

Halal Certification Guarantee for Culinary Business Actors in Sambas Regency

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Abstract

This article discusses the opportunities for implementing halal certification to increase their economic growth. It is said that new opportunities for business actors who are benchmarks are the guarantee of halalness of products sold to consumers in attracting the business opportunities they are undergoing. Therefore, the Sambas Regency Government is always optimal and strives to develop the halal food and beverage industry in each region in order to encourage the growth of the halal industry for culinary business actors. In implementing the acceleration of the implementation of halal standards where one of the things needed is halal products, article 4 states that halal certification of a product is mandatory. To support one of the developments of the halal industry, an in-depth study is needed in this study to find out the extent of application in providing halal product assurance through halal certification for MSME food and beverage products in Sambas district. The research method used is a descriptive qualitative approach research method. Based on the results of observations that show that superior food and beverage products, culinary business actors have great potential in realizing halal product guarantees so that they have optimal potential and are found to be quite strategic and appropriate in realizing the design of the halal food and beverage industry.

Keywords: Culinary Business Actors, Halal Certification Guarantee, Sambas Regency

Introduction

Indonesia is the second most populous country with the number of Muslims exceeding 200 millions people. With this large number of Muslims, Indonesia is among the largest Muslim consumer market in the world. Since Muslims always mindful of the lawfulness of their consumer goods, this poses a mammoth challenge for providing halal products. Thus, the halal guarantee of a food product circulating in the community must have and have a halal guarantee. So that the halalness of a product becomes part of the needs of every consumer, especially Muslim consumers. Not only that in food products but also beverage

products, medicines, cosmetics and goods that are consumed and must have and pay attention to the halal aspect of the product. Considering the large scale of the market, the government should not be negligent in implementing measures to ensure halal certification for every consumer goods.

Since Muslims should always consume halal and good food and it is their obligation to fulfill the commands of Allah SWT. This obligation is highlighted numerously in the Quran, namely in chapter 5:88 which obliged Muslims to only consume halal products. In this era of globalization, determining the halalness of a food product is not as easy as when technology has not yet developed.



Thus, there needs to be a guarantee and certainty of the halalness of food products that will be consumed by the Muslim community in Indonesia. The halal guarantee of a product is determined by the existence of a halal label or halal certification accompanying a food product so that the manufacturer must be able to include the halal logo on the product packaging.

Responding to food needs as well as the encouragement and responsibility to protect the Muslim community, the Indonesian Ulama Council (MUI) established an institute for the assessment of food, medicines, and cosmetics. LPPOM MUI on January 6, 1989 provided certainty of halal regarding food, medicine, and cosmetic products. (Anton Apriyantono dan Nurbowo, 24). Several years later, a law was passed in 2014 to ensure halal consumption.

The birth of law number 33 of 2014 concerning halal product guarantee so that it is emphasized and urged related to halal-haram issues in the production chain of business actors that will reach the hands of consumers and then consumed by them, where there is also the role of intermediaries such as distributors, subdistributors, wholesalers and retailers before reaching the hands of consumers. As for business actors, the presence of a halal product assurance business unit provides guidance on how to process, produce and market products to the community, as well as how to make halal product information to the public.

The halal product assurance business unit is not only aimed at providing protection and assurance to consumers solely by providing halal certification. Producers also reap the benefits of this law, namely with the certainty of legal steps for all goods produced, so that the halal product guarantee business unit will have a positive impact on business actors. Halal product assurance for each product can also provide a benefit for companies, governments and countries. With products that already have halal certification, more consumers will be chosen and favored to increase their sales, this is not only in demand by the Muslim community but also

by the non-Muslim community, because they think that the products they buy are proven to have higher quality and are good for their body health (Karijn Bonne dan Wim Verbeke, 2006). Thus, halal certification will eventually create new market which economically viable in the long run.

Therefore, the Sambas Regency Government and the Indonesian Ulama Council of Sambas Regency must pay more attention to the halal of products in every restaurant that has or does not have halal certification. It is even responsible for halal food affairs to ensure the Muslim community in determining the halal products they consume (MUI Kabupaten Sambas, 2023).

Methods

The research used by the researcher is qualitative research using a descriptive qualitative approach to describe the existence of halal product assurance through halal certification in food and beverage products in Sambas Regency. This type of research will then produce information in the form of notes and descriptive data contained in the raised text. With this research method, it will make it easier for researchers to analyze clear, objective, systematic, accurate and critical sources regarding culinary business actors in ensuring the halalness of the products they sell through the existence of halal logos and having halal certification. The types of data sources used are primary and secondary data sources which will later be taken or collected from the sources. Primary data was obtained from research subjects using measurement tools or data collection tools through observation, interviews, and documentation. Meanwhile, secondary data will be obtained through various data and reading references, such as journals, books, news, the internet and others.

Results and Discussion

Halal Certification

Halal certification in Indonesia has evolved dramatically in last decades. Initially, halal certification in Indonesia is the process of obtaining a halal certificate through several



stages in proving that ingredients, production process and halal assurance system meet LPPOM MUI standards (LPPOM MUI, 2008). In Indonesia, the institution authorized to carry out halal certification before the enactment of the halal product assurance law which was carried out voluntarily was the Indonesian Ulama Council which is technically managed by the Institute for the Assessment of Food, Drugs, and Cosmetics (LPPOM MUI). When the Halal Product Assurance in implemented through Law number 33 of 2014, halal certification is stipulated as a recognition of the halalness of a product issued by the Halal Product Assurance Agency which is based on a written fatwa issued by the Indonesian Ulama Council institution (hukum online.com, 2014). In 2019 government issued Government regulation No. 31 that officially marks the implementation of the Law No 33 year 2014. This later was followed up by Decision of Minister of Religious Affairs No. 982 year 2019. In 2021, the government regulation No 39 on the implementation of halal product guarantee was issued.

