**ANALYSIS OF PERCEPTION AND BEHAVIOUR IN CHOOSING HALAL
LABELS RELATED TO FOOD, PHARMACY AND COSMETICS
AT THE REGIONAL OFFICE OF THE MINISTRY OF RELIGION**

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Abstract

This is a field research to highlight the issue of halal lifestyle in East Java Regional Office employees. This problem will be broken down into two basic problems, namely; firstly how is the halal lifestyle perception related to food, pharmacy and cosmetics among employees in the Ministry of Religion of East Java Province, and second how is the halal lifestyle behaviour related to food, pharmacy and cosmetics to employees in the Ministry of Religion of East Java Province. Data obtained through questionnaires to respondents with purposive sampling technique. The analytical method in this study uses multiple linear regression analysis and linkert scale. The results of this study indicate that halal food, halal pharmacy and halal cosmetics simultaneously have a significant influence on Halal Lifestyle of East Java Regional Office of Ministry of Religion.

Keyword: Halal Lifestyle, Halal Food, Halal Pharmacy, Halal Cosmetics

INTRODUCTION

The current trend that is being discussed globally is the halal sector. LPPOM MUI in 2016 noted that countries in the world began to capture potential market opportunities, while the list was as follows:

Table 1
Top 3 Potential Halal Markets

Food	Cosmetics	Pharmacy
Indonesia	Turki	Indonesia
Turki	Arab Saudi	Malaysia
Pakistan	Indonesia	Arab Saudi

The phenomenon of business competition in this modern era requires companies to answer various market challenges by utilizing these challenges as business opportunities that will survive in the future and follow trends that are in demand for now and in the future. One of the current global trends is sharia business, which is a product or service that compares itself to the term halal and carries the concept of Islam.

The development of sharia business which prioritizes religious values is growing rapidly, sharia business which is currently starting to spread to several business fields is now increasingly familiar among the people especially for Muslims and non-Muslims in Indonesia. The Indonesian Ministry of Industry (KemenPerin) notes that halal products worldwide have experienced a growth of 6.9%. The prediction is expected to continue to rise since 2013 with a total value of USD 1.1 Trillion to 1.6 Trillion in 2018. (Adnan, 2020).

Halal lifestyle, also called "halal lifestyle", is currently becoming a global trend. Many countries in various parts of the world are working on implementing the halal lifestyle system in their daily lives. In halal lifestyle there is an interesting phenomenon, it turns out that those who seek to apply halal lifestyle are not only from among Muslim countries that it is said we have accused of having superior halal lifestyle products. But also countries that are predominantly non-Muslim are working hard to implement halal lifestyle in their lives.

At present, Indonesia already has a Law on Halal Product Guarantee (JPH). After this Law becomes effective, all products that enter circulation and trade within the territory of Indonesia must be halal certified. The types of products in question are related to food, beverages, medicines, cosmetics, chemical products, biological products, genetic engineering products and used goods that are used, used, or utilized by the community. (Ali Rama, 2014).

In an effort to win the competition, marketers are required to understand the behaviour of their targets or target markets so that lifestyle is a determining factor that needs attention due to consumers. Consumer behaviour in the decision to purchase a product or service is determined by various determining factors as the background why people decide to buy the product.

The decision process through the process of identifying the problem of needs, information search, alternative evaluation and purchasing decisions. (Setiadi, 2008). However, if according to Engel in his 1995 book stated that many factors that influence a person in making purchasing decisions are determined from various reasons as the background that influences a person in deciding to buy, namely personal factors where there are 5 things from within, including age, environment, skills, psychology, price and lifestyle. (Simamora, 2001).

REVIEW OF LITERATURE

Perception

Perception is the process by which a person chooses, organizes and interprets information to form an understanding and picture of something. According to Philip Kotler in the book Muhammad Muflih perception is the process used by an individual to select, manage and interpret an input of information to create a picture that has meaning. The perception is very likely to be influenced by various hopes and desires, various needs, ideas that are hidden or not realized, and also by opposing values. Everyone tends to understand commands based on their experience.

Consumer Behaviour

The term behaviour is closely related to objects whose studies are directed at human problems. In economic theory it is said that humans are economic beings who always try to maximize their satisfaction. Consumers will try to maximize their satisfaction as long as their financial capabilities are possible. They have knowledge

about alternative products that can satisfy their needs.

Halal Lifestyle

From an economic perspective, lifestyle shows how a person allocates his opinion, and chooses products or services and various other choices when choosing alternatives in one category of existing product types. In the marketing perspective, it seems clear that consumers who have the same lifestyle will group themselves into one group based on what they are interested in spending their free time and how they spend their money (Tatik Suryani, 2008). While halal itself is etymologically the things that are permissible and can be done because they are free or not bound by the provisions that prohibit them (Louis Ma'luf, 1986).

RESEARCH METHOD

This type of research used in this research is mixed methods. This research is a step of research by combining two existing forms of research, namely qualitative and quantitative research. The data that needs to be collected are data on perceptions and behaviour related to halal lifestyle, food, fashion, pharmacy in the employees of the Regional Office of the Ministry of Religion in East Java Province as well as data obtained from the literature review. As for sampling data, using purposive sampling techniques, in purposive sampling techniques for sampling data sources with certain considerations.

