



Halal Determination in View Generation Millennials and Generation Z about Product Halal Awareness Food on Digital Platforms

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Abstract. *This research explores halal determination among millennials and Generation Z regarding their awareness of halal food on digital platforms. Millennials and Gen Z, influenced by the digital age, exhibit distinct consumption behaviors. With easy internet access and social media engagement, they show heightened awareness of social, environmental, and product quality issues. Understanding their perspectives on halal food awareness on digital platforms is crucial. While previous studies focused on Muslim Gen Y's consumption behavior, little is known about how Muslim Gen Z engages with halal cosmetics in Indonesia. This study investigates Gen Z, characterized by technological proficiency, online connectivity, awareness of current issues, and strong individualism. Understanding their halal awareness helps businesses develop targeted marketing strategies to cater to their needs. This research contributes to consumer behavior knowledge and factors influencing halal food awareness on digital platforms. It enables food producers and digital platforms to devise impactful marketing strategies for these consumer segments*

Keywords: *consumer awareness; digital platforms; halal food; millennials; Generation Z*

Introduction

Halal has become significant consideration for consumers of Generation Z Muslims. Studies about behavior purchase Generation Z Muslims are related to Halal cosmetics and care skin find that generation. This is interested in buying internal halal products. Besides that, research about the behavior of Generation Z in various contexts, like using PayLater, interaction on social media, and education, has also shown characteristics and preferences unique to the generation. (Sari et al., 2022)

Generation Millennials and Generation Z have different characteristics in matter behavior consumption and use of digital platforms. They are growing in the middle,

progressing with technology, and getting used to it with access easy to the internet and active involvement on social media. The second generation also has high awareness of issues of social, environmental, and quality of the product they are consuming. Because that is important For understanding view generation millennials and Generation Z about inner halal awareness context product food on digital platforms.

In context behavior consumers, research has focused on Generation Y Muslims and limited understanding of behavior purchasing Generation Y related Muslims Halal cosmetics in Indonesia. Required more research wide To involve Generation Z because the generation This own different characteristics and preferences from the previous generation. (Sari et al., 2022)

Besides it, Generation Z also shows unique characteristics, like becoming skilled in technology, being connected online, continually being updated with current issues, and having characteristic individualism and ambition. Characteristics This contributes to preferences and attitudes to various products, incl halal products. Understanding factors This can help in developing an effective strategy For targeting and fulfilling the needs of Generation Z. (Adiba & Wulandari, 2018)

kindly overall view Generation Z towards halal is influenced by characteristics, preferences, and behavior unique to them. Understanding needs and preferences can help businesses and marketers create the right marketing strategy, appropriate goals, and products for group demographic, Halal awareness in choosing product food on the digital platform is a crucial thing for Generation Z. Studies conducted on generations millennials find that religiosity, a consciousness of halal food, and attitude to Halal food are influencing factors of intention to purchase halal food. (Setiawati et al., 2019) Generation Z also has unique characteristics, including as digital natives, they own more exposure tall to the use of digital platforms. (Santiyuda et al., 2023)

Other research shows that generation millennials, incl Generation Z, have a trend to buy product food imported labeled halal and have an attitude positive against lawful. (Chalid & Mirzal, 2023) In Indonesia, halal awareness and knowledge regarding the halal label have also been proven to influence the decision to purchase product halal food by Generation Z. (Susanti et al., 2023)

In context, purchasing fast food serving, halal awareness, and having a halal certificate significantly influence interest by consumers. (Hamdani, 2021) Likewise, consciousness law

and knowledge about products labeled halal are also a factor important influences the decision to purchase halal products by Muslim consumers (Aulianda et al., 2021; Manasika et al., 2023).

This _ shows that Generation Z has high awareness and knowledge of halal, and factors also influence preferences. With increasing awareness of halal and the importance of halal labels in society, generation Z is increasingly prioritizing election product-suitable food with halal principles on digital platforms (Amarul & Supriatna, 2023).

