ABSTRAK

Annisa Futri. 2026. *Pemahaman Produk Halal dalam Membentuk Gaya Hidup Generasi Z di Desa Sungai Danau*. Skripsi, Program Studi S1 Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. Pembimbing I: Dr. H. Nispan Rahmi, S.E,. M.E. Pembimbing II: Dr. Hj. Zulpa Makiah, S.E., M.E

Kata Kunci: Pemahaman, Produk Halal, Gaya Hidup, Generasi Z

Konsumsi produk halal di kalangan masyarakat Muslim semakin berkembang, namun pemahaman terhadap produk halal tidak selalu sejalan dengan ketentuan regulatif yang berlaku. Di kalangan Generasi Z, khususnya di wilayah pedesaan seperti Desa Sungai Danau, kehalalan produk umumnya dipahami secara sederhana berdasarkan keyakinan agama dan kebiasaan sosial. Kondisi ini menimbulkan pertanyaan mengenai sejauh mana pemahaman produk halal Generasi Z telah mencakup aspek normatif dan regulatif, serta bagaimana pemahaman tersebut memengaruhi gaya hidup konsumsi mereka.

Tujuan penelitian ini adalah untuk mengetahui bentuk pemahaman produk halal Generasi Z di Desa Sungai Danau, serta mengetahui implementasi pemahaman tersebut dalam gaya hidup konsumsi sehari-hari. **Metode penelitian** yang digunakan adalah penelitian lapangan (*field research*) dengan pendekatan kualitatif. Data dikumpulkan melalui observasi dan wawancara terhadap sepuluh informan Generasi Z di Desa Sungai Danau.

Hasil penelitian menunjukkan bahwa pemahaman produk halal Generasi Z lebih dominan bersumber dari aspek normatif, yang mencakup nilai keagamaan sebagai landasan keyakinan halal haram serta norma sosial yang memengaruhi praktik konsumsi sehari-hari. Sementara itu, pemahaman regulatif seperti sertifikasi halal dan label halal resmi belum menjadi perhatian utama. Selain itu, gaya hidup halal Generasi Z dalam konsumsi lebih mengikuti kebiasaan lingkungan dibandingkan pemeriksaan label halal secara formal. **Kesimpulan** penelitian ini menunjukkan bahwa gaya hidup halal Generasi Z di Desa Sungai Danau lebih dipengaruhi oleh nilai keagamaan dan norma sosial dibandingkan pemahaman terhadap regulasi halal.

ABSTRACT

Annisa Futri. 2026. *Understanding of Halal Products in Shaping the Lifestyle of Generation Z in Sungai Danau Village.* *Undergraduate Thesis, Sharia Economics Study Program, Faculty of Islamic Economics and Business. Supervisor I: Dr. H. Nispan Rahmi, S.E., M.E. Supervisor II: Dr. Hj. Zulpa Makiah, S.E., M.E.*

Keywords: *Understanding, Halal Products, Lifestyle, Generation Z*

The consumption of halal products among Muslim communities has continued to grow; however, understanding of halal products does not always align with applicable regulatory provisions. Among Generation Z, particularly in rural areas such as Sungai Danau Village, the concept of halal is often understood in a simple manner based on religious beliefs and social customs. This condition raises questions regarding the extent to which Generation Z's understanding of halal products encompasses both normative and regulatory aspects, as well as how this understanding influences their consumption lifestyle.

This study aims to identify the forms of halal product understanding among Generation Z in Sungai Danau Village and to examine the implementation of this understanding in their daily consumption lifestyle. The research employs a field research design with a qualitative approach. Data were collected through observation and in-depth interviews with ten Generation Z informants in Sungai Danau Village.

The results of the study indicate that Generation Z's understanding of halal products is predominantly derived from normative aspects, which include religious values as the basis for halal-haram beliefs and social norms that influence daily consumption practices. Meanwhile, regulatory understanding such as halal certification and official halal labels has not been a primary concern. Furthermore, Generation Z's halal lifestyle in consumption is more closely aligned with environmental habits than formal halal label inspection. The conclusion of this study indicates that Generation Z's halal lifestyle in Sungai Danau Village is more influenced by religious values and social norms than by understanding halal regulations.