

ABSTRACT

The halal lifestyle is a new trend that is starting to develop in Indonesian society, especially the Muslim community. Many Muslim communities have started implementing a halal lifestyle because of the awareness to apply Islamic religious law in daily life as a form of faith in Allah SWT by avoiding sinful acts, and also to maintain a healthy body by consuming halal goods. The development of the application of the halal lifestyle which is mostly carried out by the Indonesian people because of the role of religious leaders and also Muslim communities who actively carry out campaigns to implement the halal lifestyle by providing information in the form of education related to halal and haram laws. This campaign continues because of the lack of understanding of the Indonesian people on the importance of implementing a halal lifestyle. If viewed as a country with a majority Muslim population, the implementation of the halal lifestyle in Indonesia is considered to be quite lagging behind. One of the communities that are actively conducting halal lifestyle campaigns is the Halal Corner. Halal Corner utilizes Instagram social media as a media for halal lifestyle campaigns by providing information about the halal lifestyle to the public. Instagram is used as a media campaign because Instagram is a social media that is widely used by Indonesian people. This study aims to determine the strategy of the right halal lifestyle campaign model in order to influence the Muslim community to implement a halal lifestyle. This research is a descriptive study using mixed methods, data collection using observation, questionnaires, and interviews, and data analysis using visual analysis with Roland Barthes' semiotic approach. The results of this research are the presentation of the right halal lifestyle campaign strategy for Instagram Halal Corner accounts in the form of a campaign model.

Keywords: Campaign, Halal Lifestyle, Social Media, Halal Corner