ABSTRAK

Muhammad Husni Ramadhani. 210105010078. *Literasi Halal Pelaku Usaha Kuliner di Kecamatan Gambut*. Pembimbing: Difi Dahliana, SEI., MEI. dan Supian Sauri, SEI., ME., pada Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam. UIN Antasari Banjarmasin. 2026.

Kata Kunci: Literasi Halal, Pelaku Usaha Kuliner, Sertifikasi Halal, Kecamatan Gambut.

Penelitian ini dilatarbelakangi oleh pentingnya literasi halal bagi pelaku usaha kuliner dalam menghadapi kewajiban sertifikasi halal serta meningkatnya kebutuhan konsumen terhadap jaminan produk halal. saha kuliner berkembang cukup pesat di Kecamatan Gambut, namun belum semua pelaku usaha memahami konsep halal, *thayyib*, dan proses sertifikasi halal secara menyeluruh. Penelitian ini bertujuan untuk mengetahui literasi halal pelaku usaha kuliner di Kecamatan Gambut serta implementasinya dalam praktik usaha sehari-hari.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian lapangan. Data diperoleh melalui wawancara dan dokumentasi terhadap lima pelaku usaha kuliner, yaitu Pondok Patin Bakar, Warung Sate Itik Bahari, Warung Piring Nasi, Warung Raudah, dan Bingka Azzahra. Analisis data dilakukan secara deskriptif dengan mengaitkan temuan lapangan pada konsep literasi halal dan implementasinya.

Hasil penelitian menunjukkan bahwa literasi halal pelaku usaha telah terbentuk melalui pemahaman terhadap makanan halal, konsep *thayyib*, kesadaran halal, dan pemahaman terkait proses sertifikasi halal. Pemahaman halal lebih banyak berada dalam kerangka teologis-normatif, sedangkan pemahaman teknis-yuridis mengenai sertifikasi halal belum merata. Implementasi literasi halal tampak pada penggunaan bahan halal, perhatian terhadap label halal, pemilihan pemasok terpercaya, serta kebersihan produksi. Namun, implementasi tersebut masih perlu diperkuat pada ketertelusuran bahan, kepemilikan sertifikat halal, dan penyampaian informasi halal kepada konsumen.

ABSTRACT

Muhammad Husni Ramadhani. 210105010078. *Halal Literacy of Culinary Business Actors in Gambut District. Supervisors:* Difi Dahliana, S.E.I., M.E.I. and Supian Sauri, S.E.I., M.E., *Islamic Economics Study Program, Faculty of Islamic Economics and Business, Antasari State Islamic University Banjarmasin*, 2026.

Keywords: *Halal Literacy, Culinary Business Actors, Halal Certification, Gambut District.*

This research was motivated by the importance of halal literacy among culinary business actors in responding to the mandatory halal certification policy and the increasing consumer demand for guaranteed halal products. The culinary business sector has grown rapidly in Gambut District; however, not all business actors have a comprehensive understanding of the concepts of halal, thayyib, and the halal certification process. Therefore, this study aims to examine the halal literacy of culinary business actors in Gambut District and its implementation in their daily business practices.

This study employed a qualitative approach using field research. Data were collected through interviews and documentation involving five culinary businesses: Pondok Patin Bakar, Warung Sate Itik Bahari, Warung Piring Nasi, Warung Raudah, and Bingka Azzahra. The data were analyzed descriptively by relating the field findings to the concepts of halal literacy and its implementation.

The findings indicate that the halal literacy of culinary business actors has been developed through their understanding of halal food, the concept of thayyib, halal awareness, and the halal certification process. Their understanding of halal is predominantly grounded in a theological-normative framework, while their technical-juridical understanding of halal certification remains uneven. The implementation of halal literacy is reflected in the use of halal ingredients, attention to halal labels, the selection of trusted suppliers, and the maintenance of cleanliness during the production process. However, further improvement is needed in terms of ingredient traceability, halal certificate ownership, and the provision of halal information to consumers.