

## **HALAL AS A CONTEMPORARY LIFESTYLE: ENCOURAGING YOUNG PEOPLE OF PALU CITY TO DEVELOP WITH HALAL PRODUCTS**

Ahmad Haekal<sup>1\*</sup>, Ermawati Ermawati<sup>2</sup>, Fatimawali Fatimawali<sup>3</sup>, and Rizqah Basalamah<sup>4</sup>

<sup>1</sup> State Islamic University Datokarama Palu, ahmadhaekal@uindatokarama.ac.id

<sup>2</sup> State Islamic University Datokarama Palu, ermawati@uindatoakarama.ac.id

<sup>3</sup> State Islamic University Datokarama Palu, fatimawali@uindatokarama.ac.id

<sup>4</sup> State Islamic University Datokarama Palu, riskabasalamah24@gmail.com

\*Corresponding email: [ahmadhaekal@uindatokarama.ac.id](mailto:ahmadhaekal@uindatokarama.ac.id)

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### **ABSTRACT**

The push by Indonesia's younger generation to choose halal products is based on health awareness, the growth of the halal industry, and religious factors. While this drive is significant, there are still challenges that need to be overcome, such as lack of knowledge and constraints in halal manufacturing. In addition, purchasing halal products is often just a habit without awareness. Therefore, a strong religious commitment is needed to improve the understanding of halal products. The community service activity held by the Sharia Economics Study Program, Faculty of Economics and Islamic Business, Universitas Islam Negeri Datokarama Palu focused on increasing the understanding of halal products and halal lifestyles at SMA Negeri 1 Banawa by involving 50 participants. This activity consists of four stages: preparation, Focus Group Discussion, implementation, and evaluation. The evaluation results showed an increase in participants' understanding, although there were limitations such as limited coverage and non-comprehensive focus. Recommendations include expanding the scope of the program, adding sharia economic aspects, and evaluating the long-term impact on participants' religious commitment.

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### **INTRODUCTION**

In today's modern era, the concept of halal has become an important topic in the daily lives of many people, especially among the younger generation. Halal is not only limited to food and beverages, but also covers various other aspects such as cosmetics, fashion, tourism, and other sectors (Nurhayati & Hendar, 2020). Halal not only affects individual Muslims but also attracts many people from different cultural and religious backgrounds (Bachmid & Noval, 2023; S. H. Hassan et al., 2022; Jumani

& Sukhabot, 2020; M. Rahman et al., 2020; M. K. Rahman et al., 2022). The importance of halal products has given impetus to the younger generation to adopt a lifestyle that follows halal principles.

Several main reasons encourage the younger generation to develop a preference for halal products. First, awareness of the importance of health and hygiene has become a priority for many individuals in choosing halal products (Bashir, 2020; Fadholi et al., 2020; Handani, 2021; Kurniawati & Savitri, 2020). Second, the halal product industry has experienced rapid growth in recent years. Along with the increase in global demand for halal products, many companies see business opportunities in producing and marketing these products (Hidayat et al., 2022). Third, religious understanding and religious identity also play an important role in encouraging the younger generation to adopt a halal lifestyle (Ghazali et al., 2022; Y. Hassan & Pandey, 2020). Despite this strong push, there are still some challenges that need to be overcome. One of them is the lack of knowledge about halal products and the lack of development in halal manufacturing due to capacity constraints (Wibowo et al., 2022). In addition, the pattern of purchasing halal products by Indonesian millennials is often just a habit, not based on their awareness (Amalia et al., 2020). As such, a strong religious commitment is needed to increase knowledge and awareness about halal products (Usman et al., 2023). In addition, efforts to increase the availability of quality halal products can encourage the younger generation to adopt a halal lifestyle. Thus, in the long run, more and more young people will make halal products an integral part of their lifestyle.

Based on this, serious efforts need to be made, especially in the form of socialization and education by Perguruan Tinggi Keagamaan Islam Negeri (PTKIN) to the younger generation. A concrete example of this seriousness can be done by holding a socialization and education program for high school students in the Donggala district. Steps like this are expected to create a deeper understanding of halal products and strengthen religious commitment, which in turn will help the younger generation adopt a halal lifestyle.

## **METHODS**

The activity was held by the Sharia Economics Study Program, Faculty of Economics and Islamic Business, Datokarama State Islamic University, Palu on Wednesday, February 22, 2023, from 08.00 to 16.30 WITA at SMA Negeri 1 Banawa, Donggala Regency, Central Sulawesi. The activity participants were 50 students of SMA Negeri 1 Banawa. The activity stages consisted of 4 phases, namely the Preparation Phase, focus group discussion, implementation phase, and evaluation phase.



