

## **The Role of Muslim Parents in Familiarizing Halal Snacks in Indonesia After the Covid-19 Pandemic**

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### **Abstract**

The ease of ordering snacks through online applications after the COVID-19 pandemic makes it difficult for parents to control the halal snacks consumed by their children. In fact, there are still many parents who do not understand what halal snacks are like. Whereas the knowledge and behavior of parents greatly influence the way children choose whatever snacks to consume. This community service activity is expected to increase understanding of the role of parents in familiarizing children with halal snacks. The methods are: a) the lecture method, used to convey knowledge about changes in the halal logo in Indonesia, the urgency, ways, and creative media to familiarize children with halal snacks; b) the question and answer method, used to provide feedback to parents as well as to get parents' feedback on the material that has been delivered during the activity; (3) the practical method, used to practice making a variety of simple creative media that can easily familiarize halal snacks on child. The results of this activity are: (1) parents' enthusiasm is very high; (2) parents' knowledge about ways and creative media to familiarize halal snacks increased, in the high category, seen from the average pretest 5.74 and the average posttest 9.0. The suggestion from this service activity is that the committee should not only invite parents but also invite their children together. This is to create a bond between parents and children in implementing the consumption of halal products in the area closest to the child.

**Keywords:** *halal snack, the role of muslim parents, post covid-19 management*



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## **INTRODUCTION**

### **a. Situation Analysis**

COVID-19 pandemic has had a huge impact on all aspects of children's lives. One of the most noticeable is the indiscriminate consumption of snacks by children through online applications. The ease of ordering snacks through online applications makes it difficult for parents to control the halal food consumed by children and even there are still many parents who do not understand what halal snacks are like. Whereas the knowledge and behavior of parents greatly influence the way children choose whatever snacks to consume.

It is undeniable that the style or pattern of children's snacks can not be separated from the role of parents. In certain cases children do not have the independence to make decisions and often only follow the wishes of their parents. On the other hand, in some cases, the child's will has the consent of the parents. This can be seen in the choice of snacks consumed by children. A number of facts show that children do not have the authority to determine the type of snacks they want to consume. The role of parents in the selection of snacks for children can be influenced by (1) the

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price of food purchased; (2) the educational background of the parents; and (3) knowledge of parents about nutritious and healthy snacks, especially mothers.

The concept of halal products or food is an easy answer to parents' problems in determining food that is suitable for consumption by children. Currently, the halal concept has become the subject of study at the global level. Snacks produced with halal requirements have been accepted not only by Muslim consumers, but also consumers of other religions. For Muslims, halal snacks mean that they have fulfilled the provisions of Islamic law, while for non-Muslims, halal products represent a symbol of cleanliness, quality, and safety. Halal status on snacks that are well maintained will reduce the problems that arise related to the occurrence of food-borne diseases. It is proper as parents need to familiarize children with halal snacks.

There has never been a dedication to the role of parents in familiarizing halal snacks after the COVID-19 pandemic to children in Tangerang Regency, Banten Province, Indonesia. So far, the service has focused on their children directly and no one has touched or invited the children's parents to actively participate in familiarizing their children with halal snacks.

**b. Problems of The Target Community**

Rise of types of packaged snacks for children makes parents more aware of the halal snacks consumed by children outside the home. However, the parents admitted that they did not really understand what kind of food or snacks were called halal. They also do not understand if there is a medium that is easy to make or find to familiarize halal snacks with their children.

**c. Solution**

This service activity aims to increase muslim parents' understanding of the importance of familiarizing children with halal snacks after the COVID-19 pandemic. The activity is divided into 3 parts so that parents' understanding is more complete. These activities include (1) lectures on the importance of familiarizing children with halal snacks, changing the halal logo in Indonesia, ways to familiarize children with halal snacks, creative media that can be the choice of parents to familiarize children with halal snacks; (2) question and answer activities about the materials in the lecture; (3) practice activities to make simple creative media to familiarize children with halal snacks.

**LITERATURE REVIEW**

**a. Halal Snacks**

Initially, the concept of nutritious snacks and halal snacks had different concepts. The concept of 4 healthy 5 perfect is the concept of introducing children to food that has balanced nutrition, which consists of rice or other substitute ingredients, side dishes, vegetables, fruit and is equipped with milk (Kusmiyati, Rasmi, & Lestari, 2020). Meanwhile, the halal concept introduced is food made from pork, intoxicating drinks (containing alcohol) and food sourced from animals that are slaughtered without saying the name of Allah (Rozana & Harahap, 2019).

Snacks that are widely available and easily accessible to children after the current covid-19 pandemic are snacks that often do not meet quality food requirements (Simanjuntak & Nasiha, 2019). Sometimes it can even be included in the category of snacks that are less safe for

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consumption. Meanwhile, children's understanding of safe, nutritious, and halal food is very low (Subekhi & Oktavia, 2021).

