

LAPORAN PENELITIAN



Religions, Halal Knowledge and Interest in Buying Halal Packaged Food

TIM PENGUSUL

Budi Suryowati

0326076402

Anasthasya Sutrisno

**UNIVERSITAS TRILOGI
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LEMBAR PENGESAHAN

PENELITIAN UNIVERSITAS TRILOGI

Judul Penelitian : Religions, Halal Knowledge and Interest in Buying Halal Packaged Food

Kode>Nama Rumpun Ilmu : 571 / Manajemen

Ketua Peneliti

- a. Nama Lengkap : Budi Suryowati
- b. NIDN : 0326076402
- c. Jabatan Fungsional : Lektor
- d. Program Studi : Manajemen
- e. Nomor HP : 087885889806
- f. Alamat E-Mail : budisuryo@trilogi.ac.id

Anggota Peneliti (1)

- a. Nama Lengkap : Anasthasya Sutrisno
- b. NIDN / NIM :

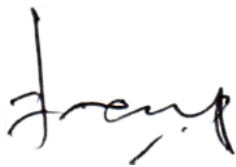
Anggota Peneliti (2)

- a. Nama Lengkap : -
- b. NIDN : -

Biaya Penelitian : - diusulkan ke Universitas Trilogi Rp -
- *inkind* sebutkan

Mengetahui,
Ketua Program Studi Manajemen

Jakarta, 01 Juli 2024
Ketua Tim Peneliti



(Fanny Suzuda Pohan, S.E., M.M.)
NIK 140901

(Budi Suryowati, S.E., M.M.)
NIK 890706

Mengesahkan,
Dekan Fakultas Ekonomi Bisnis Dan Humaniora



(Lety Herawati, M.Si)
NIK 200904

DAFTAR ISI

HALAMAN SAMPUL

LEMBAR PENGESAHAN..... i

DAFTAR ISI..... ii

RINGKASAN iii

ISI LAPORAN

BAB I PENDAHULUAN..... 1

BAB II TINJAUAN PUSTAKA 2

BAB III METODE PENELITIAN 3

BAB IV HASIL PENELITIAN DAN PEMBAHASAN..... 4

BAB V KESIMPULAN DAN SARAN 8

DAFTAR PUSTAKA 9

DAFTAR LAMPIRAN

RINGKASAN PENELITIAN

This study aims to find out how the influence of Halal Religiosity and Knowledge on Halal Packaged Food Buying Interest. This study was conducted on Muslim consumers of halal packaged food in DKI Jakarta with a sample of 100 respondents obtained through the Slovin formula using the purposive sampling technique, data was collected through the distribution of questionnaires. The analysis method uses Structural Equation Modelling- Partial Least Square (SEM-PLS) using SmartPLS 3.0 software. The results of the tabulation of the frequency of respondents' answers revealed that the respondents' religiosity was seen from the response to the appreciation as a Muslim in carrying out daily activities based on religion and in interacting with others. Respondents have an excellent level of halal knowledge where they can understand, explain, and mention related to the halalness of the packaged food they consume. The results of the analysis with SEM-PLS showed that the Religiosity variable did not affect Consumer Buying Interest and the Halal Knowledge variable affected Consumer Buying Interest. The implications of this study have the potential to affect marketing strategies, consumer education, and product development related to halal packaged food products more broadly.

Keywords: Religiosity, Halal Knowledge, Buying Interest

BAB I PENDAHULUAN

1 Research Background

According to data from Indonesia's Central Statistics Agency (BPS) in 2020, the Muslim population reached more than 87% of the total population, which reflects the importance of halal aspects in daily life. In addition, a survey conducted by the Indonesian Survey Institute (LSI) in 2023 showed that more than 70% of consumers in Indonesia stated that they pay attention to halal labels when buying food products. As a country with the largest Muslim-majority population in the world, the existence of halal food has deep significance both from a religious and economic perspective. The concept of halal not only includes aspects of religious rituals, but also integrates considerations about food safety, business ethics, and sustainability. Indonesian consumers not only consider halal aspects as the main criterion in choosing food products but also increasingly show an increasing interest in halal packaged food as a safer and more reliable choice. (<https://kneks.go.id/storage/upload/1704009688-Buletin%20Insight%20Edisi%2015.pdf>).