**Figure 1.** Phases of Community Service Activities

To ensure the effectiveness of this program, it required a structured approach through a series of detailed stages. The first phase is the preparation phase, where the team plans every aspect of the activities in detail. This includes planning the schedule, and allocation of necessary resources, as well as the materials to be delivered to high school students in Donggala Regency.

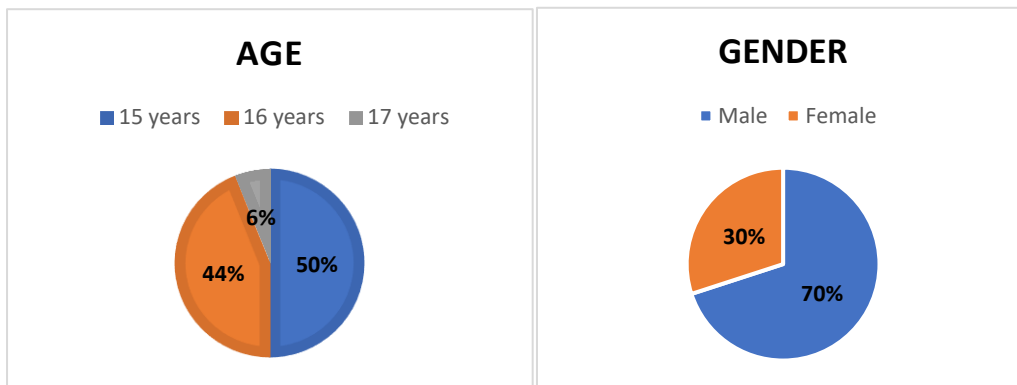
The next phase is the implementation of an internal focus group discussion (FGD). In this phase, the team will conduct in-depth discussions to design effective communication strategies, select approaches that suit the audience, and evaluate the content of the materials to suit the needs and understanding of the target audience. After completing the preparation and FGD phases, the next step is the implementation stage. This involves executing the socialization and education program for high school students in Donggala Regency. The team will provide materials, answer questions, pre-test and post-test, and provide information needed to strengthen the younger generation's understanding of halal products and the importance of a halal lifestyle. The materials will be delivered by Ahmad Haekal, Ermawati, and Fatimawati, Lecturers of the Sharia Economics Study Program, Faculty of Economics and Islamic Business, Universitas Islam Negeri Datokarama Palu.

The last phase of this service program is the evaluation phase, where the team will identify and assess the results of the program implementation and will measure its impact on students' understanding of halal products and their religious commitment, by comparing the pre-test and post-test results of the participants through the Wilcoxon signed-rank test method. The results of this evaluation will be an important foundation for improving future service programs. Thus, this socialization and education effort can continue to grow and provide greater benefits for the younger generation, and become more effective in achieving its goals.

## **RESULTS AND DISCUSSION**

### *Characteristics of Participants*

This community service activity took place for one full day at SMA Negeri 1 Banawa and was attended by 50 students, consisting of X and XI grade students. Of the total participants, 70% were male, and the remaining 30% were female. When viewed in terms of age, participants aged 15 years were 50%, those aged 16 years reached 40%, and those aged 17 years were around 6%. These participant characteristics are very relevant to this program, as the combination of diverse ages and genders will provide diverse insights into community service efforts.



**Figure 2.** Karakteristik Peserta

### *Description of Activity Implementation*

This community service activity for the Islamic economics study program begins with the preparation stage in the form of schedule planning, namely on Wednesday, February 22, 2023, at SMA 1 Banawa, Donggala Regency, Central Sulawesi Province. The allocation of resources required in the form of the number of participants required is 50 students with an age range of 15-17 or class X and class XI students. After that, the team determined the material in two themes, namely innovation and creativity halal products, and halal lifestyle as an alternative to improving quality of life. After that, the team conducted a focus group discussion (FGD) to use the Interaction and Participation communication method with a Knowledge and Engagement-Based Approach, namely If the audience has a limited initial understanding of a topic, an effective first step is to start by explaining basic concepts before elaborating on further details. In addition, involving participants in the communication process by listening, providing opportunities to speak, or holding discussions is an important step in strengthening their understanding. During the implementation phase, the team first administered a pretest questionnaire to determine the participants' prior knowledge (see Figure 3).



**Figure 3.** Completion of the Pretest Questionnaire  
Source: Author's Documentation 2023

Furthermore, the delivery of material by the team was carried out in two stages. First, the delivery of material about halal products and second about halal lifestyle. The first stage material was delivered by Ermawati

and Fatimawali using the lecture method (See Figure 4). And the second stage, the material on halal lifestyle was delivered by Ahmad Haekal through the lecture method (See Figure 5).