Halal has a definite meaning. Halal is everything that can be consumed (such as food and drinks) or owned and used (such as objects that can be used), whether it is halal from the substances contained in food, halal by processing it (such as how to slaughter it, how to cook), then the halal way to get it (Zakaria, Abdul Majid, Ahmad, Jusoh, & Zakaria, 2018). Halal food is food that can be eaten by Muslims. Believers will obey and only eat halal food. Consuming halal food, life will be better and pious (Subekhi & Oktavia, 2021). Therefore, halal snacks can be interpreted as halal-labeled food and soft drinks that are easily found around children.

b. The Role of Muslim Parents to Familiarize Halal Snacks in Children

According to Piaget's stages of cognitive development, children aged 7-11 years are in the concrete operational stage. At this stage, children like things that are real and that arouse their visual arousal (Wulandari, 2018). Children will be more easily informed of a new knowledge through fun activities such as playing (Wulandari, 2015). Children also still really need a parental figure in making good choices for them. Therefore, as parents, they should take advantage of the developmental stages of these children in familiarizing themselves with halal snacks in their daily lives.

Parents can play an active role in familiarizing their children with halal snacks. How to familiarize children with halal snacks such as: (1) introducing the Indonesian halal logo; (2) showing halal and haram snacks when shopping (Kusmiyati et al., 2020); (3) introduce the content of snacks on the packaging; (4) pasting or showing creative media in areas that are often passed by children (Yusof & Shutto, 2014); (5) reading verses from the Koran and hadith about halal and haram food regularly (Laksmi Wardhani, Komarayanti, Jatmikowati, & Misyana, 2018); (6) instilling halalness through obtaining food; (7) often have activities together; (8) invites children to halal product exhibitions; and (9) utilizing online media that children are used to during the COVID-19 pandemic (Fajrin & Wulandari, 2021). If parents carry out these nine activities continuously, parents will be able to instill knowledge and behavior in consuming halal snacks in their children, both when the child is at home and when the child is outside.

There are many creative media that can be used to familiarize children with halal snacks. creative media include: *pop up books*, *big books*, posters, caricatures, comics, photos, videos, and much more. One example of the use of creative media to familiarize children with halal snacks is (1) a *pop up book* about halal and haram. Contains information and is decorated with various images of animals that symbolize halal and haram food which can also be used as playing media for children (Widada, Orbayinah, & ..., 2020); (2) various posters and caricatures. Posters or caricature images are made in large, *colorfull* and display interesting pictures of standard halal logos, verses of the Koran about halal and haram food and their meanings, brief or unique information about halal and haram foods; (3) halal promotional videos. This video contains a variety of information about halal and haram, the process of making a food or snack to distinguish between halal and haram, children's world series specifically for halal and haram snacks; (4) photos of packaged foods sold in the market but not necessarily halal, and many more

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## **I. RESEARCH METHODOLOGY**

Kegiatan pengabdian ini berlangsung dalam tahapan-tahapan:

- a. In the preparatory stage, at this stage preparations are made regarding the division of tasks for the members of the extension team so that as much as possible they can provide an adequate understanding for the extension participants. Next, look for references to compile material that must be submitted to participants, compile instruments for pretest and posttest, compile worksheets for practical activities. At this stage it is also used to compile a list of participants, as well as to prepare tools and materials for practice.
- b. In the observation stage, at this stage consultations were held with representatives of parents in Tangerang Regency, Banten Province, Indonesia who have PAUD and SD-aged children about the factors that support and hinder the implementation of counseling activities, so that the best alternative can be found in its implementation. The results of the observations obtained the following information, in the post-covid-19 situation, parents asked for strict health protocols, besides that an agreement was obtained for the counseling place to be in the Muhammadiyah AR Fachruddin University campus area which is located in the middle area of Tangerang Regency to facilitate transportation participant. Finally, it was agreed to carry out the service on October 22, 2022.
- c. In the implementation stage of the activity, at this stage, material on creative ways and media was presented to familiarize children with halal snacks. A total of 66 parents from various professions attended the counseling. The implementation time is carried out according to the schedule, namely at 09.00 until before the midday prayer. The order of the implementation of this service activity is (1) participants fill out the attendance list; (2) the service team introduces themselves and conveys the purpose of this service; (3) participants take the pre-test (pretest); (4) delivery of material by the service team about the importance of familiarizing children with halal snacks, changing the halal logo in Indonesia, how to familiarize children with halal snacks, creative media that can be the choice of parents to familiarize children with halal snacks; (5) participants are welcome to ask questions about the material provided by the team; (6) the practice of making creative media that can familiarize children with snacks, participants were divided into 11 groups, each group consisting of 6 people. Each group makes *pop-up books*, halal haram *big books*, comics about snacks that can and cannot be eaten, halal haram game sheets, compose halal and haram song lyrics by changing the tone of an existing song, and a sticky board. about the verses of the Koran and hadith about consuming halal and haram food; (7) the last, the participants took the test after (post-test) the delivery of material and practice.
- d. In the report preparation stage, at this stage the preparation of service activity reports is carried out in accordance with the description of the material presented at the time of the service implementation. To find out the increase in parents' knowledge about methods and media that can familiarize children with halal snacks, an initial test (pretest) and a final test (posttest) were carried out using a test instrument. The test instruments are arranged based on indicators, then descriptors and test questions are arranged. The results are then analyzed to see the increase in knowledge.

