The Influence of Social Media on Public Awareness of Halal Certification

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Abstract:

This study investigates the influence of social media on public awareness of halal certification among residents of Kampung Laut, Kuala Jambi. As halal certification becomes increasingly important in Indonesia's growing halal industry, understanding the role of digital platforms in shaping public knowledge and perception is crucial. The research aims to analyze the extent to which exposure to halal-related content on platforms such as Instagram, TikTok, Facebook, and YouTube affects individuals' awareness and attitudes toward halal certification. A quantitative approach was employed using a structured survey distributed to active social media users within the target population. The findings reveal a positive and statistically significant relationship between the frequency of social media use and the level of halal awareness. Respondents who frequently engage with halal content tend to show higher levels of understanding and trust toward certified products. These results are interpreted through the lenses of the Uses and Gratifications Theory, the Theory of Planned Behavior, and the Diffusion of Innovation Theory, which together provide a multidimensional framework for understanding the behavioral, motivational, and communicative aspects of halal awareness. This study contributes to the academic discourse by extending halal communication research into coastal, digitally underserved communities, and offers practical implications for policymakers, halal authorities, and content creators seeking to strengthen public engagement with halal principles through social media channels.

INTRODUCTION

The increasing awareness of the importance of halal certification has become a critical foundation for the development of the halal industry, both globally and nationally. As Muslim consumer markets continue to expand, the demand for transparency, safety, and conformity to religious standards grows in tandem. In Indonesia the world's most populous Muslim-majority country halal certification is not only a matter of religious observance but also a key economic instrument that strengthens consumer trust and market competitiveness. In this context, social media emerges as a powerful medium for disseminating halal related information, with the capacity to influence perceptions, attitudes, and consumer behavior in ways that conventional media cannot match. Platforms such as Instagram, TikTok, and YouTube have transformed how information is consumed and shared, offering real-time access and community interaction that can amplify public understanding of halal issues.

Despite this potential, there remains a gap in understanding how social media concretely

contributes to the formation of public halal awareness, particularly in peripheral regions such as Kampung Laut Kuala Jambi. Previous studies have predominantly focused on urban populations or formal halal campaigns led by institutions, often overlooking local communities that interact with digital content in informal or grassroots ways (Abidin et al., 2024). In areas with limited access to conventional educational or religious institutions, social media may serve as the primary source of halal knowledge (Riyanita et al., 2025). This presents both an opportunity and a challenge: to explore how effectively such media can shape perceptions and encourage compliance with halal standards at the community level.

To investigate this issue, the present study applies three conceptual frameworks. The *Uses and Gratifications Theory* explain how individuals actively seek media content to fulfill their cognitive needs, including information about religious practices. The *Theory of Planned Behavior* is used to examine how attitudes, subjective norms, and perceived behavioral control influence the intention to seek and choose halal products. Additionally, the *Diffusion of Innovation Theory* provides a lens to analyze how halal certification information spreads across social networks and influences public adoption behavior (Ahmed et al., 2023). Together, these theories offer a comprehensive approach to understanding the mechanisms by which media content influences halal awareness (Abidin, 2024).

Based on this conceptual foundation, the study seeks to answer the question: how does the public engage with social media in disseminating information about halal certification in Kampung Laut Kuala Jambi? The main objective is to determine the extent to which social media influences the awareness and knowledge of halal certification among community members who actively use digital platforms. Through this inquiry, the study aims to provide evidence-based insights that reflect real user behaviors and perceptions in a specific socio-cultural setting.

This article offers a scholarly contribution by bridging theoretical insights with practical observations on halal communication in a digitally connected yet geographically isolated community. Its novelty lies in integrating multiple behavioral and communication theories to assess halal awareness in a non-urban, coastal context an area largely absents from mainstream halal literacy discourse. The findings are expected to inform not only academic discussions but also policy and practice in the formulation of inclusive, data-driven halal outreach strategies.

The theoretical foundation of this study draws on three main frameworks: Uses and Gratifications Theory (UGT), Theory of Planned Behavior (TPB), and Diffusion of Innovation Theory (DOI). The Uses and Gratifications Theory, originally developed by Katz, Blümler, and Gurevitch, posits that individuals actively choose and use media to fulfill specific psychological and informational needs. In the context of halal literacy, UGT helps explain how communities seek out social media content to satisfy their desire for religious guidance, product clarity, and social belonging (Alasmari & Zavalina, 2022). Meanwhile, the Theory of Planned Behavior, formulated by Ajzen, provides a behavioral lens to examine how attitudes, subjective norms, and perceived behavioral control contribute to an individual's intention to support or consume halal products (Hayeemad & Soliman, 2024). Lastly, the Diffusion of Innovation Theory, pioneered by Rogers, explores how information regarding halal certification spreads through social networks and digital

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communities, emphasizing adoption rates, influencers, and communication channels (Valente, 2003).

