

ABSTRACT

Halal labels are considered to have promising opportunities with the growing awareness of consumers in consuming Halal products. Not only in the food sector, Halal -labeled products are now also expanding into tourism, fashion, and even cosmetic and beauty products. The use of Halal labels on a product is considered to be able to provide peace for consumers both physically and mentally. This affects the level of consumer demand for products, be it goods or services for consumption. This business opportunity is felt to be able to influence the number of producers starting to create goods and services labeled Halal to meet market demand.

The purpose of this research is to find out what factors can influence an entrepreneur in including a Halal label on his business. The method used in this study uses AHP (Analytical Hierarchy Process) with analysis tools using Super Decision version 3.2. This analytical method was chosen to determine the strongest factors that can affect the inclusion of Halal labels in Muslim salons in the city of Semarang. Qualitative data were obtained by conducting short interview sessions and distributing questionnaires to 5 Muslim salons as respondents in this study. From the analysis process, it can be concluded that the factors that influence the inclusion of Halal labels in Muslim salons that have been sorted are Religiosity (57.9%), Brand Image (14.4%), Halal Lifestyle (14.3%), Economic Motives (13.4%).

Keywords: Decision, Halal label, Muslimah Salon.