The study's objective is to get more understanding deep about the halal determination of the Gen Z generation and generation millennials to inner halal awareness and choose product food on digital platforms. Study This will identify influencing factors of the generation Z and generation halal awareness millennials so it can give helpful insight for producing food and deep digital platforms to fulfill the needs and preferences of consumers.

With more understanding Good about the halal determination of the Gen Z generation and Generation millennials, food and digital platform manufacturers can develop a more effective marketing strategy for riveting attention and fulfillment of the need of consumers. Besides that, research can contribute to academic knowledge about consumers' behavior and the factors that influence inner halal awareness in choosing product food on digital platforms.

Literature Review

Halal Determination Concept

Halal determination concept refers to the determination of halal or ability of something according to Islamic law. This covers various aspects of life, incl foods, products, and practices. Halal determination involves evaluation to fulfill stipulated requirements in the Quran and Sunnah. (Fachrurrozie et al., 2023) Halal determination is essential in ensuring that product food fulfills Islamic Sharia requirements. Draft Halal determination involves understanding and applying internal halal principles at all production stages, from material raw to distribution. This covers election material Halal raw materials, appropriate production processes, and application compliance with practices and standards Sharia requirements. (Ruslan et al., 2018)

In Islam, the concept of halal has more meaning broad than simply No containing unclean material. Halal also includes aspects like cleanliness, justice, and health in the production and consumption of food. Consumption of Halal food is considered an obligation for Muslims as part of their religious practice. (Othman et al., 2016)

In the country context, the concept of halal is defined by law Number 33 of 2014 concerning the Guarantee of Halal Products in Indonesia. Constitution This puts halal as a predicate attached to halal products. (Ahmad Saupi, 2022) Constitution This emphasizes the importance of ensuring that the product fulfills Halal standards set by law.

In matters of certain products, such as cannabis, the legal status of cannabis in Muslim countries is not Lots discussed. However, there is a discussion about using extracted CBD components from indoor cannabis plant industry cosmetics and pharmaceuticals. If the THC component is present in an amount not enough than 1% and the CBD component is more than 99%, the mix is considered kosher as long as THC is not added or left with on purpose. (Alzeer et al., 2021)

Spread knowledge about Halal food is aspect important in promoting understanding and acceptance. The study has been done to analyze the diffusion of knowledge about halal food and identify obstacles to acceptance. Communication is essential in conveying the concept of halal in various regions. (Rejeb et al., 2022)

The generational role of millennials in application style Halal life also has been researched. Millennials have knowledge about more halal concepts and tend to adopt a style of lawful life. (Soehardi, 2022) This emphasizes the importance of education and awareness in promoting legal practice.

Halal advertising is also a research area, especially in the context of brand food fast served in Malaysia. Content Halal advertising and Islamic advertising on YouTube have been analyzed, and the frequency of fast food service leading brands has been identified. (Yarar, 2020) Study This gives an outlook on the strategy used by the brand to promote its halal products.

In the hospitality and tourism industry, an enhancement study about halal tourism must be done. A review of systematic articles from 2000 to 2021 reveals the thematic domains, contexts, and concepts covered in the study before. Overview This is also a highlight contribution of journals, authors, and affiliates in advanced studies of halal tourism. (Al-Ansi et al., 2022)

In Malaysia, the applicability of Halal tayyib in determining Halal food is guided by reference standards like Malaysian Standards MS 1500, MS 1480, MS 1514, Halal Food Procedure Manual, Act Food 1983, and Regulations Food 1985. References standard This is in line with the draft Halal Tayyib. (Arif & Sidek, 2015)

The retrieval process decision Muslim tourists choose non-Islamic destinations and roles behavior search information in making decisions they have researched. However, research in the field still needs to be improved. (Adel et al., 2020) Understanding the influencing factors and decisions of Muslim tourists can help develop strategies for fulfilling their needs and preferences.

