

Introduction of Halal Product Certification to The Community in Pamijahan District, Bogor

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Abstract. This research is motivated by halal product certification, an essential guarantee for a product, especially for the Pamijahan community. Behaviour and culture are the main aspects in this case because the environment is a guide for humans in carrying out life, and culture, many aspects of human life. In digestion information, especially information about halal certification. Thus, the product can change the pattern of people's purchasing activities, which initially did not care about products labelled as halal or the importance of the halal logo on the product. The purpose of this service is to educate the Pamijahan community, especially MSMEs. This type of service is by using qualitative research. The result of this research is that religiosity and culture affect the variable of public understanding of halal certification.

Keywords: Religiosity, Culture, Community Understanding, Halal Products Certification.

1. Introduction

In today's modern era, there is much circulation of products of various types, both food and clothing products. Production companies continuously create various new types, models and breakthroughs so that the results of their products can compete with other products.

The halalness of a product is a mandatory requirement for every consumer, especially Muslim consumers. Be it products in the form of food, medicine or other consumer goods. Along with many Muslim consumers in Indonesia, the Indonesian market naturally becomes a huge Muslim consumer market. Therefore, guaranteeing halal products is essential to get the state's attention.

In order to meet the needs of its consumers. In order to avoid something unwanted, the product must always be available in an acceptable, safe, quality, and varied manner at a price that is affordable by the people's purchasing power and does not conflict with the religion, belief, and culture of the community. So, to achieve all of that, it is necessary to organize a system that provides protection, both for those who produce and those who consume.

Article 3 (e) of Law no. 8 of 1999 concerning Consumer Protection states that Business actors are responsible for what they distribute, especially if what is produced causes harm, both to health problems and the deaths of people who consume it. The public also needs to get precise information about each packaged product before buying and consuming the information related to origin, safety, quality, nutritional content, and other necessary information. Therefore, it is

necessary to set provisions regarding labels and advertisements so that people can make decisions based on valid and accurate information [1]. Halal certification is essential for a product, especially if the product is circulating in a Muslim-majority country. The labelling will guarantee Muslim consumers, in particular, that the product is halal.

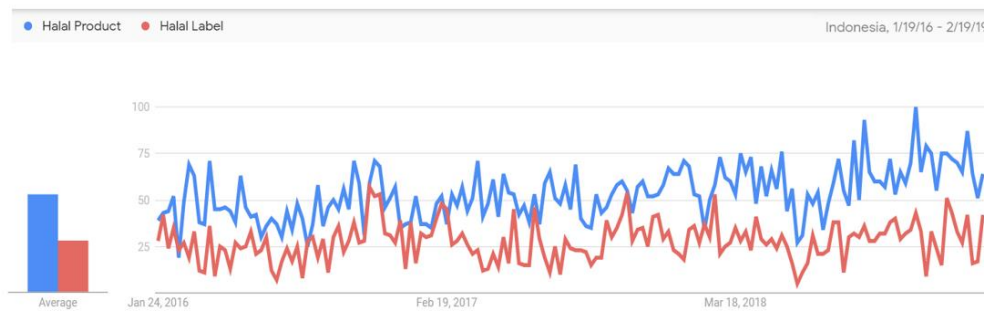


Fig 1. Google Trends Search Results for The Keywords "Halal Product" and "Halal Label."

Figure 1 above shows data from Google Trends searches for the keywords "halal products" and "halal labels" in 2016-2019, showing an increase in people who are increasingly enthusiastic about halal products and labels [2].

Guarantees regarding halal products aim to provide security, comfort, safety, and certainty of the availability of halal products for the Muslim community. The guarantee of halal products is fundamental because considering the current technological advances that can make genetic products such as medicines, cosmetics made by manufacturers contain ingredients that are not halal.

The trend of halal products currently being loved by the public is changing the pattern of people's purchasing activities, which initially did not care about products labelled as halal to care about the importance of the halal logo. Culture affects many aspects of human life. Therefore culture can affect people's understanding of digesting information. The Indonesian Ulama Council (MUI) has echoed information about halal certification on products.

The government has filed to support halal certainty in every product in circulation by enacting the Law of the Republic of Indonesia Number 33 of 2014 concerning halal product guarantees. However, the submission of halal certification is still voluntary, different from the previous five years later or in 2019, and the government states that "products that enter, circulate, and are traded in the territory of Indonesia must be certified halal" the regulation still refers to Law number 33 of 2014. In West Java, data shows that until 2014 LPPOM MUI West Java produced and launched 13,000 halal certifications. The number is 8,776 pieces facilitated by the West Java Provincial Government [3].

This means that with this law, the community should be indirectly affected by information about the understanding of halal certification. However, in practice in the Bogor area, there are still many food products that do not include halal labels. The researcher chose the research location in Cibungbulang and Pamijahan sub-districts because, in these two sub-districts, many products do not have a halal label and have different cultures and religions. However, most religions there are Muslims, so researchers are interested in researching this area. The two districts. In addition, the understanding of the people of the Cibungbulang and Pamijahan sub-districts regarding the concept of halal and haram is excellent because the majority of the people are Muslim, and the culture of consuming halal food has become a habit of the people there.