RESULTS AND DISCUSSION

Halal Lifestyle Perceptions related to Food, Cosmetic and Pharmacy to Employees in the Ministry of Religion of East Java Province

Based on the F test results table it can be seen that the F count shows a value of 24,657, with a significant result of 0,000, while the degree of freedom 2 (nk-1, 30-3-1 = 26) in number 26 in table F is obtained at 2.98, so calculated F value of 24,657 is greater than the value of F table = 2.98.

From the results of the F Statistical Tests that have been carried out, it is evident that Halal Food, Halal Cosmetic and Halal Pharmacy simultaneously have a significant effect on Halal Lifestyle of East Java Regional Office of the Ministry of Religion.

Based on the results of the T test, the Halal Food (X1) variable has a calculated t value of 2.107 t table value of 2.048. Because the significance value is less than 0.045 from 0.05, then H0 is rejected and H1 is accepted that is, there is a significant positive effect partially from halal food (X1) on the perception of halal lifestyle in East Java Regional Office employees.

In the pharmaceutical halal variable (X2), based on the results of the T test calculation that the value of t arithmetic Based on the results of the T test, the pharmaceutical Halal variable (X2) has a value of t arithmetic of 0.637 value of t table of 2.048. Because the significance value is greater than 0.529 from 0.05, H0 is accepted and H1 is rejected, that is, there is no significant positive effect partially from the halal pharmaceutical variable (X2) on the perception of halal lifestyle in East Java Regional Office employees.

In testing the halal cosmetics variable (X3), the calculated t value of 2.991, t table of 2.048. Because the significance value is less than 0.006 from 0.05, H0 is rejected and H1 is accepted, that is, there is a significant positive effect partially from halal cosmetics (X3) on the perception of halal lifestyle in East Java Regional Office employees.

Halal Lifestyle Behaviour related to Food, Pharmacy and Cosmetics to Employees in the Ministry of Religion of East Java Province

To find out the behaviour of the Regional Office of Ministry of Religion Ministry of Religion of East Java Province on the importance of halal lifestyle is by the writer finding out with the understanding of the Employees of the Office of Regional Office of Ministry of Religion of East Java towards halal lifestyle.

Informants who know that halal certificates are halal guarantees that can be used as evidence that a product has been examined by a MUI or an authorized institution does not necessarily mean that they care about the presence or absence of halal certificates.

The researcher classified the answers of the informants into 4 groups, namely: a) *The informant considers (behaves):* that the halal certificate is important because the East Java Regional Office of the Ministry of Religion knows that the halal certificate is a halal guarantee issued by the MUI after being checked on all lines;

b) Informant assume (behave): that the presence or absence of halal certificates is meaningless because even though the informants know that the products they buy have halal certificates but do not know their intentions, it is because the employees of the Regional Office of the Ministry of Religion of East Java do not know that halal certificates are halal guarantees has been issued by MUI after being checked in all lines; c) **The informant considers (behaves):** that the halal certificate is not important because even if the informant knows that the halal certificate is proof of halal products in certain companies where all the products are not questioned halal, but the informant does not know whether the products they buy have halal certificates or not; d) **The informant considers (behaves):** that the halal certificate is not important, because the informant does not know what a halal certificate is and does not know whether the products they buy have halal certificates or not.

CONCLUSION

Based on the results of previous studies and discussions, the conclusions obtained from research on halal food, pharmaceutical halal and cosmetics for halal lifestyle are as follows:

From the results of the F Statistical Tests: that have been carried out, it is evident that halal food, halal pharmacy and halal cosmetics simultaneously have a significant influence on halal lifestyle in East Java Regional Office employees. This is evidenced from the calculated F value of 24,657 which is greater than the F table value of 2.98 with a significance of 0,000.

Halal Food Variable (X1) is t count value of 2.107, t table value of 2.048. Because the significance value is smaller than 0.045 from 0.05, H0 is rejected and H1 is accepted, that is, there is a significant positive effect partially from halal Halal Food (X1) on the perception of halal lifestyle in East Java Regional Office employees. In the Pharmacy Halal variable (X2), the calculated t value of 0.637 t table value of 2.048. Because the significance value is greater than 0.529 from 0.05, H0 is accepted and H1 is rejected, ie there is no significant positive effect partially from the pharmaceutical variable (X2) on the perception of halal lifestyle in East Java Regional Office employees.

Then in the Halal Cosmetics variable (X3), the calculated t value was 2.991, the t table value was 2.048. Because the significance value is less than 0.006 from 0.05, H0 rejected and H1 is accepted, that is, there is a significant positive effect partially from halal cosmetics (X3) on the perception of halal lifestyle in East Java Regional Office employees.

Based on the results of interviews with 30 employees of the East Java Ministry of Religion's Regional Office: the researchers concluded that the East Java Regional Office of the Ministry of Religion behaved that halal lifestyle was very important to apply because the informants knew the explanation or definition of halal lifestyle or halal lifestyle. Awareness of the importance of sharia values in life is transformed into a halal lifestyle that they apply in their daily lives. As for the halal certificate factor, employees of the Regional Office of the Ministry of Religion of East Java behave that it is important to know the halal certificate of the product they are buying to ensure the halal product.

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