Recent studies have affirmed the growing influence of social media in promoting halal awareness. For example, research by Safitri et al. (2024) found that Instagram content significantly enhances consumers' understanding of halal principles (Safitri, Maulida, & Wulandari, 2024). Similarly, Nadiya et al. (2023) showed that online reviews on e-commerce platforms influence Generation Z's intentions to purchase halal food (Nadiya, Kudus, & Hasanah, 2023). In the context of tourism, Sujawoto et al. (2025) found that social media interaction positively affects intention to visit halal destinations (Sujawoto, Nur, & Suhada, 2025). These findings align with broader conclusions by Puspita et al. (2023), who demonstrated that social media fosters greater community engagement with halal issues through narrative and visual storytelling (Puspita, Iskandar, & Ramli, 2023).

However, these studies reveal a research gap concerning rural or coastal populations. Much of the literature focuses on urban demographics or institutional campaigns, which may not capture the grassroots interactions with halal content among marginalized or peripheral communities. For instance, while Rohandi and Gumilar (2023) examined brand awareness in private halal schools, their study did not address digital disparities or informal content consumption (Rohandi & Gumilar, 2023). Similarly, the work of Mardoni and Amsal (2023) focused on policy implications rather than user behavior in non-metropolitan contexts (Mardoni & Amsal, 2023). This underlines the need for empirical studies targeting the interaction between media content and halal awareness in underserved regions like Kampung Laut Kuala Jambi.

This article seeks to address that gap by offering an empirically grounded perspective on how active social media use among coastal communities contributes to halal literacy. Unlike previous works that emphasize top-down campaigns, this study centers on the audience as active agents in content interpretation and sharing, especially within family and peer circles. The adoption of multiple theoretical frameworks further enhances the study's robustness and allows for triangulation of social, behavioral, and communicative dimensions. In doing so, this article expands the conceptual scope of halal communication studies to include informal, non-institutional actors and networks.

The theoretical and methodological trends identified in previous research predominantly favor either qualitative explorations or structural equation modeling in urban samples. Studies like that of Agustiani and Yusa (2023) applied PLS-SEM to examine purchase intentions, while Wijayanti et al. (2021) used descriptive analysis to study customer perspectives in retail settings (Agustiani & Yusa, 2023; Wijayanti, Hakim, & Supriyanto, 2021). Few, if any, employ integrated frameworks or target geographically isolated communities. This methodological homogeneity limits the generalizability of findings to diverse socio-cultural environments. Consequently, a field-based quantitative approach, as adopted in this study, is timely and necessary to uncover how coastal communities engage with halal-related information through digital channels.

This conceptual synthesis forms the foundation for the study's methodological design. By linking UGT, TPB, and DOI within the context of coastal digital behavior, the study aims to provide a nuanced understanding of how public halal awareness is shaped not merely by institutional messaging but by the interplay of personal motivations, social influences, and digital accessibility. It

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affirms the need for interdisciplinary frameworks that can accommodate both behavioral and technological variables in examining faith-based consumer literacy.

METHOD

This research adopts a quantitative survey approach aimed at measuring the influence of social media on public awareness of halal certification in Kampung Laut, Kuala Jambi. The study employs a non-experimental, descriptive-correlational design to analyze the relationship between exposure to halal-related content on social media and the community's awareness and attitudes toward halal certification. This design is considered appropriate for exploring the intensity, direction, and significance of associations among variables without manipulating them. The choice of a survey strategy is based on its ability to collect large-scale data efficiently, particularly in geographically dispersed populations. The study utilizes both primary and secondary data sources, with primary data collected through structured questionnaires, while secondary data were obtained from previous reports, official documents, and existing literature concerning halal communication and digital media behavior.

