

ABSTRACT

As a culinary icon in Semarang, Lumpia has become a favorite food of the community. In 2018, 47 producers of Lumpia recorded at the Semarang Cooperative Service. But only 2 respondents give halal certification. This study aims to analyze level public awareness of halal food, especially Lumpia products in Semarang City. The respondents of this study amounted to 31 people consist of Lumpia producers and Lumpia consumers in Semarang and 4 related *stakeholders* names LPPOM MUI, Office of Cooperatives & UMKM, Academics and Community Leaders, using the chosen snowboling sampling method. The results observations using analyzed descriptive ATLAS ti 7.0 and Mactor instrumen. The results analysis show the level of public awareness has been good, but the absence of binding regulations from the government in terms of halal certification caused low level of halal certification on Lumpia product

Keywords: Halal certification, awereness halal, Lumpia; stakeholders.