

The Dynamics of Halal Lifestyle Among Pesantren Students in Food and Beverage Consumption

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ABSTRACT

The halal lifestyle has emerged as an increasingly prominent topic within the global discourse on Muslim consumer behavior. In the context of Islamic boarding schools (*pesantren*), the halal lifestyle practiced by students is not only understood as adherence to jurisprudential rules but also represents religious identity and the integration of spiritual values into daily practices. This review examines the dynamics of the halal lifestyle among pesantren students, particularly in their consumption of food and beverages, through an extensive analysis of academic literature. Relevant international and national studies on halal lifestyle, pesantren education, religious consumption behavior, and the evolution of halal culture were critically reviewed. Findings indicate that the development of halal lifestyle among pesantren students is shaped by religious literacy, institutional policies, availability of halal products, socio-economic changes, and digital transformation. The halal lifestyle of pesantren students is dynamic, adaptive, and continuously evolving in response to shifts in information ecosystems and social practices. Strengthening halal literacy within pesantren institutions is crucial to ensure consistent understanding and application of the principles of *halalan thayyiban*.

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1. INTRODUCTION

The global relevance of halal lifestyle has increased rapidly in recent years as Muslim populations grow and the halal economy expands across multiple sectors [1]. The *State of the Global Islamic Economy* reports continuous growth in global spending on halal food and forecasts further expansion driven by rising consumer awareness of safety, ethics, and religious compliance [2]. The halal lifestyle is therefore no longer viewed solely as a religious requirement but

has become an integral part of global economic and cultural systems [3].

Indonesia, as the world's largest Muslim-majority country, plays a central role in advancing the halal industry [4]. National regulations, including the Halal Product Assurance Law, reinforce the importance of halal consumption in everyday life [5]. Islamic boarding schools (*pesantren*) represent one of the most influential institutions in shaping halal awareness and behavior among young Muslims [6]. Pesantren instill discipline, modesty, ethical consumption, and adherence

to Islamic law through an integrated educational environment.

However, changing food markets, technological advancements, and digital media have significantly influenced the consumption patterns of young Muslims, including pesantren students. Their exposure to modern food culture, viral culinary trends, and online marketplaces leads to lifestyle changes that interact with traditional pesantren values. This tension between tradition and modernity creates a unique dynamic that warrants academic investigation.

Existing halal lifestyle studies tend to focus on urban Muslim consumers, millennials, or general halal markets. Research specifically exploring halal lifestyle dynamics among pesantren students remains limited. Therefore, this study presents a comprehensive literature-based analysis that explores perceptions of halal, consumption practices, and evolving halal lifestyle patterns within pesantren environments.

2. LITERATURE REVIEW

2.1 Contemporary Perspectives on Halal

Modern halal studies emphasize that halal encompasses jurisprudential validity, safety, hygiene, ethics, and sustainability. Scholars argue that halal is increasingly embedded within global consumer culture and technological systems [7].

2.2 Pesantren Education and Value Internalization

Pesantren serve as value-based educational systems that shape students' behaviors through religious instruction, cultural norms, and community practices. These institutions foster obedience, self-discipline, and strong Islamic identity, which directly influence consumption behavior [8].

2.3 Halal Lifestyle as Muslim Identity

The halal lifestyle is widely understood as a manifestation of religious identity, representing piety, self-regulation, and ethical consumption. Halal literacy strongly influences how

individuals evaluate food sources, safety, and spiritual meaning in consumption [9].

2.4 Consumption in the Digital Era

Technological developments, including social media, halal verification apps, and intensified information flow, have altered the consumption behavior of Muslim youth. Digital exposure can both strengthen and challenge consistent halal lifestyle practices [10].

3. METHODS

This study employs a literature review methodology, examining international journal articles, accredited national publications, books, conference papers, and institutional reports relevant to halal lifestyle, pesantren education, and Muslim consumer behavior. The analytical stages included: identifying relevant sources, evaluating credibility, categorizing thematic clusters, conducting comparative analysis, synthesizing theoretical insights, drawing conceptual conclusions. This approach provides a comprehensive, evidence-based understanding of halal lifestyle dynamics among pesantren students.

4. RESULTS AND DISCUSSION

4.1 Pesantren Students' Perception of Halal

Studies show that pesantren students develop an understanding of halal through *fiqh* education, daily guidance from religious teachers, and collective pesantren culture. Their perception includes legal, spiritual, and ethical dimensions.

4.2 Halal Consumption Practices

Pesantren students typically rely on internal food facilities such as pesantren kitchens and halal-certified canteens. However, digital food delivery, online culinary trends, and external food vendors increasingly influence their choices.

4.3 Determinants of Halal Consumption Behavior

Key determinants include: Halal literacy, Pesantren policies and supervision, Peer influence, Accessibility

to halal products, Digital media exposure, Socio-economic backgrounds.

These factors interact dynamically to shape how students apply halal principles in daily consumption.

4.4 Adaptive Nature of Halal Lifestyle

The halal lifestyle of pesantren students reflects an adaptive process shaped by evolving halal markets and technological ecosystems. While pesantren maintain strong traditional values, students negotiate between established norms and contemporary influences.

5. CONCLUSION

This literature review demonstrates that the halal lifestyle among pesantren

students is shaped by an interplay of religious education, cultural norms, institutional policies, digital environments, and the growing halal industry. The findings highlight that halal lifestyle practices are not static but evolve in response to societal and technological changes. Strengthening halal literacy within pesantren institutions is essential to ensure consistent understanding and implementation of *halalan thayyiban* principles in everyday consumption.

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