

ABSTRAK

PERILAKU KOMUNITAS MUSLIM PERKOTAAN DALAM MENGKONSUMSI PRODUK HALAL DI KOTA PEKANBARU

(Studi Kasus KFC dan McDonald's)

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Mengonsumsi produk halal adalah sesuatu yang sangat penting bagi seorang Muslim. Tujuan penelitian ini adalah untuk mengidentifikasi perilaku komunitas Muslim perkotaan khususnya kota Pekanbaru dalam mengonsumsi produk halal, serta melihat pengaruh labelisasi halal terhadap perilaku komunitas Muslim tersebut. Objek penelitian ini di khususkan pada restoran cepat saji KFC dan McDonald's, karena restoran western rentan dengan isu produk halal. Sampel diambil dengan menggunakan metode purposive non probability sampling sebanyak 100 orang. Data yang digunakan adalah data primer dan data sekunder, dengan teknis pengolahan data secara kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa perilaku komunitas Muslim di Pekanbaru ditentukan oleh sikap mereka terhadap produk halal. Adapun labelisasi halal berpengaruh signifikan terhadap perilaku dalam mengonsumsi produk halal pada restoran cepat saji.

Kata kunci: Produk Halal, Sikap Terhadap Produk halal, Perilaku Konsumen

ABSTRACT

URBAN MUSLIM COMMUNITY BEHAVIOR IN CONSUMING HALAL PRODUCTS IN PEKANBARU CITY

(Case Study Of KFC and Mc Donald's)

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Consuming halal products is very important for a Muslim. The purpose of this study was to identify the behavior of urban Muslim communities, especially the city of Pekanbaru in consuming halal products, and to see the influence of halal labeling on the behavior of the Muslim community. The object of this study was focused on fast food restaurants KFC and Mc Donald's, because western restaurants are vulnerable to the issue of halal products. Samples were taken by using non probability sampling method as many as 100 people. The data used are primary data and secondary data, with qualitative and quantitative data processing techniques. The results of the study show that the behavior of the Muslim community in Pekanbaru is determined by their attitude towards halal products. There is a significant halal labeling effect on behavior in consuming halal products in fast food restaurants.

Keywords: Halal Products, Attitudes to Halal Products, Consumer Behavior