Studies on religiosity, halal knowledge, and interest in buying halal packaged food are becoming increasingly important because they reflect a shift in consumer behavior that is more aware of these aspects. *Religiustas* refers to the spirituality dimension of an individual that includes a commitment to religious values and a level of involvement in everyday religious practices. Meanwhile, knowledge about halal is related to understanding the criteria that must be met by a product to be considered halal, from a religious perspective and a food safety perspective. The interest in buying halal-packaged food reflects consumer preferences for products that not only meet halal standards but also offer quality assurance and sustainability.

This research was conducted to explore more deeply the relationship between individual religiosity, knowledge about halal, and interest in buying halal packaged food in DKI Jakarta. This is important because understanding these factors will help the food industry to develop a more targeted and effective marketing strategy. The problem of this study is that despite the high Muslim population in Indonesia and the widespread existence of halal food, there are still differences in knowledge about halal and religious intensity that can affect consumers' buying interest in halal packaged food. In addition, the perception of quality, price, and availability of products can also be complex determining factors.

Religiostasis and halal knowledge, as an individual's religious dimension, also have a significant influence in this context. A study conducted by several researchers such as Lu'liyatul Mutmainah (2018), the results of his research revealed that religiosity, halal awareness, halal certification, and foodstuffs have a significant positive effect on the intention to buy halal food. The results of Najmudin and Syihabudin's (2021) research show that religiosity affects the interest in buying traditional Sate Bandeng food. Silvia Fauziah, Nur Hidayah Al Amin (2021) The results of their research show that product knowledge, religiosity, and halal awareness have a significant influence on attitudes. Attitude also has a significant influence on purchase decisions. However, this attitude is not able to mediate religiosity and halal awareness of purchasing decisions. Ahmad, R. et.al (2023) found that halal brand awareness and habits have a positive and significant effect on the decision to purchase halal products. Meanwhile, religiosity significantly plays a role as a moderation variable in the relationship between awareness and purchase decisions, as well as habits and purchase decisions. Of the several studies on halal food in Indonesia, in particular, it has not explored the relationship between individual religiosity, knowledge about halal, and interest in buying halal packaged food comprehensively and in-depth. This gap points to the need for more detailed research to fill this knowledge gap

2 Research Objectives and Benefits

This study aims to explore more deeply the relationship between individual religiosity, knowledge about halal, and interest in buying halal packaged food, especially in DKI Jakarta, with the analysis of Structural Equation Modelling- Partial Least Square (SEM-PLS). Thus, the results of this research are expected to make a significant contribution to the development of more effective marketing strategies in meeting increasingly diverse market demands and being aware of halal.

BAB II TINJAUAN PUSTAKA

Religiostasis and halal knowledge, as an individual's religious dimension, also have a significant influence in this context. A study conducted by several researchers such as Lu'liyatul Mutmainah (2018), the results of his research revealed that religiosity, halal awareness, halal certification, and foodstuffs have a significant positive effect on the intention to buy halal food. The results of Najmudin and Syihabudin's (2021) research show that religiosity affects the interest in buying traditional Sate Bandeng food. Silvia Fauziah, Nur Hidayah Al Amin (2021) The results of their research show that product knowledge, religiosity, and halal awareness have a significant influence on attitudes. Attitude also has a significant influence on purchase decisions. However, this attitude is not able to mediate religiosity and halal awareness of purchasing decisions. Ahmad, R. et.al (2023) found that halal brand awareness and habits have a positive and significant effect on the decision to purchase halal products. Meanwhile, religiosity significantly plays a role as a moderation variable in the relationship between awareness and purchase decisions, as well as habits and purchase decisions. Of the several studies on halal food in Indonesia, in particular, it has not explored the relationship between individual religiosity, knowledge about halal, and interest in buying halal packaged food comprehensively and in-depth. This gap points to the need for more detailed research to fill this knowledge gap