Data collection was conducted using a questionnaire instrument, distributed both online and offline to residents of Kampung Laut who are active users of social media platforms such as Facebook, Instagram, TikTok, and YouTube. The questionnaire consists of closed-ended items designed to assess demographic characteristics, frequency of social media use, types of content consumed, and level of awareness regarding halal certification. The population targeted in this research comprises individuals living in Kampung Laut Kuala Jambi who actively use social media, with sampling conducted using purposive sampling to ensure relevance to the research objectives. Inclusion criteria included respondents who are at least 17 years old and have accessed halal-related content on social media in the past six months. Exclusion criteria included individuals without consistent access to digital platforms or those with no prior knowledge of halal certification. The unit of analysis is individual social media users within the defined community. Data were analyzed using descriptive statistical techniques, including frequency distribution and mean analysis, to capture patterns of media use and levels of halal awareness. The data were processed using SPSS version 26 to ensure accuracy in computation and graphical representation. This approach aligns with contemporary quantitative standards for public awareness research in digital contexts (Taherdoost, 2019; Glen, 2021; Coursaris, Yun, & Sung, 2013; Kamarulzaman, 2011; Tang, Iijima, & Pee, 2011; Utama & Kumar, 2025).

RESULTS AND DISCUSSION

Results

Based on quantitative data collected through questionnaires distributed to active social media users in Kampung Laut, Kuala Jambi, this study identified a significant relationship between the intensity of social media use and the level of public awareness regarding halal certification. The respondents comprised 250 individuals selected using purposive sampling. A majority (72%) reported being active users of Instagram and TikTok, with more than two daily access sessions. Most respondents (65%) indicated that they had seen or read content related to halal certification on social

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media, and 53% stated they had gained new insights into the importance of halal certification through such content. Additionally, 60% expressed positive attitudes and trust toward halal-related content shared by official government accounts or Muslim influencers. Simple linear regression analysis showed that the frequency of social media use had a positive and statistically significant coefficient ($\beta = 0.42$, $p < 0.01$) in relation to increased public awareness of halal certification.

These findings align with previous research. Agustiani and Yusa (2023) observed that social media marketing significantly influences purchasing interest in halal products, although halal awareness itself does not directly affect purchase intention (Agustiani & Yusa, 2023). Another study revealed that influencer-based campaigns significantly increase consumer awareness, trust, and positive attitudes toward halal products (Yanti, 2024). Similarly, Azis and Irwan (2024) found that middle-class Muslim consumers are highly influenced by halal-related opinions shared on social media (Azis & Irwan, 2024).

Swimbawa and Lemy (2023) demonstrated that frequent social media engagement by brands leads to increased halal brand awareness and loyalty (Swimbawa & Lemy, 2023). Likewise, Priliana et al. (2020) showed a significant correlation between social media marketing and the intention to visit halal tourism destinations (Priliana et al., 2020), while Mardoni and Amsal (2023) argued that attitudes toward social media directly influence online satisfaction and the image of halal destinations (Mardoni & Amsal, 2023).

The study also revealed the role of emotional content and demographics in shaping the effectiveness of halal messaging. For example, Adiwibowo and Heryati (2018) showed that age and educational background moderate the impact of emotional content on social media usage (Adiwibowo & Heryati, 2018). Nugraheni et al. (2023), using sentiment analysis, reported predominantly positive sentiment toward halal-related topics on social media, strengthening the public response to digital halal campaigns (Nugraheni et al., 2023).

Furthermore, Puspita et al. (2023) used a netnographic approach to show that online discussions about the halal logo are widespread and reflect public sensitivity to halal issues (Puspita, Iskandar, & Ramli, 2023). Sujawoto et al. (2025) found that interactions on Instagram significantly influence decisions to visit halal-related locations, emphasizing the power of visual and interactive content (Sujawoto, Nur, & Suhada, 2025).

Additional supporting studies include those by Utama and Kumar (2025), who confirmed the positive impact of social media marketing on brand image and trust (Utama & Kumar, 2025); Nadiya et al. (2023), who analyzed halal food purchasing decisions among Generation Z (Nadiya et al., 2023); Wijayanti et al. (2021), who evaluated customer perspectives on social media marketing (Wijayanti et al., 2021); and Rohandi and Gumilar (2023), who explored how digital engagement shapes awareness in private halal education settings (Rohandi & Gumilar, 2023).

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Discussion

The primary findings of this study affirm the central hypothesis: social media usage significantly influences public awareness of halal certification among residents of Kampung Laut, Kuala Jambi. This aligns with the research objective, which seeks to examine how the frequency and nature of social media engagement correlate with the community's understanding of halal principles. The data show that individuals who are frequently exposed to halal-related content especially via Instagram and TikTok demonstrate a higher degree of awareness and more favorable attitudes toward halal certification. These results validate the initial assumption that digital platforms can function as more than just channels of entertainment; they also serve as effective vehicles for religious education and public literacy.

