

Utilization of Go-Food Services in Students' Halal Lifestyle

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Abstract: In the current era, lifestyle is closely related to the times and technology. Ordinary lifestyle is also said to reflect the whole person who interacts with the environment. The halal lifestyle is currently becoming a global trend, a part of the halal lifestyle is choosing food, *go-food* services are one of the tools used by most people to buy food, including students. User of go-food services in halal lifestyle of Muslim students in Manado State University. This study aims to determine the use of go-food applications to help students 'halal lifestyle and to determine the inhibiting factors for the use of go-food applications in students' halal lifestyle. This research is a descriptive qualitative research. The research subjects were Muslim students at Manado State University. Data collection methods used were observation, interviews and documentation. The results showed that students with monthly order transactions 2 to 5 times were 16%, students with monthly orders 6 to 10 times were 25%, students with monthly orders 11 to 15 times were 35%, and monthly order transactions more than 15 times were found. 24% of the total respondents. The use of go-food services helps students' halal lifestyle because go-food services provide many attractive promos, convenience in terms of payment systems, and convenience in ordering without needing to leave the house and being able to reach food places that are far from where students live. and what is an inhibiting factor in the use of go-food services in the halal lifestyle of students, namely the costs incurred are greater when using go-food services than buying directly to the place where the food is sold and some food stores do not include halal labels and many food stores lawyers who have not collaborated with go-food services.

Keywords: *Go-Food Service, Halal, Lifestyle*

Introduction

In the current era, lifestyle is closely related to the times and technology. Lifestyle is a pattern of daily behavior of a group of people in society according to the Big Indonesian Dictionary, 2008. Lifestyle is something that shows how people live, work, behavior patterns, interests and how to spend money, and how to allocate time. Ordinary lifestyle is also said to reflect the whole person who interacts with the environment.

The halal lifestyle, also known as the halal lifestyle, is currently becoming a global trend. Many countries in various parts of the world are trying to implement a halal lifestyle system in their daily life. Halal in the sense of what is permissible and legal according to Islamic law,

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halal does not only concern food and drink but also transcends and even reflects all aspects of life. By consuming halal products, people are always aware and wise because they are alcohol free, healthy, and clean (hygienic).

One part of the halal lifestyle, namely food, where food is one of the primary needs for human life. Halal food is food that is permitted by religion from a legal perspective. In essence, halal food is food that is obtained and processed in the right way according to religion. Every human being needs food, but some people sometimes prefer to buy food from making food for their own needs due to busy work, college or other activities. Like students who sometimes prefer to buy food instead of having to make food.

Manado state university is a university located in the Minahasa district, although there are not many Muslim students studying at the Manado state university. About a hundred students from various majors. And there are about two dozen Muslim students who are boarding houses or live in Tondano which is close to the campus. The students take advantage of the smartphone application to help their life needs.

The go-jek application is a smartphone application, one of which includes a go-food service, namely a food ordering service, a go-food service, one of the tools used by most people to buy food, including students. Students use go-food services on the go application -Jeks to order food without leaving the house and being able to reach food places some distance from their house or boarding house. However, one of the obstacles faced by students studying in a non-Muslim majority place is the difficulty of getting halal food for their needs. So the problem in this research is how to use go-food services in the halal lifestyle of Muslim students, a case study of Muslim students at Manado State University. This study aims to determine the use of go-food applications to help students 'halal lifestyle and to determine the inhibiting factors for the use of go-food applications in students' halal lifestyle.

Literature Review

The Go-Food application is a food delivery service via smartphone. Go-Food is part of Go-jek, it is different from conventional ojek which only provides services between passengers to certain locations, Go-Jek provides another service, namely Go-Food, which is a service for ordering food at restaurants that have collaborated with the Go-Jek company. Orders for this service menu usually choose their own type of food to be ordered, a restaurant or restaurant that provides a price list that is listed along with a photo of the food, while the number of food ordered can be more than one type of food. After the food is ordered, it will automatically display the total cost consisting of the food price and delivery costs. The payment mode is usually done in two ways, namely by cash or by exchanging the previously filled Go-Jek balance.

According to (Minor and Mowen, 2002), lifestyle is showing how people live, how to spend money, and how to allocate time. In addition, the lifestyle according to Kotler and Armstrong (Rianton, 2012) is a person's lifestyle in everyday life which is expressed in activities, interests and opinions that are considered.

Halal lifestyle according to the Muslim Judicial Halaal Trust (MJCHT) is "the behavior of a person who is carried out in accordance with his / her ability, truthfully, with integrity, dignity, justice and does not deviate from Islamic teachings". Many people pay attention to the lifestyle model that they will live. Through a lifestyle, a person will be able to show a reflection of his personality. Likewise for the Muslim ummah, whose life aspects have been regulated in Islamic teachings. So that a halal lifestyle for a Muslim is an obligation / necessity as an embodiment of the ideals of a Muslim. The way to live a halal lifestyle is by practicing the 3 HM concept, namely halal obtaining, halal consuming and halal utilizing.