Besides that, development technology also plays a role important in halal determination. Application technology such as blockchain, the Internet of Things (IoT), and artificial intelligence (artificial intelligence) can be used to track and monitor the whole production process and chain of supply food, from the natural origin material to the product. Technology This can give more transparency and reliability tall in ensuring halal product food. (Ali, 2021)

Kindly overall, the concept of halal includes various aspects of life, and its understanding and application are influenced by the framework of law, context, culture, and individual beliefs. Study in the field This contributes to knowledge and understanding of Halal practices and their implications in various domains

Halal Awareness

Halal awareness is the importance of individuals or groups choosing and consuming fulfilling products halal standards in Islam. Draft Halal awareness involves understanding and appreciating Islamic religious principles in electing food and drink consumed. (Maifiah et al., 2022) Awareness will Halal products and their importance Halal certification has gotten significant attention over several years last, especially among generations young like Gen Z and Millennial Gen. (Huda et al., 2021)

Research conducted by Canggi focuses on the influencing of quality products, image brands, and halal labels against the satisfaction consumer Citra body lotion products among students in Surabaya. Findings study. This discloses that quality products and the presence of a halal label factor are essential in determining the satisfaction of consumers. This shows that Gen Z and Millennial Gen the more aware will be the halal status of the product they are consuming and consider it as an aspect important in the decision to purchase them. (Laili & Sophisticated, 2021)

Draft Halal awareness is understanding and awareness of individuals the public importance of obeying internal halal principles in life every day. Halal awareness can be

influenced by factors such as communication strategy, religiosity, halal label, and awareness will halal product. (Bashir et al., 2019)

In building Halal awareness, communication strategy plays an important role. In research conducted in Bandung, the Department of Tourism and Culture Province West Java did socialization to grow Halal awareness of related SKPD. Besides that, institutions like Enhaii Halal Tourism Center (EHTC) and Salman Halal Center also built awareness for stakeholders' interests and society. (Pratiwi et al., 2018)

Religiosity is also influencing factors of halal awareness. Studies show that interest buy Indonesian society towards enough halal products height, and factor religiosity is one factor that primarily influences interest buy. (Kusumastuti, 2020) Besides that, halal awareness can also be influenced by the halal label. Studies show that the halal label positively influences Halal awareness and preferences among consumers for halal products (Suryaputri, 2020). Halal awareness can also impact the perception of consumers of the brand. A study finds that consumers' awareness of the use of Halal cosmetics influences the positive and significant perception of a holistic brand (Hasibuan et al., 2019).

This show that Halal awareness can influence preference consumer to fulfill brand legal principles. Besides, in addition, halal awareness is also relevant in context tourism. Research in Yogyakarta shows that awareness of will importance of halal in tourists is Still responded to in a manner diverse by tourism stakeholders. Because that is, research regarding halal tourism and the views of tourism stakeholders on the concept of halal tourism is necessarily done to understand perception and understanding (Isaac, 2020).

Generation Millennials also have a role important in halal awareness. Studies show that religiosity, norm subjective, and halal awareness affect millennials' interest in Halal food (Nurhidayana & Juniarti, 2021). this shows that Halal awareness can influence the behavior of consumers, especially in choosing a halal product. In the digital era, social media can also increase halal awareness. Community halal activators can use social media to socialize style living lawfully to the public (Widyaningtyas, 2018).

Social media allows halal awareness to be more easily disseminated and accessible to the public. Kindly whole the concept of Halal awareness involves understanding and awareness of individuals or the public importance of obeying internal halal principles in life every day. Factors such as communication strategy, religiosity, halal label, and awareness will halal

products can influence halal awareness. Halal awareness has implications in various fields, incl tourism, consumption of products, and perception of the brands.

