

## ABSTRACT

**FADIA ASTARI.** *The Development of Halal Products Consumption as a Lifestyle (Case Study: Six Muslim Families in Jabodetabek).* Paper. Jakarta: Sociology Department, Faculty of Social Sciences, Universitas Negeri Jakarta, 2017.

*This paper describes the consumption of halal products as today's lifestyle of Muslim families. Muslim families are part of the society which have massive contribution to the market flow, particularly in Indonesia. This paper firstly describes families' consumption habits along with the religious values that encourage said habits. This paper also describes the role of religious preferences on the subjects' halal products consumption, and how it develops as families' lifestyle.*

*This paper is a qualitative approach written in descriptive method. The data presented in this paper were collected via numerous techniques, such as interviews, observations, and literary research. The analysis presented in this paper are based on three concepts: religious preferences on consumptions behavior, halal consumption defined by Islam, and the consumption of halal products as a lifestyle.*

*The results show that the rising of society's concern of halal products in Indonesia is mostly driven by the consumption behavior of Muslim families. The consumption habit of Muslim families and their religious values are mostly internalized since the early stage of life, which lead to the continuity of this particular type of consumption. Religious preferences and numerous social factors have major role in developing families' habit of consuming halal products. These religious preferences are generally reinforced in the early stage of life by one's surroundings, e.g. parents, peers, educational institutions, and mass media.*

**Keywords:** consumption behavior, family, halal products, lifestyle.