Halal labeling is a written study or halal statement on product packaging to show that the product in question has the status of a halal product. The halal labeling process is managed directly by the drug and food supervisory agency. Law number 7 of 1996 concerning food, which is an umbrella provision on food, contains the obligation to interpret labels on food packaged on every drug and food product. Because the information on the halal label logo on the product is a reference for Muslim consumers in choosing and buying the product (Othman Shafie S, 2006).

This halal certification is then carried out across Indonesia, involving all scales of businesses. Therefore, it is applied not only in Java, the most populous island in Indonesia, but also in other islands, big and small. Likewise, not only big businesses that are obliged to adhere halal certification, but also medium and small scale businesses. Therefore, in a small town like Sambas of

West Kalimantan fulfillment of halal certification is a big deal, especially for business community. Business actors who produce food and beverage products in Sambas Regency have begun to be aware of the importance of having halal certification in expanding marketing. Business actors who have superior food and beverage products in Sambas Regency admit that halal certification will allow their products to enter small and large-scale trade scenes. This is simply because halal certification has become a non negotiable requirement to supply products in modern markets, mini markets, supermarkets and even large malls.

For business, halal certification is also a marketing opportunity. It is because having halal certification means a free marketing campaign because Muslim community, who are the majority of consumers, will predictably choose products with halal label than those are not. For Muslim community, halal value brand that is supported by recognition and certainty of halal assurance on the part of the authorities, it is believed that it will make it easier for products to reach various markets. In addition, halal certification ensures that consumers are guaranteed the halalness of the product, even though the producer is confident that the product is halal. As expressed by one of the food and beverage (culinary) business actors in Sambas Regency. "Halal certification is very important for the prudence of business actors and the Muslim community in choosing products and avoiding something that is haram. Because the products made will be consumed by many people, even though the makers ourselves need to be careful so that it is halal for me and halal for others".

With the issuance of halal certification for business actors, it gives them confidence to market and sell their products to consumers. In addition, it was also conveyed from other food and beverage (culinary) business actors that carrying the halal label will be an added value in the products marketed. When there is halal label recognition, producers do not need to worry and will feel more protected and confident in



the products they sell to consumers (Sofyan Hasan, 2014).

Nevertheless, this does not conceal complication, expenses and lengthy procedure that business community should experience and cover for obtaining halal certification. Business owners must register and whole process may take less than one month to more than three months depending on the fulfilment and requirements. In addition, although free certification is available, the quota is limited. Thus, many have to pay for the process which may not a big deal for big business, but seems expensive for small scale business. Since the products and services that are subjects of halal certification are numerous the magnitude of certification is real. Products include food and drinks, medicine, chemical products, biological products, engineering products, wearables), whereas services includes slaughtering, processing, storage, packaging, distribution, sale, and presentation. (Government of Indonesia, 2021)

Culinary Business Actors

Small and medium enterprises have experienced a significant increase in terms of number in Sambas district. Culinary business actors are a very important sector to support the community's economy and even more so in Indonesia's economic growth. Because one of the ways to increase employment in Sambas district is to develop micro and small and medium businesses for culinary business actors, which is a labor-intensive activity and the availability of more jobs in accordance with the amount of capital invested in these small businesses. The establishment of culinary business actors will increase people's income and urbanization.

So it is not surprising that in this case, the number of micro and small and medium business units in Indonesia is so large and also indirectly in the long term will help increase per capita income, especially in income equity.

The Sambas Regency Government encourages all Micro and Small and Medium

Enterprises in each region or village to already have a halal certificate. Especially for those who produce processed foods. Halal certificates are very important, so that superior products produced in each village can more easily penetrate a wider market. Therefore, the Cooperatives, Micro Enterprises, and Trade Office or Diskumindag of Sambas Regency, held technical guidance or technical guidance on how to obtain halal certificates for micro and small business actors. At the technical guidance held at the Pantura Jaya Hotel, various micro and small and medium business actors from sub-districts and villages were attended (Diskumindag Sambas, 2024).

The Head of the Kumindag Sambas Office, I Ketut Sukarja, said that the activity was a form of support from the Regent of Satono to realize the One Village One Superior Product program, or ovop.

“Later, 50 participants will be given maximum technical guidance, namely given an understanding in facilitating halal certification,” he said. The participants came from Galing District, Tebas District, Sambas District, Tekarang and Pemangkat District.

“Of course, I hope that during the technical guidance activities, participants can understand the materials provided,” he hoped. “So that they will really understand what conditions are needed to take care of halal certification,” (I Ketut Sukarja, 2024).

In addition to government, others also provide programs and services to facilitate halal certification, such as Institut Agama Islam Sultan Muhammad Syafiuddin (IAIS) Sambas held training for small scale business on halal certification (marwandi, 2024). There are also agencies that offers services in assisting small scale business in obtaining halal certificate (Barkastore, 2024).

Conclusion

Every business actor who trades in large quantities has an important role in advancing their economy, especially in the macro, small and medium business sector, especially in food and beverage product business actors,



which is the main sector that is the staple consumption of the Muslim and non-Muslim communities in Sambas Regency. Because fundamentally, the food and beverage sector is the sector that is most in demand by the surrounding community. In the research that the researcher wrote, it shows that food and beverage products (culinary) are superior products in Sambas Regency and have the potential to develop to be larger, because it is proven that there are many who already have halal certification. With the awareness of the importance of halal certification as a guarantee of halal products, halal products have become part of production for business actors. So that they can socialize and be easily accepted by all communities and create an ecosystem of halal products in Sambas Regency. []

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