A student is someone who is in the process of gaining knowledge or studying and is registered while undergoing education at one form of higher education which consists of

academics, polytechnics, colleges, institutes and universities (Hartaji, 2012). In this sense, the concept of Students tends to be placed in the formal education structure after the Senior High School level (SLTA) in the form of public and private tertiary institutions. Whereas in another sense, Siswoyo (2007) provides a more complete view by paying attention to aspects of cognition (knowledge), namely as individuals who are studying at the tertiary level, both public and private or other institutions at the level of higher education. Students are considered to have a high level of intellect, intelligence in thinking and planning in action. Critical thinking and acting quickly and accurately are traits that tend to be inherent in every student, which is a complementary principle. Students are individuals who study and pursue their disciplines steadily, where in undergoing a series of lectures it is very much influenced by the ability of the students themselves, because in fact there are students who are already working or busy with student organization activities (Ganda, 2004).

Students who use Go-Food services are usually those who feel bored with the food menu provided at home or are lazy to cook in a boarding house so they try to find a food menu using Go-Food. In addition, some students also have a tendency to sleep late at night for various reasons, one of the reasons is that students stay up late doing campus assignments given by the lecturer, so that at the same time they feel hungry or just need snacks to provoke inspiration. At midnight, it was not possible for students to leave, because the nearest shopping malls and stalls were already closed. Especially with women, they are definitely afraid to go out shopping at midnight. In this condition, the alternative for students is to order Go-Food.

Research Methods

This research is a qualitative research. The research used is descriptive qualitative research. Descriptive qualitative research is a research with a case study method or approach. because this study highlights problems related to student behavior in the use of go-food services in students' halal lifestyle. The subjects of this study were determined by purposive sampling, namely the technique of taking data sources with certain considerations, the research subjects in this study were food traders who collaborated with the go-food application and students who used the go-food application to find halal food on the basis that they knew it is clear the use of the go-food application in the halal lifestyle of students. The type of data in this qualitative research is a general description of the object of research, including the use of go-food services, the condition of students and their halal lifestyle. Data collection methods used were observation, interviews and documentation.

Findings & Discussion

The command to consume halal food is found in both sources of reference for Muslims, namely the Al-Quran and Hadiths. Allah SWT in Al-Quran surah Al-Maidah verse 88 which means: "and eat food that is lawful and good from what Allah has provided for you, and fear Allah whom you believe in Him." The verse has instructed Muslims to only eat halal and good food. Both halal and haram food have a big influence on a person's life.

Go-Food is a food delivery service feature like a delivery order at a restaurant. Only by using a smartphone and opening the Go-Food feature in the Go-Jek application, consumers can order food from restaurants that have collaborated with Go-Jek. Food will be ordered and delivered directly by Go-Jek. In short, this service is very similar to a delivery order service from a restaurant.

From the results of interviews and observations of Muslim students based on ordering transactions using the monthly go-food application which is used as a sample in this study, it can be seen that the number of use of go-food services by students based on monthly order

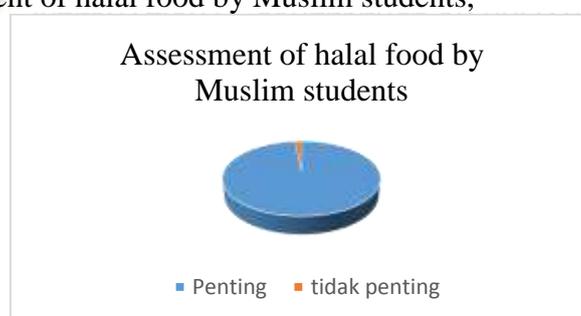
transactions. The following table shows the percentage of use of go-food services in students' halal lifestyle.

Monthly Go-food Usage	amount	Persentasi
2 – 5	20 person	16 %
6 – 10	31 person	25 %
11 – 15	43 person	35 %
15 – more	30 person	24 %

Based on the table above, it is known that students with order transactions 2 to 5 times per month are 16%, order transactions 6 to 10 times per month are 25%, order transactions 11 to 15 times per month are 35%, and order transactions are more than 15 times per month. there are 24% of the total respondents.

Furthermore, respondents can assess the halalness of the food in the go-food application by knowing the existence of a halal logo at the place of sale of food. The merchants in the go-food application are quite diverse, ranging from MSMEs that do not have a place to eat on the spot, small restaurants, to well-known restaurants that have many branches in cities in Indonesia. Large restaurants that serve halal food are certified halal. This is one of the ways to evaluate halal food for Muslim students. The most important thing is for Muslim students to pay more attention to the halal label in each place to eat before placing an order on the go-food application.

As an assessment of the halalness of food by Muslim students, it can be seen that the majority of Muslim student respondents who have bought food through go-food at least 2 times in the past month argue that paying attention to halal food is important as many as 122 respondents with a percentage of 98.38%. Meanwhile, 2 respondents thought that paying attention to halal food was not important, with a percentage of 1.62%. The following is a diagram of the assessment of halal food by Muslim students,



Based on the results of the study, it can be concluded that the use of go-food services helps students' halal lifestyle because go-food services provide many attractive promos, detailed food descriptions in order to find out the halalness of food, convenience in terms of payment systems, and ease of ordering food without leaving the house. and able to reach food places that are far from where students live. and what is an inhibiting factor in the use of go-food services in the halal lifestyle of students, namely the costs incurred are greater when using go-food services than buying directly to the place where the food is sold and some food stores do not include halal labels and many food stores lawyers who have not collaborated with go-food services.

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