Generational Role of Millennials and Generation Z in halal awareness

The generational role of millennials and Generation Z in Halal awareness is significant in promoting and expanding understanding of halal principles in society. Generation This own a significant influence on changing trend consumption and behavior of consumers. Research by Nurhidayana and Juniarti shows that the millennial generation's role is crucial in buying halal food. Factors like religious belief, norm subjective, and halal awareness affect interest in the halal product. (Nurhidayana & Juniarti, 2021)

In the study, Arranathasya and Suyono generation millennials and generation Z in Indonesia show a level of high awareness of halal products. They tend to choose products that have a halal label and pay attention to halal in choosing food and drink. (Aranathasya & Suyono, 2022) Generation Millennials and Generation Z are more connected with technology and digital platforms. They own easy access to information about products and services, incl information about faulty products and food. They often use social media and applications to share experience consumption, incl experience-related halal products. This can influence halal awareness because the information they give and take can form perceptions and attitudes toward halal products. (Fachrurrozie et al., 2023)

Generally, they own a deep concern for health and the style of healthy life. They tend to be more selective in choosing healthy and quality food and drink products. Halal awareness can become significant in elections because they believe that Halal products also reflect cleanliness, safety, and good quality. (Nurhasah et al., 2018)

They are also often involved in sharing online community interests and values specific. They can each other influence and share information about halal products. For example, through online forums, blogs, or social media accounts that focus on halal topics, they can exchange information, recommend halal products, and improve their awareness among fellow generations. (Widyaningtyas, 2018)

That generation Millennials and Generation Z are segmented into large and influential populations in the consumer market. They are increasing amount consumers from generation. This push enhancement request will include halal products. This pushes the perpetrator industry. For more notice, inner halal awareness offers products to them, including a clear halal label and transparency in the production process. (Vanany et al., 2019)

The generational role of millennials and Generation Z in Halal awareness is essential in increasing obedience to Halal principles and creating a more halal environment in the food market. The awareness of halal can positively impact industry food, pushing enhancement quality and compliance to more halal standards high.

Deep digital platforms deployment of lawful information

Digital platforms have a significant role in the deployment of information regarding halal to consumers. In the digital era, consumers can with accessible access information regarding the halal status of a product through various online platforms, applications, and websites that provide information and halal certification.

The role of electronic word-of-mouth (e-WOM), trust in halal labels, online credibility, and search information consumers in influencing trust consumers on the halal status of a product. Study This shows that digital platforms can form perceptions and beliefs about the product's halal status through online interaction and access to accessible information. (Niawaty, 2019)

Besides That, the role of social media is to increase the behavior of consumers to produce halal food. Research results show that social media can affect Halal awareness, perception of the quality of halal products, satisfaction with consumers, and intentions to purchase. Information regarding halal distribution through digital platforms can help consumers decide on more purchases, right? (Khan et al., 2021)

Application role mobile is also one factor in increasing Halal awareness among Malaysian consumers. Studies show that the cellular application can role as a source of easy halal information accessible, provide features like halal search products information certifications, and reviews consumers, which can help the consumer in making the decision more Purchase halal-conscious. (Maifiah et al., 2022)

Islamic branding in social media to behavior consumers is also influential. Studies show that deploying information regarding halal through digital platforms can influence the attitudes and behavior of consumers toward halal products. Active Islamic branding on social media can increase Halal awareness and intention to purchase from consumers. (Khan et al., 2021)

Overall, the digital platform plays an essential role in deploying Halal information and facilitating the consumption of Halal products. Digital platforms enable consumers to obtain information about halal products and halal brands with ease and safety, as well as obtain Halal

products with ease and safety digital platforms can become practical tools in promoting Halal awareness and facilitating the consumption of Halal products.

