

ABSTRACT

West Jakarta is one of the metropolitan areas in the Special Capital Region of Jakarta Province with high culinary diversity. This presents a unique challenge for Muslim consumers, particularly Generation Z, in ensuring the halal aspect of the products they consume. As digital natives, Generation Z often prioritizes trends, convenience, and quality over sharia considerations when consuming food. Therefore, this study aims to analyze the level of halal awareness among Generation Z toward restaurants at Mall Taman Anggrek by comparing the priority weight of halal awareness and formulating strategies to increase halal awareness through collaboration between stakeholders.

This research uses a combination of quantitative and qualitative methods. The quantitative method was conducted by distributing questionnaires to 102 Muslim Generation Z respondents who had visited restaurants at Mall Taman Anggrek, using a Likert scale to measure four dimensions of halal awareness: syar'i (religious compliance), hygiene, safety, and quality. The qualitative method was conducted through in-depth interviews with four key person from government (BPJPH and the West Jakarta Health Sub-Department), business operators (Marugame Udon), and community (FoSSEI). Statistical analysis was conducted descriptively using SPSS software to measure the level of halal awareness, and ATLAS.ti for thematic coding and network view to examine the relationships between themes. The results of these two approaches were then integrated through triangulation analysis.

The results of this study indicate that the level of halal awareness among Generation Z at Mall Taman Anggrek is in the very high category, with the highest value in the syar'i aspect and the lowest in the hygienic aspect. Sharia aspects are also a top priority for respondents when choosing a restaurant. This finding indicates that, although overall understanding of halal is strong, especially regarding Sharia principles, there is still a need to strengthen perceptions regarding hygiene, food safety, and quality. In interviews with stakeholders, it was revealed that digital halal literacy, cross-sector collaboration, and accelerating halal certification are key strategies for raising overall halal awareness. This research also confirms that halal awareness is not only an individual responsibility but also a social construct that requires synergy between the government, businesses, communities, and society.

Keywords: *Halal Awareness, Generation Z, Restaurant, Halalan Thayyiban*