Based on the above problems, researchers are interested in researching further about the Introduction Of Halal Product Certification In The Community (In Pamijahan District, Bogor Regency)

With the many cases in these two sub-districts, namely Cibungbulang and Pamijahan, the people in these two sub-districts already know and understand halal certification; researchers suspect that the religion and the culture of the people in the surrounding area are one of the factors that influence halal certification. Background of understanding halal product certification.

Based on the explanation above, the problems that will be answered in this research are:

1. How does the public understand halal product certification in Pamijahan District, Bogor Regency?
2. What is the strategy for halal product certification in Pamijahan sub-district, Bogor district?

2 Literature Review

2.1 Halal Concept

The word halal comes from Arabic, namely Halla, Yahillu, and Hillan, which means getting out of something that is prevented or prohibited. Therefore halal means something that Allah SWT does not prohibit [4].

The term halal is the opposite of the term haram. Haram can be interpreted as something that must be abandoned according to sharia rules. This means that if something is forbidden to be done, then they will get a sin. On the other hand, if something lawful is done, it will get a reward [5]. Halal and haram can be grouped into two based on the substances contained in them and the law on how to obtain them [6].

In the Qur'an, it has been mentioned that humanity is warned by Allah SWT about what they should consume, as in Surah Al-Baqarah verse 168.

In Islam, there are fundamental principles about halal and haram [5], namely:

1. Only Allah SWT has the right to determine halal and haram something. No one has the right to determine halal and haram except Allah SWT, and Rasulullah SAW with the guidance and guidance of revelation from Allah.
2. There is a rule: "The origin of everything created by Allah SWT is lawful or permissible (permissible)." Until a verse in the Koran or a hadith forbids something, then that something becomes haram.
3. Allah only permits what is good and forbids what is wrong. Allah has the right to justify and forbid everything, but because Allah is Gentle and Most Merciful, Allah only forbids something terrible (dirty) and justifies the good.
4. Allah does not forbid something because he wants to torture and constrict his servants, especially the people of the Prophet Muhammad.
5. When Allah forbids something, that something becomes haram even if it is only done a little or if it is only a tiny thing.
6. When Islamic law forbids something, then Wasilah and anyway you can.
7. Lead to unlawful acts, and the law is unlawful. For example, if Allah forbids adultery, all actions that encourage adultery are unlawful, such as dressing openly and others.

8. Halal and haram are forms of clear rules. Among the wisdom of the law of halal and haram is that Allah distinguishes between halal and haram so that Muslims know the difference between halal and haram.

2.2. Halal Certification

Halal certification according to the MUI Fatwa is a product that is in accordance with Islamic law. The requirement for a product to get a halal label in packaging is halal certification from government agencies that have the authority, namely, MUI, Ministry of Health, and Ministry of Religion [7].

According to the Decree of the Minister of Religion of the Republic of Indonesia Number 518, it explains that halal certification is a written fatwa that states the halalness of a food product issued by the Institute for the Study of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). Halal certification in Indonesia is officially issued by the MUI, which identifies the product as having passed the halal test (LPPOM MUI, 2018). The purpose of holding a halal certification is to protect Muslim consumers against food products that do not guarantee safety (poisoning, health problems) or the inner halalness of the product.

For producers, halal certification is a concept that means responsibility. This responsibility refers to the awareness of the industry as an entity that cannot be separated from the social environment, as well as the responsibility of the industrial owner personally to the interests of others.

Halal certification is a discussion related to Islamic religious principles in which every food and drink consumed by every Muslim must be ensured to be halal, whether it is in terms of substance/content or terms of the process and how to get it. This halal certification aims to ensure the safety of a product so that Muslims can consume it. In the Qur'an Surah Al-Baqarah verse 168 says the principle of halal certification is *halal* (permitted) and *thoyyiban* (beneficial).

Halal Certification Process

The process of granting a halal certificate according to [8] based on Law Number 33 of 2014 concerning Halal Product Guarantee, namely:

1. The business actor submits the application for a halal certificate in writing to the Halal Product Guarantee Agency (BPJPH). Applications for halal certificates must be accompanied by data documents of business actors, names and types of products and a list of products and materials used and product processing processes.
2. Halal inspection is then carried out by the Halal Product Assurance Organizing Body (BPJPH), were to carry out halal inspection, BPJPH establishes the Halal Product Agency (LPH) in charge of conducting a halal inspection or halal product testing. Halal auditors inspect and test product halalness at the business location during the production process.
3. If there are ingredients of doubtful halalness, they can be tested in the laboratory. At the time of the examination by the halal auditor, the business actor is obliged to provide the required information to the halal auditor.
4. After (LPH) has finished carrying out its duties to carry out a halal inspection, the LPH then submits the results to BPJPH. Then BPJPH submits it to MUI to determine the halalness of the product.
5. Furthermore, MUI conducts a trial to determine whether the product is halal. The MUI Fatwa Session is attended by experts, elements of ministries/institutions or related agencies. The fatwa trial decides the halalness of the product no later than 30 days after

