

**HALAL CULTURE REPRESENTATION IN INSTAGRAM OF
NON-CERTIFIED COFFEE SHOPS IN JAKARTA**



Intelligentia - Dignitas

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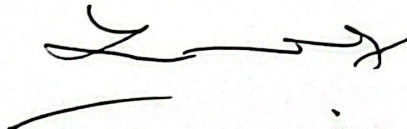
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ABSTRAK

Supardi, Andi Naureen. 2025. Representasi Budaya Halal dalam Instagram Kedai Kopi Non-Bersertifikat di Jakarta. Skripsi: Jakarta. Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini berfokus pada representasi budaya halal oleh kedai kopi non-bersertifikat di Jakarta melalui konten visual dan tekstual di Instagram. Dengan menggunakan kerangka Multimodal Discourse Analysis (MDA) Kress dan van Leeuwen serta Sistem Transitivity Halliday dalam Systemic Functional Linguistics (SFL), penelitian ini mengkaji unggahan dan Reels dari %Arabica, 7Speed Coffee, dan Kopi Kulo untuk mengeksplorasi bagaimana ketiga merek tersebut mengonstruksi dan merepresentasikan makna budaya halal tanpa sertifikasi resmi. Penelitian ini menggunakan pendekatan kualitatif dengan menganalisis konten terpilih dari unggahan dan Reels Instagram periode 2021 hingga 2025, untuk mengeksplorasi representasi budaya halal tanpa sertifikasi resmi. Hasil penelitian menunjukkan bahwa ketiga kedai kopi ini secara strategis memanfaatkan simbol visual Islami, skema warna yang berkaitan dengan konteks Islami, serta narasi inklusif untuk membangun koneksi emosional dan kultural dengan konsumen Muslim perkotaan. Dalam konteks ini, halal direpresentasikan tidak hanya sebagai prinsip agama, tetapi juga sebagai identitas budaya dan gaya hidup pada Muslim perkotaan modern. Dengan menggabungkan nilai-nilai halal dan budaya kopi kontemporer, ketiga merek ini memposisikan diri sebagai inklusif, terpercaya, dan relevan secara sosial, sekaligus mencerminkan negosiasi antara identitas religius dan gaya hidup urban. Pada akhirnya, penelitian ini berkontribusi dalam memahami bagaimana media digital membentuk representasi budaya halal, tetapi juga secara implisit menggambarkan proses negosiasi identitas religius dalam konsumsi budaya kontemporer masyarakat Muslim urban di Jakarta.

Kata kunci: representasi budaya halal, analisis wacana multimodal, transitivity, muslim perkotaan, instagram, branding kedai kopi, konsumsi budaya.

ABSTRACT

Supardi, Andi Naureen. 2025. Halal Culture Representation on Instagram by Non-Certified Coffee Shops in Jakarta. Thesis: Jakarta. English Literature Study Programme, Faculty of Language and Art, Universitas Negeri Jakarta.

This study focused on the representation of halal culture by non-certified coffee shops in Jakarta through visual and textual content on Instagram. Employing Kress and van Leeuwen's Multimodal Discourse Analysis (MDA) framework and Halliday's System of Transitivity within Systemic Functional Linguistics (SFL), this research examined selected Instagram posts and Reels from %Arabica, 7Speed Coffee, and Kopi Kulo to explore how these three brands constructed and represented halal cultural meanings without official certification. A qualitative approach was utilised by analysing selected content from Instagram posts and Reels spanning from 2021 to 2025 to investigate these representations. The findings revealed that the three coffee shops strategically employed Islamic visual symbols, colour schemes associated with Islamic contexts, and inclusive narratives to build emotional and cultural connections with urban Muslim consumers. Within this context, halal was represented not only as a religious principle but also as a cultural identity and lifestyle among modern urban Muslims. By integrating halal values with contemporary coffee culture, these brands positioned themselves as inclusive, trustworthy, and socially relevant, simultaneously reflecting the negotiation between religious identity and urban lifestyles. Ultimately, this research contributed to an understanding of how digital media shaped the representation of halal culture and implicitly illustrated the negotiation process of religious identity within the contemporary cultural consumption of urban Muslim communities in Jakarta

Keywords: halal culture representation, multimodal discourse analysis, transitivity, urban muslim, instagram, coffee shop branding, cultural consumption.

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