

## ABSTRACT

### HUBUNGAN ANTARA TINGKAT PENGETAHUAN DAN SIKAP TERHADAP PERILAKU MEMERIKSA LABEL HALAL KEMASAN PANGAN PADA MAHASISWA

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**Latar Belakang :** Makanan merupakan sumber energi bagi tubuh. Makanan juga dapat menimbulkan efek negatif dan positif. Sebagai seorang muslim diwajibkan mengkonsumsi makanan halal, karena makanan dapat mempengaruhi perilaku seseorang. Untuk alasan ini, perlu memperhatikan kehalalan suatu makanan yang akan dimakan dengan memeriksa label halal. **Tujuan :** Tujuan dari penelitian ini adalah untuk menganalisis hubungan antara tingkat pengetahuan dan sikap terhadap perilaku memeriksa label halal kemasan pangan pada mahasiswa. **Metode :** Penelitian ini menggunakan pendekatan *cross sectional*, yang melibatkan 100 mahasiswa di kampus Universitas Darussalam Gontor sebagai sampel penelitian. Penelitian ini termasuk jenis penelitian deskriptif dengan cara penyebaran kuesioner kepada responden dan metode pengambilan data secara *simple random sampling*. Uji Gamma Crosstabs digunakan untuk menganalisis hubungan antara tingkat pengetahuan dan sikap terhadap perilaku memeriksa label halal kemasan pangan. **Hasil :** Hasil Penelitian ini, terdapat hubungan yang signifikan antara tingkat pengetahuan dengan perilaku pengecekan label halal kemasan pangan (p-value: 0,001). Ada hubungan yang signifikan antara sikap dengan perilaku memeriksa label halal kemasan pangan (p-value: 0,000). **Kesimpulan :** Tingkat pengetahuan responden baik (56%), semakin baik perilaku memeriksa label halal pada kemasan pangan. Sikap responden baik (80%), semakin baik perilaku kebiasaan memeriksa label halal pada kemasan pangan.

**Kata kunci :** *kemasan pangan, label halal, pengetahuan, perilaku, sikap.*

## ABSTRACT

### CORRELATION BETWEEN KNOWLEDGE AND ATTITUDES LEVEL WITH BEHAVIOR OF CHECKING HALAL LABELS OF FOOD PACKAGING AMONG UNIVERSITY STUDENTS

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**Background :** Food is a source of energy for the body. It can also have negative and positive effects. As a Muslim it is required to consume halal food, because food can affect a person's behavior. For this reason, it is necessary to pay attention to the halal food that will be eaten by checking the halal label. **Objective :** The objective of this study was to analyze the correlation between knowledge and attitudes level with behavior of checking halal labels of food packaging among university students. **Method :** This study used a cross sectional approach, which involved 100 students of the University of Darussalam Gontor campus as the subject of participant. The type of research was descriptive by distributing questionnaires to respondents and sample technique using simple random sampling. Gamma Crosstabs test was used to analyze the relationship between knowledge and attitudes level with behavior of checking halal labels of food packaging. **Results :** The results of this study, there was a significant correlation between knowledge with the behavior of checking halal labels of food packaging ( $p$ -value: 0.001). There was a significant correlation between attitude with the behavior of checking halal labels of food packaging ( $p$ -value: 0,000). **Conclusion :** The level of knowledge in the respondents was good (56%), the better the habitual behavior of checking halal labels on packaged foods. The respondent's attitude was good (80%), the better the habitual behavior of checking halal labels on packaged foods.

**Keywords:** *attitude, behavior, food packaging, halal labels, knowledge*