Religiosity and Interest in Buying Halal Packaged Food

Religiosity is a concept that refers to a person's level of involvement and commitment to religious values and practices. It covers various aspects such as beliefs, religious rituals, morality, and spirituality of individuals. (Nashori, Fuad., & Diana, R., Mucharam. 2002). In the context of buying halal products, religiosity plays an important role because consumer decision-making is often influenced by the religious values and norms they follow. The hypothesis in this research is that there is an influence of religiosity on the interest in buying halal packaged food

Halal Knowledge and Interest in Buying Halal Packaged Food

Knowledge of halal is a consumer's understanding of the criteria and procedures that must be met by a product in order to be considered halal according to Islamic religious teachings. Meanwhile, the interest in buying halal products refers to the interest or tendency of consumers to choose and buy products that have halal certification. Rahman et.al, (2021) Muslim consumers' knowledge of the composition of semi-processed food ingredients and halal certification influences them to buy semi-processed food. The hypothesis in this research is that there is an influence of halal knowledge on the interest in buying halal packaged food.

BAB III METODE PENELITIAN

The population in this study is all Muslim communities in DKI Jakarta with a sampling technique using nonprobability purposive sampling, and the criteria for the selected respondents are Muslim communities who are consumers of halal packaged food and are at least 17 years old. The number of samples was 100, obtained using the Slovin formula with a tolerance of inaccuracy due to a tolerable sampling error of 5%. The distribution of the questionnaire to the respondents was carried out to provide a broader picture of the situation in the field related to the respondents' perception of Religiosity, Halal Knowledge and Interest in Buying Halal Packaged Food. The measurement using the Likert scale with the lowest value is given a scale of 1 and the highest is given a scale of 5 with a scale of 1: Strongly Disagree, 2: Disagree, 3: Disagree, 4: Agree and 5: Strongly Agree. Religiosity is defined as everything or actions in life that are associated with the religion that they believe in, in this study religiosity is based on Islam with indicators of appreciation of actions and social interactions. Halal Knowledge is an insight related to the halalness of a product which is shown by the ability to mention things about halal and explain the meaning of halal. Buying Interest as the desire to try and/or have a product with an indicator of interest in the product, interested in buying, and recommending to others.

The analysis method used in this study is the Partial Least Square (PLS) method. PLS is an alternative method of analysis with Structural Equation Modelling (SEM) which is based on variance

BAB IV HASIL PENELITIAN DAN PEMBAHASAN

Respondents' Perception of Religiosity, Halal Knowledge, and Halal Packaged Food

Variables of Religiosity

From the results of the tabulation of the average frequency of respondents' answers to the religiosity variable, they had an overall average score of 42.9 out of a scale of 5, meaning that the respondents strongly agreed with statements related to religiosity, that they always based on religion in carrying out daily activities, using clothes that have been recommended by religion, always reading the holy book of the Qur'an every day, knowing the prohibitions in religion, Every week, I must spend money on infaq, participate in religious activities in the neighborhood (such as in mosques, campuses or other environments), always consume halal food and drinks, and enjoy helping other fellow Muslims (in the form of material or mental support). The conclusion is that the religiosity of the respondents in this study is stated to be good in terms of their response to the appreciation as a Muslim in carrying out daily activities based on religion and interacting with fellow Muslims.