Methods

Writing This uses method *research libraries* or research literature to gather data. This literature review gives actual scientific characteristics theoretically. Explained in review References various review theories and results study previously related to a topic to be studied or discussed. Approach studies involve analysis of existing literature and research about the view of generation millennials and Generation Z about halal determination on digital platforms. Source material relevant libraries identified through search literature using academic databases, journal scientific, books, and related publications. Keywords used includes "halal," " halal awareness, " generation millennials, " Generation Z," and "digital platforms." Data from a source selected library _ analyzed and interpreted in a manner systematic for identify patterns, trends, influencing factors halal awareness, the role of generation millennials and Generation Z, as well as the role of digital platforms in the deployment of lawful information

Result and Discussion

Religion plays an essential role in forming halal awareness. Religious values and beliefs about halal product food become the main factor influence of views and attitudes somebody against lawful. Practice religious teachings, understand Islamic law, and commit to the principles of the halal become based on halal awareness.

Knowledge level of the halal concept, procedure certification, demands of Islamic law, and principles of the halal role is essential in one's halal awareness. The more elevated level of knowledge about halal products, increasingly tall, their halal awareness. Knowledge This can be obtained through formal education, media, and available information.

Interaction with Friends, peers, family, and members of the online community has significantly influenced halal awareness. Recommendations, influence, and experience from the people around can influence the views and attitudes of somebody against lawful. Besides that, digital influencers and societal figures can also play a role in forming generational halal awareness among millennials and Generation Z.

Progress in technology and the development of digital platforms make access to information about halal products possible. Social media, mobile apps, and websites are

essential in providing information about halal products to Generation Millennials and Generation Z. Availability of accessible information _ access influences awareness of the against lawful. A digital platform makes it possible for generation millennials and Generation Z to obtain more information about halal certification, the production process, and the chain of supply product food. They tend to choose brands or the manufacturer offers transparency and easily accessible Halal-related information.

Generation Millennials and Generation Z deliver high reviews, users, and recommendations in choosing halal food products. They depend on the experience of other users in determining halal something products. Availability, Adequate halal products on the market also affect halal awareness. If option Halal products available with easy, someone tend to be more aware and choose the product. In context here, the availability of Halal products involves various types of quality and affordable halal products. Aspect culture and religion play a role important in viewing Generation Millennials, and Generation Z is related to halal determination. Values religion and identity culture influence awareness and understanding of halal food.

Patterns and trends This show that generation millennials and Generation Z have a significant role _ in influencing halal determination on digital platforms. They own high expectations of transparency information, rely on online communities, and use digital media to look for information and share experiences Halal related.

Conclusion and Sugestion

Halal awareness is of significant importance to Generation Z and Millennials. They prioritize halal products and consider them as essential factors in their purchasing decisions. Generation Z and Millennials have unique characteristics and preferences influenced by their digital upbringing. They are tech-savvy and have easy access to information about products, including halal certifications. Factors such as religiosity, halal labels, communication strategies, and awareness of halal products influence halal awareness among individuals and society. The concept of halal encompasses various aspects of life, including food, cleanliness, justice, and health. It is not limited to the absence of unclean materials but also includes adherence to Islamic principles. The generational role of Millennials and Generation Z in promoting halal awareness is significant. They play a crucial role in changing consumption trends and influencing the behavior of consumers. Social media and digital platforms play a

significant role in spreading halal awareness and facilitating discussions and information sharing among individuals and communities interested in halal products.

The halal determination process involves evaluating products based on Islamic law and fulfilling stipulated requirements from raw materials to distribution. Technology, such as blockchain and artificial intelligence, can be used to ensure transparency and reliability in the halal determination process. Businesses and marketers need to understand the needs and preferences of Generation Z and Millennials to develop effective marketing strategies and meet their demands for halal products on digital platforms. Halal awareness has implications in various domains, including tourism, consumption patterns, and brand perception. It is crucial for businesses to consider halal principles to fulfill the requirements of these consumer segments.

Overall, there is a growing awareness and importance of halal principles among Generation Z and Millennials, and businesses need to adapt to this demand by providing clear halal labels, transparent production processes, and effective communication strategies to target these consumer segments effectively.

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