

ABSTRACT

Indonesia is the fourth most populous country in the world. This status creates a diverse demographic, one of which is generation Z, commonly known as gen Z. This generation has a high level of technological understanding, which impacts their consumption patterns that tend to follow trends. Amidst a predominantly muslim population, young people often prioritize the price and quality of products over their halal status. There is a tendency that gen Z still has a low understanding of the meaning of halal products available in the market. This study aims to identify the distribution map of halal restaurants in Magelang City, analyze the level of halal awareness intention among gen Z in Magelang City, and formulate solutions to increase the halal consumption preference of gen Z in Magelang City.

This research employs a mixed-methods approach, encompassing both quantitative and qualitative methods. The quantitative approach utilizes descriptive statistical analysis to measure the level of halal awareness intention among gen Z in Magelang City. Meanwhile, the qualitative approach uses factor priority analysis to deeply understand the issues faced by this generation regarding their consumption preferences in halal restaurants in Magelang City and to find appropriate solutions to address these issues. By combining these two approaches, this study aims to provide a comprehensive understanding of the phenomenon of halal awareness among gen Z in Magelang City.

The results of this study indicate that the level of halal awareness intention among gen Z in Magelang City has reached a very high level. However, their consumption patterns show a lack of attention to the halal status of restaurants. This is associated with the uneven distribution of halal restaurants in Magelang City. This consumption pattern issue is triggered by the insufficient dissemination of information about halal to the public. To address this, solutions include the mass dissemination of halal-related information through socialization and education, particularly targeting gen Z. Additionally, it is necessary to encourage restaurants to obtain halal certification. Steps that can be taken include reducing certification costs with government subsidies, simplifying the halal certification administrative process, and promoting supportive regulations such as local regulations by the Magelang City Government.

Keyword: *Intention, Halal Awareness, Gen Z, Halal Restaurant*