this case, researchers limit discussions on halal awareness with the halal label and do not allow excessive actions such as following trends in fulfilling life's needs, and limiting Muslim teenagers

¹⁸ Jofanda Putri Rahayu and Khusnul Fikriyah, "Pengaruh Pengetahuan Konsumen Muslim Tentang Masalah Dan Khiyar Terhadap Keputusan Pembelian Dalam Islam," *Jurnal Ekonomika Dan Bisnis Islam* 4, no. 3 (2022): 142, <https://doi.org/10.26740/jekobi.v4n3.p134-146>.

¹⁹ Fitra Zyaul et al., "Faktor-Faktor Yang Mempengaruhi Minat Belanja Konsumen Remaja Banda Aceh Dalam Perspektif Ekonomi Syariah," *EKOBIS: Jurnal Ekonomi Dan Bisnis Syariah* 2, no. 1 (2018): 32.

²⁰ Nurliana. et al., *Ilmu Ekonomi Islam Hukum, Teori, Dan Aplikasi*, ed. Dahwadin, 1st ed. (Tasikmalaya: Hasna Pustaka, 2021), 25.

²¹ Lestari Putri Indah and Supriyanto, "Keputusan Pembelian Mi Samyang Pada Generasi Z: Ditinjau Dari Labelisasi Halal, Halal Awareness, Harga, Dan Promosi," *JCRBE Journal of Current Research in Business and Economics* 01, no. 02 (2022): 20, <https://doi.org/2829-5307>.

to the age range of 18-24 years who are classified as late teens.²² Therefore, the author is interested in studying these matters further in scientific writing with 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 the City of Solo).**

1.2 Problem Formulation

The problems that will be studied in this research are as follows:

1. Do the halal awareness and the Korean wave variables influence the maslahah of Muslim teenagers in Solo?
2. Do the halal awareness and the Korean wave variables influence the decision to purchase goods by Muslim teenagers in Solo?
3. Do the halal awareness and Korean wave variables influence the decision to purchase goods by Muslim teenagers in Solo through the maslahah variable?

1.3 Research Objectives

The objectives of this research are:

1. To determine the influence of halal awareness variables and the Korean wave on the problems of Muslim teenagers in Solo.
2. To determine the influence of halal awareness variables and the Korean wave on purchasing decisions by Muslim teenagers in Solo.
3. To find out whether the halal awareness variable and the Korean wave influence the purchasing decision goods by Muslim teenagers in Solo through the maslahah variable.

1.4 Research Benefits

Some of the benefits that can be taken from this research are:

1. Theoretical Benefits

²² Sumber data: Praremaja, “3 Fase Remaja Berdasarkan Usianya, Parents Perlu Tahu!”, Web: theAsianparent, <https://id.theasianparent.com/fase-remaja>

Hopefully, this research will be able to increase knowledge and the development of knowledge regarding the explanation of what factors influence the decision to purchase goods for Muslim teenagers and add academic references which are expected to be input material, and motivate further researchers to continue to develop research in the field of halal awareness and Maslahah.

2. Academic Benefits

Hopefully this research will be able to add insight and reference material as a scientific paper related to the influence of halal awareness and the Korean wave on purchasing decisions.

3. Practical Benefits

This research is expected to be able to increase the awareness of Muslim teenagers in purchasing goods by paying attention to halal labels and not buying just because of a trend that is currently popular because this can lead to excessive attitudes which must be avoided when it comes to meeting life's needs.

1.5 Systematical Writing

This systematic discussion consists of several sub-chapters with the following details:

Chapter I is the introduction, which contains: problem background, problem identification, problem formulation, research objectives, research benefits, and systematics. In general, the sub-discussion contained in the introduction discusses the background to a problem to be researched

Chapter II discusses the theoretical basis, which contains: previous research, framework for thinking. In general, the sub-discussions contained in the theoretical basis discuss theoretical explanations of variables that are explained in the framework of thought.

Chapter III is about research methodology, which contains: location and time of research, type of research, population and sample, operational definitions of variables and research hypotheses, data collection

techniques, research instruments, and data analysis technique. In general, all sub-discussions in research methodology discuss the location and time of research, type of research, determining population and sample, and collecting the data needed to facilitate research.

Chapter IV is the result of research and discussion. In general, it discusses a general description of the research object which explains the research result.

Chapter V is the closing which consists of conclusions accompanied by suggestions. In general, all the sub-discussions in the conclusion discuss the conclusions obtained from this research after analyzing the data and obtaining the result of this research.

