

ABSTRACT

Yahya Putra Pratama. 105 251 1001 16. 2020. *Food Stall Owners' Perceptions of Obligatory Halal Certification in Makassar (Case Study of Food Stalls in Manggala District, Makassar City).* Supervised by Mr. Muhammad Ridwan and Mr. Fakhruddin Mansyur.

This study aims to determine the extent to which the level of understanding of stall owners in the city of Makassar towards halal certification on food products with qualitative research methods.

This research was conducted in the city of Makassar which lasted for 2 months from July to August 2020. Data collection techniques were carried out by means of interviews and observations of the owners of food stalls in Makassar City.

The results showed that for now, there are no food stalls that apply halal certification to their food stalls, this is due to inadequate knowledge, the shop owners are busy with, moreover Halal certification in its application is still voluntarily not an obligation. The perception of each shop owner about the need for Halal Certification is different, but from all of them the shop owners are ready to carry out Halal Certification if it is an obligation.

Keywords: Halal Certification, Food Stall Owners.