Halal Knowledge Variables

The overall response of the respondents showed that the response strongly agreed with the variable of halal knowledge considered important by the respondents with an overall average score of 4.55 out of a scale of 5. They understand the obligation to eat halal food, can mention prohibited foods, always look for halal information related to the food to be consumed, understand the halal lifestyle, implement a halal lifestyle, buy packaged food products if they are confident in the production process, understand the meaning of the Halal Logo image, the halal logo is one of their considerations in buying packaged food products, According to them, the existence of a halal logo in beverage and packaged food products is important, they can explain the difference between halal and haram products, they often recommend halal products to people around them, and for them choosing halal packaged food products is a good thing. The conclusion about the respondents' halal knowledge is that they have a very good level of halal knowledge where they can understand, explain and mention related to the halalness of a packaged food they consume.

Buying Interest Variable

Respondent's answers to the interest in buying halal packaged products are that they intend to buy halal packaged food, are more interested in buying halal packaged food than others, will soon buy halal packaged food, are willing to recommend halal packaged food products to others, and want to always buy halal packaged food products, even though the options are limited. The answer is based on an overall average score of 4.41 out of a scale of 5 or it can be said that respondents have a high intention to purchase halal packaged food.

Religiosity, Halal Knowledge and Buying Interest

Based on the purpose of this research, which is to determine the influence of Religiosity (R) and Halal Knowledge (PH) on Buying Interest (MB) in halal packaged food, an analysis will be carried out using Partial Least Square (PLS) with software in the form of smartPLS 3.0. The following are the results of the analysis using Partial Least Square:

(1) Evaluation of Measurement Model (Outer Model)

The outer model test is used to determine the specification of the relationship between the variables of Religiosity and Halal Knowledge and the variable of Halal Packaged Food Buying Interest, this test includes convergent validity, discriminant validity, and reliability test.

From the initial data processing, several indicators have a loading factor below 0.7 so these indicators must be eliminated and only 16 indicators are included in the next test. Figure 1 shows the loading factor of 16 valid indicators because they have a value above 0.70.

By using the Structural Equation Modelling- Partial Least Square (SEM-PLS) analysis tool with the following model:

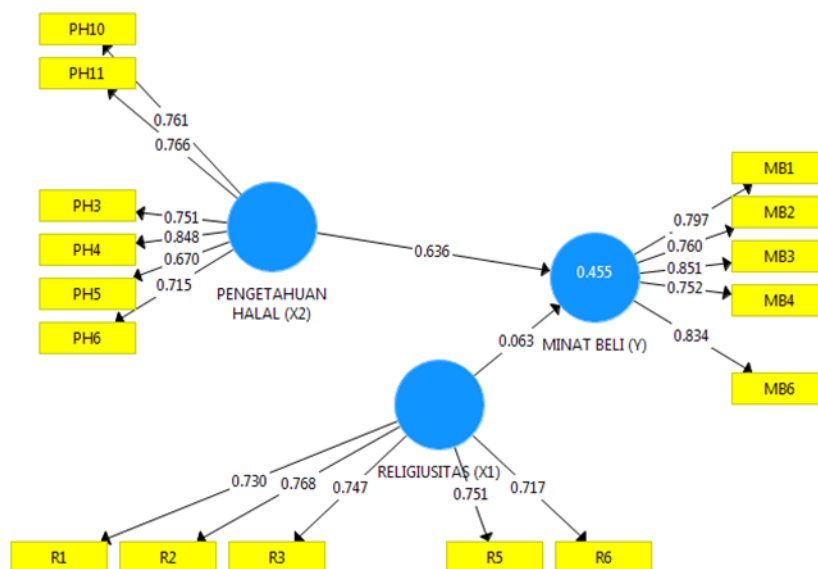


Figure 1: SEM-PLS Processing Results

Source : primary data, processed

From the results of cross-loading in table 1, the correlation of each construct with its indicator is higher than the correlation of other constructs. Therefore, it appears that there is no problem with discriminant validity.