This service activity is carried out with the following methods:

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- a. The lecture method is used to convey knowledge about the importance of familiarizing children with halal snacks, changing the halal logo in Indonesia, how to familiarize children with halal snacks, creative media that can be the choice of parents to familiarize children with halal snacks.
- b. The question and answer method is used to provide feedback to participants as well as to get participants' responses to the material that has been delivered during the activity.
- c. The practical method is used to practice making various simple creative media to familiarize children with halal snacks. This practice is carried out in groups with each group consisting of 6 people. Each group is tasked with making media according to the material tools that have been prepared by the committee so that later there will be 6 creative media to familiarize children with halal snacks. Furthermore, participant representatives are asked to show their work in front of all participants

## **FINDINGS AND DISCUSSION**

Thanks to the support from various parties, this community service activity can run smoothly. The timing of the implementation of the service was relatively short because the service team and representatives of parents agreed to hold it on the weekends when they were not work.

This activity was carried out with a letter of agreement from LPPM Muhammadiyah University A.R Fachruddin and a letter of assignment from the faculty. The implementation is carried out on campus while still implementing the COVID-19 health protocols. The university provides a place in the Ki Bagoes Hadikoesoemo Hall, participants are given single and spaced seats. All teams and participants wear masks. Participants who are the target of this service are parents who have children in the early childhood programs and elementary school age ranges of 66 people. All participants attended and participated in the activity from beginning to end. Pretest and posttest were followed by all parents who attended.

The enthusiasm of the participants during the implementation of the activity was very high, it was seen at the time of the pretest that all the participants worked hard. Furthermore, when delivering the material, participants can also be invited to interact, by asking questions from the material presented. During practical activities, all groups were enthusiastic and serious about doing the assigned tasks. They want to be number one, when asked to read the results of their group work. Their enthusiasm was also seen when working on the posttest, everyone was working hard and working independently, so the situation was not noisy.

The average result of the test conducted before the delivery of the material (pretest) was 5.74 in the medium category and the average test result after being given the material and practice (posttest) was 9.02 in the high category. This means that the average knowledge of participants about creative ways and media in familiarizing halal snacks increases in the high category. Participants know nine ways to familiarize children with halal snacks, such as: (1) introducing the Indonesian halal logo; (2) showing halal and haram snacks when shopping; (3) introduce the content of snacks on the packaging; (4) paste or show creative media in areas that are often passed by children; (5) read the verses of the Koran and hadith about halal and haram food regularly; (6) instilling halalness through obtaining food; (7) often have activities together; (8) invites children to

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halal product exhibitions; and (9) utilizing online media that children are used to during the COVID-19 pandemic. Participants also know and can make a variety of simple creative media such as: pop up books halal haram, big books halal haram, comic snacks that can and cannot be eaten, halal haram game sheets, compose halal and haram song lyrics by changing from the tone of the song already there are, and sticky boards about the verses of the Koran and hadith about consuming halal and haram food.

The following table shows the calculation of the pretest and posttest for increasing parents' knowledge about creative ways and media to familiarize children with halal snacks:

**Tabel 1 Preliminary Assessment of Respondents' Knowledge Level (Pretest)**

Number	Number of Questions	Category	Respondents	Percentage
1	0-3	Low	7	10,60
2	4-7	Medium	48	72,73
3	8-10	High	11	16,67
Amount			66	100,00

**Tabel 2 Final Assessment of Respondents' Knowledge Level (Posttest)**

Number	Number of Questions	Category	Respondents	Percentage
1	0-3	Low	0	0,00
2	4-7	Medium	5	7,58
3	8-10	High	61	92,42
Amount			66	100,00

**Tabel 3 Improvement Respondents' Knowledge**

Test Type	Number of Responden	Total	Average Score	Knowledge Level Category
<i>Pretest</i>	66	379	5,74	Medium
<i>Posttest</i>	66	595	9,02	High
Improvement		216	3,28	

**CONCLUSION**

The conclusions of this activity are: (1) the enthusiasm of parents is very high, all parents participate in the activity from beginning to end; (2) knowledge of parents about creative ways and media to familiarize halal snacks increases, in the high category. The suggestion from this service activity is that the committee should not only invite parents but also invite them with their children. This is to create a bond between parents and children in implementing the consumption of halal

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products at home. In addition, there is a need for dedication to a wider area due to the urgency of familiarizing children with halal snacks throughout Indonesia after the COVID-19 pandemic.

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