**Figure 4.** Provision of Halal Product Materials  
Source: Author's Documentation 2023



**Figure 5.** Provision of Halal Lifestyle Materials  
Source: Author's Documentation 2023

The next stage involves participants in a question-and-answer session. This session aims to measure the extent to which participants' understanding has developed after receiving material on halal products and halal lifestyles (See Figure 6). Finally, the team administered a post-test questionnaire to the participants (see Figure 7). The purpose of this step is to measure whether the participants' knowledge and understanding of halal products have increased, as well as whether they have strengthened their religious commitment after attending this program. Thus, the steps taken in the implementation of this program are well designed to ensure an increase in participants' understanding of halal products and motivate them to go deeper in their religious commitment.



**Figure 6.** Question and Answer Session for Participants  
 Source: Author's Documentation 2023



**Figure 6.** Post-test Questionnaire Completion  
 Source: Author's Documentation 2023

Afterward, the team analyzed the results of the recapitulation of pre-test and post-test scores, with the criteria for assessing mastery of the material on each question weighing 1 point and with a total of 20 questions. The final results of the pre-post test can be found in the following table:

**Table 1.** Recap of Pre-Test and Post-Test Scores

Participants	Point Score		Participants	Point Score	
	Pre-test	Post-test		Pre-test	Post-test
Student 1	14	18	Student 26	12	20
Student 2	12	19	Student 27	14	19
Student 3	10	20	Student 28	16	18
Student 4	11	18	Student 29	16	17
Student 5	14	18	Student 30	12	20
Student 6	15	20	Student 31	14	18
Student 7	15	16	Student 32	11	19
Student 8	14	16	Student 33	14	20

Participants	Point Score		Participants	Point Score	
	Pre-test	Post-test		Pre-test	Post-test
Student 9	13	18	Student 34	10	19
Student 10	15	17	Student 35	10	20
Student 11	10	20	Student 36	13	17
Student 12	14	17	Student 37	13	19
Student 13	13	17	Student 38	10	18
Student 14	14	17	Student 39	14	17
Student 15	12	17	Student 40	12	20
Student 16	11	19	Student 41	12	19
Student 17	10	18	Student 42	16	18
Student 18	10	18	Student 43	11	19
Student 19	13	20	Student 44	16	20
Student 20	11	19	Student 45	12	18
Student 21	15	16	Student 46	14	17
Student 22	10	18	Student 47	16	20
Student 23	13	17	Student 48	11	17
Student 24	14	18	Student 49	16	18
Student 25	11	20	Student 50	12	19

Source: Devotion 2023

It is clear from the shown result that after the treatment, the participants' understanding of halal products and halal lifestyle has increased significantly. To verify this improvement, the team conducted an analysis using the Wilcoxon signed-rank test method. The analysis results showed a significant difference between the pre-post test results ( $z = -6.169$ ;  $p = 0.000$ ). This confirms that the community service program run by Lecturers of the Sharia Economics Study Program, Faculty of Economics and Islamic Business, State Islamic University (UIN) Datokarama Palu has been successful in increasing participants' understanding of halal products and halal lifestyles, as well as strengthening their religious commitment. The results of this program will be communicated to partners through the preparation of a very detailed report and distribution to all interested parties. In addition, this important information will be publicly announced, so that it can be a source of knowledge for all interested parties.

**Table 2.** Wilcoxon signed-rank test results

Pre Post-Test	Wilcoxon Test Z	P-Value
	-6.169	0.000

Source: Ouput SPSS 2023

## CONCLUSIONS

This community service activity in the Islamic economics study program is focused on improving participants' understanding of halal products and halal lifestyles, as well as strengthening their religious commitment. The results of this program show a significant increase in the

understanding of the 50 participants, which has been measured through pre-test and post-test.

Although this program has been successful in achieving its objectives, some limitations need to be noted. Firstly, the program was only implemented in one school, so the results may not directly reflect the situation in other schools. Secondly, the program mainly focused on understanding halal products and halal lifestyle, and may not have covered other aspects of Islamic economics. Finally, further evaluation is needed to evaluate its long-term impact on participants' religious commitment.

To improve the effectiveness of future community service programs, several important recommendations can be considered. First, the program should be expanded to more schools and community settings to reach more participants and expand its impact. Second, it is worth considering integrating more aspects of Islamic economics into the program, so that participants can gain a more comprehensive understanding of the topic. Third, it is imperative to conduct a long-term evaluation to measure the impact of this program on participants' religious commitment, so that we can understand its long-term effects.

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