

## ABSTRAK

Skripsi dengan judul "Preferensi Masyarakat Pada Produk Halal Di Pasar Tradisional Srengat Kabupaten Blitar" ini ditulis oleh Agustina Nurul Hidayah, NIM. 126402211003, pembimbing Dr. Nur Aziz Muslim, M.H.I.

**Kata Kunci:** produk halal, pasar, preferensi masyarakat

Penelitian ini dilatar belakangi sebuah fenomena masyarakat yang kini semakin sadar akan pentingnya produk halal, tidak hanya sebagai kewajiban agama tetapi juga sebagai jaminan kebersihan dan keamanan. Di pasar tradisional, preferensi terhadap produk halal semakin meningkat, terutama untuk kebutuhan sehari-hari seperti makanan dan minuman. Konsumen cenderung memilih pedagang yang dapat menjamin kehalalan produk, meskipun belum bersertifikat resmi. Hal ini menjadi peluang sekaligus tantangan bagi pedagang pasar tradisional untuk meningkatkan kualitas dan daya saing di tengah tuntutan konsumen yang semakin selektif.

Tujuan penelitian ini diharapkan mampu memberi sumbangsih keilmuan tentang (1) tingkat kesadaran pedagang produk halal, (2) kendala yang dihadapi pedagang produk halal, dan (3) faktor-faktor yang efektif mendorong pedagang produk halal di pasar tradisional Srengat Blitar.

Metode penelitian dengan menggunakan pendekatan kualitatif. Sumber data yang diteliti adalah dari observasi, wawancara dan dokumentasi. Kemudian dianalisis dengan reduksi data dan pengecekan keabsahan dengan triangulasi sumber.

Hasil penelitian ini menunjukkan bahwa (1) tingkat kesadaran pedagang produk halal pasar tradisional Srengat Blitar dalam menjaga peningkatan preferensi masyarakat adalah memiliki tingkat kesadaran tinggi dalam menjual produknya. (2) Kendala pedagang produk halal pasar tradisional Srengat Blitar dalam menjaga peningkatan preferensi masyarakat adalah kurangnya pemahaman prosedur sertifikasi halal dan persaingan supermarket dan pasar modern. (3) Faktor pendorong pedagang produk halal pasar tradisional Srengat Blitar dalam menjaga peningkatan preferensi masyarakat adalah dukungan sertifikasi halal, menjaga kualitas produk, pemilihan lokasi, promosi sosial media serta harga diskon.

## ABSTRACT

*The thesis entitled "Public Preference For Halal Products In The Traditional Market Of Srengat Blitar Regency" was written by Agustina Nurul Hidayah, NIM. 126402211003, supervised by Dr. Nur Aziz Muslim, M.H.I.*

**Keywords:** *halal products, market, public preference*

*This research is motivated by a phenomenon in society that is now increasingly aware of the importance of halal products, not only as a religious obligation but also as a guarantee of cleanliness and safety. In traditional markets, preference for halal products is increasing, especially for daily needs such as food and beverages. Consumers tend to choose traders who can guarantee the halalness of the product, even though it is not officially certified. This is an opportunity as well as a challenge for traditional market traders to improve quality and competitiveness amidst increasingly selective consumer demands.*

*The purpose of this study is expected to be able to provide scientific contributions on (1) the level of awareness of halal product traders, (2) obstacles faced by halal product traders, and (3) factors that effectively encourage halal product traders in the Srengat Blitar traditional market.*

*The research method uses a qualitative approach. The data sources studied are from observation, interviews and documentation. Then analyzed by data reduction and checking validity with source triangulation.*

*The results of this study indicate that (1) the level of awareness of halal product traders in the Srengat Blitar traditional market in maintaining increased public preference is having a high level of awareness in selling their products. (2) The obstacles for halal product traders in the Srengat Blitar traditional market in maintaining increased public preference are the lack of understanding of halal certification procedures and competition between supermarkets and modern markets. (3) The driving factors for halal product traders in the Srengat Blitar traditional market in maintaining increased public preference are support for halal certification, maintaining product quality, location selection, social media promotion and discount prices.*