

## ABSTRACT

Sari, Rafika. 2014. Food Products with Extreme Label in Malang According to the Perspective of Islamic Law. Thesis. Department of Islamic Business Law. Faculty of Sharia. Maulana Malik Ibrahim State Islamic University, Malang

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Islam comes with its law to guide human to filter good and bad deeds including the food halalness. Recent culinary business strategy using extreme label such as *setan* (devil) to invite costumers in Malang becomes a popular strategy. Food halalness is determined by its ingredients, processing, and the way to get the food itself.

The research studies the background of extreme food labelling in Malang and the perspective of Islamic law on those foods. It aims 1) to find out the perspective of the society on food products with extreme label in Malang and 2) to find out the perspective of Islamic law on them.

The research is an empirical study using a qualitative descriptive approach. The researcher collects the primary and secondary data using interview and documentation. The data undergo the process of editing, checking, and compiling. Then the researcher analyzes the data descriptively.

The result of the study on some culinary businesses in Malang shows that according to Islamic law, the using of extreme label such as Kober Mie Setan, Ceker Setan, Tahu Setan is haram (forbidden). However, the food itself is considered halal from its ingredients, processing, and the way to get the food. It has the element of *israf* or exaggerating since it has too much spicy ingredient which may harm the

consumers' health. Therefore, they are forbidden especially for those who have gastric ulcer and those who are in a recovery stage.