Table 1: Cross Loading Results

<i>Cross Loadings</i>	Buying Interest	Halal Knowledge	Religiosity
MB1	0,797	0,480	0,256
MB2	0,760	0,405	0,394
MB3	0,851	0,497	0,340
MB4	0,752	0,627	0,376
MB6	0,834	0,615	0,364
PH10	0,513	0,761	0,430
PH11	0,652	0,766	0,371
PH3	0,426	0,751	0,518
PH4	0,518	0,848	0,484
PH5	0,380	0,670	0,511
PH6	0,477	0,715	0,387
R1	0,384	0,536	0,730
R2	0,369	0,456	0,768
R3	0,265	0,411	0,747
R5	0,314	0,430	0,751
R6	0,231	0,269	0,717

Source : primary data, processed

Table 2, The AVE value of each construct is above 0.5 therefore there is no convergence validity problem in the tested model. Furthermore, this composite reliability test was carried out using the Cronbach Composite reliability and alpha indicators where Table 2 also shows that all constructs have Cronbach's Alpha and composite reliability values above 0.7 so that no reliability problems were found in the former model

Table 2 Validity and reliability test

MATRIX	<i>Cronbach's Alpha</i>	<i>rho_A</i>	Composite Reliability	<i>AVE</i>
Buying Interest	0,860	0,869	0,899	0,640
Halal Knowledge	0,848	0,862	0,887	0,568
Religiosity	0,801	0,809	0,860	0,552

Source : primary data, processed

Table 3 shows that the R-Square value of the buying interest variable is 0.455 or 45.5%, which means that the buying interest variable (MB) can be influenced by the variables of Religiosity (R) and Halal Knowledge (PH) of 45.5%, while the remaining 54.5% is explained by other variables that are not used in the study such as halal awareness variables, behavior, marketing, price, and other variables

Table 3, R-Square Value

Matrix	R-Square	Adjusted R Square
Buying Interest	0,455	0,444

Source: primary data, processed

1. Structural Model Evaluation (Inner Model)

Table 4 is the result of bootstrapping to answer the purpose of the research or conduct a hypothesis test, namely to find out how halal knowledge and religiosity affect the interest in buying halal packaged food.

Table 4 Path Coefficient

Path Coefficient	Original Sample (O)	Average Sample (m)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Halal Knowledge → of Buying Interest	0,636	0,637	0,082	7,722	0,000
Religiosity → of Buying Interest	0,063	0,085	0,074	0,850	0,396

Source: primary data, processed

The Effect of Halal Knowledge on Interest in Buying Halal Packaged Food

With a P-Values value of 0.000 and a Statistical T of 7.722 where the P-value value is less than the alpha value (α) 5% and the T Stat is less than the T Table (1.976), the hypothesis of the influence of Halal Knowledge on Buying Interest in Halal Packaged Food is accepted or it can be concluded that there is an influence of Halal Knowledge on Buying Interest in Halal Packaged Food. The results of this research are in line with research conducted by Silvia Fauziah and Nur Hidayah Al Amin (2021), the results of their research show that product knowledge has a significant influence on purchasing decisions through attitudes. Rahman et al. (2021) Muslim consumers' knowledge of the composition of semi-processed food and halal certification influences them to buy semi-processed food.

Knowledge about halal has a significant influence on the interest in buying halal packaged food for several reasons, including the certainty of halal products, trust and belief, influence in decision-making, and awareness and education. Product Halal Certainty, consumers who have good knowledge about halal can more confidently choose packaged food products that are by their religious halal criteria. They understand that the product has gone through a process by the teachings of Islam, including in terms of the materials used, the production process, and supervision. Trust and Belief, halal knowledge strengthens consumer trust in manufacturers and brands that provide halal products. They feel confident that the products they buy are safe to consume by the religious values they hold dear. Influence in Decision Making, good knowledge of halal affects the consumer decision-making process. They are more likely to prioritize halal products compared to products whose halal status is unclear. This is also true in situations where consumers are faced with a variety of choices, and halal knowledge can be a decisive factor in choosing one product over another. Awareness and Education, consumers

who know halal tend to be more aware of the importance of choosing food that is by their religious principles. This reflects a higher level of awareness of the quality and safety of the products they consume, as well as their impact on their spiritual lives. Thus, halal knowledge not only affects consumer preferences for halal packaged food products, but also plays a role in building trust relationships and increasing consumer awareness of halal products as a whole. Companies can leverage this knowledge to develop more effective and relevant marketing strategies for increasingly savvy and informed consumers in choosing the products they consume.