- MUI receives the results of the examination or submission from BPJPH. The decision to determine halal is signed by MUI and then submitted to BPJPH to issue a halal certificate.
6. If the halal fatwa trial states the product is halal, then BPJPH will issue a halal certificate within seven days of the halal decision from the MUI. On the other hand, if the MUI halal fatwa session declares that the product is not halal, then BPJPH returns the application for a halal certificate to the business actor accompanied by reasons. Furthermore, BPJPH must publish the issuance of a halal certificate.
 7. Business actors who have obtained a halal certificate must include a label on the product packaging and certain parts or places on the product that is easy to see and read and not easily removed, removed and damaged (Articles 38 and 39).
 8. Business actors who do not include the halal label by the provisions of articles 38 and 39 are subject to administrative sanctions in the form of verbal warnings, written warnings, and revocation of halal certificates. The halal certificate is valid for four years since the certificate is issued by BPJPH unless there is a change in composition.

3 Method

The research design describes the research guidelines and limitations related to the research objectives. According to Muhammad [9] the research design is to select the sources and types of information used to answer the researcher's questions, as well as a framework for detailing the relationships between variables in the study. Meanwhile, according to [10], the research design is a plan to collect and analyze data so that it can be carried out economically and in harmony with research objectives. Before conducting research, it is necessary to prepare everything to achieve the desired goals.

3.1 Research Design

Research approach

This study uses a qualitative research approach. A qualitative approach is a research method intended to explain the phenomena described as well as observational research and literature, adjusting to the facts in the field [11].

Types of research

The type of research in this study is a survey. This type of research is a method of collecting data using instruments to ask for responses from respondents. The survey consists of interviews and questionnaires (questionnaire) (Suharsimi Arikunto, 2010). Interviews were conducted in direct or face-to-face form and indirect form or the form of a written questionnaire between the researcher and the people of Cibungbulang District and the people of Pamijahan District. They were 17 years old and above.

Research location and research time

This research will be conducted in two sub-districts, namely Cibungbulang District and Pamijahan District, Bogor Regency. This research was conducted in June-August 2021

4 Finding and Discussion

Data regarding this service are shown in the following table:

Table 1. Data on Islamic Schools in Pamijahan District

Islamic School (Full Day)	Modern Islamic Boarding School	Salaf Islamic Boarding School
15	3	10

Based on the table above, it can be seen that the daily culture of the environment influences the religiosity of the Pamijahan community. There are approximately 15 Islamic private schools and three modern Islamic boarding schools. Furthermore, ten salaf Islamic boarding schools around the Pamijahan sub-district and the majority of them are Islamic -based schools. This affects the behaviour of the Pamijahan community in looking for halal products. Likewise, it impacts the economy of local MSMEs who want to be introduced to halal product certification to develop their business to be more advanced and developing.

One of the author's strategies in introducing halal product certification is to introduce the essential sources of Al-Quran and Assunnah regarding the determination and fatwas of halal products, as well as the causes of product prohibitions, including 1) Unclean; najis consists of unclean Mukhafafah, Mutawasitah, and Mugholadzoh. 2) dirty and disgusting, such as saliva, semen, maggots and cockroaches. It is contained in the letter Al- Araf: 157

Then the third cause of the prohibition is harmful to health, such as poisonous plants or animals. Furthermore, 4) intoxicating, such as alcoholic beverages (khamr) listed in the letter Al-Maidah: 90.

Every khamr must contain alcohol, but not all alcohol is categorized as khamr. Khamr is any intoxicating drink, whether from grape juice or something else. Apart from intoxicating drinks, it is not automatically categorized as khamr, even though it is liquid, such as syrup. 5) wild beasts; i.e. animals with sharp fangs and claws 6) evidence forbids it.

Likewise, as added, we socialized the principle of determining the halal fatwa from the MUI, the principle of using a reasonable opinion, not t. Or mysticism. Product halal certification is assessed from its critical points, namely:

1. First, materials:
 - Raw materials and additives must be halal.
 - Auxiliary materials do not come from pigs/dogs and human body parts.
2. Second, Process:
 - Production is not contaminated with unclean materials.
 - If it is contaminated with najis material other than mughalladhah, then there must be sharia washing.
3. Third, the sanctity of tools and infrastructure Fourth, Products.

The general requirements for MSMEs that will register their businesses are, 1) Have never received halal certificates and are not currently/will receive facilitation of halal certification from other parties. 2) Has a legal aspect, namely the Business Identification Number (NIB); 3) Has business capital/assets below Rp. 2,000,000,000.00 (two billion rupiahs) as evidenced by the data listed in the NIB). 4) Doing business and producing continuously for at least 1 (one) year. While the specific requirements are: 1) Having production facilities or outlets at most 1 (one). 2) Willing to provide the latest photos during the production process.

5 Conclusion

The results of research conducted on " Community Introduction Regarding Halal Product Certification ". Carried out through the distribution of questionnaires are:
Religiosity partially affects people's understanding of halal certification.

1. Culture partially affects people's understanding of halal certification. So cultural variables are influential and significant.
2. The strategy for implementing halal certification is to socialize the fatwa on halal products and the causes of haram, principles and requirements in halal product certification

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