From a theoretical perspective, the findings support the integrated application of the Uses and Gratifications Theory (UGT), the Theory of Planned Behavior (TPB), and the Diffusion of Innovation Theory (DOI). The UGT framework explains the motivations behind information-seeking behavior on social media particularly the pursuit of religious knowledge and social conformity (Alasmari & Zavalina, 2022). The TPB is reflected in the observed correlation between subjective norms and actual behavioral intentions toward halal-compliant consumption (Hayeemad & Soliman, 2024). Meanwhile, DOI theory is manifested in the process through which halal information spreads within digital communities, showing varying rates of adoption and internalization based on media credibility and peer influence (Valente, 2003).

The study's findings are consistent with several prior studies. For example, Safitri et al. (2024) found that the use of Instagram significantly increased consumers' awareness of halal products through visual narratives (Safitri, Maulida, & Wulandari, 2024). Nadiya et al. (2023) highlighted the influence of online reviews on halal food purchases among Generation Z, reinforcing the idea that peer-based content affects consumer perceptions (Nadiya, Kudus, & Hasanah, 2023). Sujawoto et al. (2025) noted that social media interactions strongly impact decision-making in halal tourism, which parallels this study's findings regarding behavioral influence (Sujawoto, Nur, & Suhada, 2025).

However, the results also depart from prior findings in specific ways. Agustiani and Yusa (2023) showed that while social media marketing affects interest, halal awareness does not significantly influence purchasing decisions, suggesting a potential disconnect between awareness and behavior (Agustiani & Yusa, 2023). This contrast may arise from differing regional contexts, where community values and digital infrastructure play a greater role in shaping behavior. Similarly, Mardoni and Amsal (2023) highlighted how attitudes toward digital platforms influence satisfaction and perception in halal tourism, yet did not address grassroots knowledge acquisition processes (Mardoni & Amsal, 2023).

This article contributes to the academic field by expanding halal communication research to include peripheral, digitally underserved populations. Its theoretical innovation lies in the simultaneous application of three frameworks UGT, TPB, and DOI within a localized, empirical context. Most existing literature emphasizes urban consumers, institutional campaigns, or cross-sectional modeling; this study, by contrast, uses community-based data to demonstrate how media

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exposure, community norms, and individual motivations intersect in forming halal awareness.

One limitation of this study lies in its cross-sectional design, which captures perceptions and behaviors at a single point in time. As such, it cannot establish causality or track behavioral changes over time. Additionally, the reliance on self-reported data may introduce bias due to social desirability or recall errors. The purposive sampling method, while suited to the research context, may also limit generalizability to broader populations. Nonetheless, these constraints do not diminish the relevance of the findings, especially considering the geographical and social uniqueness of the research site.

The implications of this study are multidimensional. For practitioners and policymakers, it underscores the need for halal education strategies that are tailored to local media consumption habits and delivered via trusted social media channels. For halal certification authorities, the study highlights the importance of engaging with digital influencers and content creators who resonate with local audiences. For future researchers, the results suggest a promising direction in developing longitudinal models or mixed-method designs to explore not only awareness but also behavioral change trajectories in halal-conscious communities.

CONCLUSION

This study has demonstrated that social media plays a significant role in shaping public awareness of halal certification among residents of Kampung Laut, Kuala Jambi. Through a quantitative approach using survey methods, the findings indicate a positive and significant correlation between the frequency of exposure to halal-related content on platforms such as Instagram, TikTok, and YouTube, and the community's awareness of the importance of halal certification. Respondents who actively engaged with such content exhibited not only greater knowledge but also more favorable attitudes toward halal-certified products. This affirms that social media functions not only as a tool for entertainment or communication, but also as an effective medium for religious and consumer education.

Theoretically, this article contributes by integrating the frameworks of Uses and Gratifications Theory, Theory of Planned Behavior, and Diffusion of Innovation to analyze digital behavior in a rural, coastal Muslim community. Practically, it underscores the potential for halal authorities and communication strategists to optimize digital outreach efforts in non-urban areas by leveraging popular social media platforms and local digital influencers. Conceptually, it advances the understanding of how personal motivations, social norms, and technological access intersect to influence halal literacy.

Going forward, future research should consider expanding this study to include longitudinal designs that track behavior over time, or explore how algorithmic exposure and platform-specific features shape the effectiveness of halal-related content. There is also a need to strengthen collaboration between halal certification institutions, educational bodies, and digital media actors to build a more inclusive, accessible, and contextually relevant halal communication ecosystem in Indonesia.

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