The implications of this research include market development, consumer education, increasing consumer confidence, and product development. Marketing Strategy Development, companies can use the results of this research to design a more effective marketing strategy in promoting halal packaged food products. The information obtained can help them communicate the advantages of halal products more persuasively to consumers who are more educated about halal. Consumer Education, these findings can be used as a basis to further educate consumers about the importance of halal knowledge in choosing food products. Proper education can increase consumer awareness and understanding of halal standards, which in turn can drive demand for halal products. Increasing Consumer Confidence, the relationship between halal knowledge and interest in buying halal packaged food can increase consumer confidence in producers and brands that offer halal products. Product Development, this research can also provide insights for manufacturers to develop new products or modify existing products to better suit consumer preferences related to halal, for example, they can adapt material formulations or production processes to better meet halal standards understood by consumers.

The Effect of Religiosity on Interest in Buying Halal Packaged Food

With a P-Values value of 0.396 and a Statistical T of 0.850 where the P-Values value is greater than the alpha (α) value of 5% and the T Stat is more than the T Table (1.976), the hypothesis of the influence of Religiosity on the Interest in Buying Halal Packaged Food is not accepted, it can be concluded that there is no influence of Religiosity on the Interest in Buying Halal Packaged Food. The results of this study are not in line with the research conducted by Najmudin and Syihabudin (2021), The results of their research show that religiosity affects the interest in buying traditional Sate Bandeng food. Lu'liyatul Mutmainah (2018) The results of his research revealed that religiosity has a significant positive effect on the intention to buy halal food.

There are several reasons why in this study no significant influence was found between Religiosity and Interest in Buying Halal Packaged Food, including individual context and variation and demographic context. Individual Context and Variation, religiosity is a complex concept and can vary significantly between individuals. Factors such as practicality levels, personal preferences, and daily needs can become more dominant in influencing consumer behavior compared to religious factors. Demographic context, and demographic factors such as age, education, and socio-economic background can also affect the relationship between religiosity and the interest in buying halal packaged food, but in certain contexts, these factors have a greater influence on the buying interest than the religiosity itself.

The implications of the results of this study that did not find the influence of religiosity on the buying interest of halal packaged food can include several things: Marketing Strategy Adjustments, Companies may need to adjust their marketing strategies to place more emphasis on other factors such as product quality, price, and ease of access, which may be more relevant in influencing consumer purchasing decisions in that specific context. Development of Education and Awareness, these results may indicate the need for the development of wider

education and awareness about the importance of choosing halal packaged food, not only based on religious factors, but also other aspects that are important to consumers..

BAB V KESIMPULAN DAN SARAN

CONCLUSIONS

Halal Knowledge affects Interest in Buying Halal Packaged Food. Some of the reasons for the influence of halal knowledge on the interest in buying halal packaged products include the certainty of halal products, trust and belief, influence in decision-making, and awareness and education. Thus, the implications of this study have the potential to affect marketing strategies, consumer education, and product development related to halal packaged food products more broadly.

Religiosity does not affect Interest in Buying Halal Packaged Food. There are several reasons why in this study no significant influence was found between Religiosity and Interest in Buying Halal Packaged Food, including individual context and variation and demographic context. The implications of the results of the study that did not find the influence of religiosity on the interest in buying halal packaged food can include several things such as adjustments to marketing strategies and the development of education and awareness.

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