

## INTISARI

### PERBEDAAN PENGETAHUAN, PERSEPSI, SIKAP, DAN PREFERENSI TERHADAP MAKANAN HALAL PADA MASYARAKAT KOTA YOGYAKARTA DAN KABUPATEN BANTUL

**Latar Belakang:** Konsumsi makanan seseorang dipengaruhi oleh banyak faktor. Faktor-faktor yang mempengaruhi konsumsi makanan yaitu agama, ras, pengetahuan, persepsi, dan lain-lain. Agama dan suku tertentu memiliki perintah dan larangan untuk mengonsumsi makanan-makanan tertentu. Umat muslim di dunia sudah memiliki kesadaran yang cukup tinggi mengenai produk halal. Saat ini, produk-produk halal semakin diminati di pasar global dunia. Umat muslim dunia yang diperkirakan mencapai 1,6 miliar penduduk atau sekitar 25% dari populasi global, menginginkan jaminan kehalalan dari segala produk yang mereka gunakan.

**Tujuan:** Mengetahui perbedaan pengetahuan, persepsi, sikap, dan preferensi terhadap makanan halal pada masyarakat Kota Yogyakarta dan Kabupaten Bantul.

**Metode:** Penelitian ini merupakan jenis penelitian observasional dengan menggunakan rancangan *cross sectional*. Subjek penelitian adalah 99 orang masyarakat Kota Yogyakarta dan 224 orang masyarakat Kabupaten Bantul. Metode pengumpulan data dilakukan menggunakan kuesioner. Data yang telah diperoleh kemudian diuji menggunakan *Mann-Whitney U Test*.

**Hasil:** Hasil uji menunjukkan bahwa terdapat perbedaan pengetahuan, persepsi, sikap, dan preferensi terhadap makanan halal pada masyarakat Kota Yogyakarta dan Kabupaten Bantul ( $P < 0,05$ ). Sebanyak 25,89% responden di Kabupaten Bantul memiliki pengetahuan baik, sedangkan hanya 8,08% responden di Kota Yogyakarta memiliki pengetahuan baik. Responden di Kabupaten Bantul yang memiliki persepsi baik sebanyak 58,04%, sedangkan responden di Kota Yogyakarta hanya 44,44% yang memiliki persepsi baik. Begitu pula pada sikap, 58,04% responden di Kabupaten Bantul memiliki sikap baik, sedangkan di Kota Yogyakarta responden yang memiliki sikap baik hanya 32,32%. Sama seperti pengetahuan, persepsi dan sikap, terdapat pula perbedaan proporsi antara responden yang memiliki preferensi baik di Kota Yogyakarta dan Kabupaten Bantul, yaitu sebanyak 64,29% responden di Kabupaten Bantul memiliki preferensi baik, sedangkan di Kota Yogyakarta hanya 42,42% responden yang memiliki preferensi baik.

**Kesimpulan:** Terdapat perbedaan pengetahuan, persepsi, sikap, dan preferensi terhadap makanan halal pada masyarakat Kota Yogyakarta dan Kabupaten Bantul, dimana pengetahuan, persepsi, sikap, dan preferensi masyarakat di Kabupaten Bantul lebih tinggi daripada masyarakat Kota Yogyakarta.

**Kata Kunci:** pengetahuan, persepsi, sikap, preferensi, makanan halal

## ABSTRACT

### **THE DIFFERENCES BETWEEN KNOWLEDGE, PERCEPTION, ATTITUDE, AND PREFERENCE TOWARD HALAL FOOD AMONG YOGYAKARTA DISTRICT AND BANTUL DISTRICT SOCIETIES**

**Background:** People's food consumption is influenced by many factors. Factors that influence in consuming food are religion, race, knowledge, perception, and others. Religion and particular ethnic have instruction and prohibition to consume of particular foods. Muslim in the world already have high enough awarness towards halal product. Currently, people is more interested to halal products in world global market. Muslim in the world that estimated reach 1.6 billion peoples or about 25% of global population, wants a warranty of halalness on all products that they used.

**Objective:** To determine the differences between knowledge, perception, attitude, and preference toward halal food among Yogyakarta District and Bantul District societies.

**Methods:** This was an observational study with cross sectional design. The subjects were 99 peoples in Yogyakarta District and 224 peoples Bantul District. The method of collecting data were using questionnaire. Then, the data were tested using Mann-Whitney U Test.

**Results:** The results showed that there were significantly differences between knowledge, perception, attitude, and preference toward halal food among the respondents in Yogyakarta District and Bantul District ( $P < 0.05$ ). A total of 25.89% of the respondents in Bantul District had good knowledge, while only 8.08% of the respondents in Yogyakarta District had good knowledge. The respondents in Bantul District who had good perception as much as 58.04%, while the respondents in Yogyakarta District is only 44.44% had good perception. Similarly, in attitude, 58.04% of the respondents in Bantul District had good attitude, while in Yogyakarta District, the respondents who had a good attitude is only 32.32%. Same as knowledge, perceptions and attitude, there is also a difference between the proportion of the respondents who had good preference in Yogyakarta District and Bantul District, as many as 64.29% of the respondents in Bantul District had good preference, while in Yogyakarta District is only 42.42% of the respondents had good preference.

**Conclusion:** There were significantly differences between knowledge, perception, attitude, and preference toward halal food among Yogyakarta District and Bantul District societies. Knowledge, perception, attitude, and preference of the peoples in Bantul District is higher than the peoples in Yogyakarta District.

**Keyword:** knowledge, perception, attitude, preference, halal food