The Implementation of Halal Product Assurance System at CV. Mamifood Sukses Abadi Bogor

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Diterima: 25 – 06 – 2023, Disetujui: 31 – 12 - 2024

ABSTRACT

Halal food is crucial for consumers, especially in Indonesia, which has the biggest Muslim population in the world. Halal food can be identified by a halal label on its packaging. Halal labels can be obtained through the Halal Product Assurance System (SPJH). This study evaluates the Halal Product Assurance System in CV. Mamifood Sukses Abadi Bogor, involving critical ingredients such as cheese sauce, cheese spread, and milk jam. The findings of this study suggest that CV. Mamifood Sukses Abadi Bogor is committed to and responsible for implementing the Halal Product Assurance System. All ingredients used for products have a halal certificate issued by the Institute for the Study of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). Its production has complied with the conditions regulated by the Halal Product Guarantee Agency (BPJPH). The name and sensory profile of the product are not linked to the name and sensory profile of non-halal products. The top management has also conducted internal audits and management reviews, the most recent in December 2022, to monitor and evaluate the Halal Product Assurance System implementation. Internal audits are carried out by the halal management team. The results of the audit by the halal management team are discussed in the management review to check which ones are being treated less consistently so that they become a concern and correction for management. In general, CV. Mamifood Sukses Abadi Bogor has adhered to all Halal Product Assurance System criteria established by the Halal Product Guarantee Agency.

Keywords: CV. Mamifood Sukses Abadi Bogor, halal product, halal product assurance system

ABSTRAK

Makanan yang halal dan aman merupakan hal yang penting bagi konsumen, khususnya Indonesia yang merupakan negara dengan jumlah penganut muslim terbesar di dunia. Makanan halal dapat diindetifikasi dengan mengecek keberadaan label halal pada makanan tersebut. Label halal dapat diperoleh melalui penerapan Sistem Jaminan Produk Halal (SJPH). Tujuan penelitian ini adalah menganalisis implementasi SJPH di CV. Mamifood Sukses Abadi Bogor yang memproduksi produk kategori kritis, yaitu saus keju, keju oles dan selai susu. Hasil penelitian menunjukkan bahwa CV. Mamifood Sukses Abadi Bogor telah memiliki komitmen dan tanggung jawab terhadap implementasi SJPH. Semua bahan yang digunakan untuk memproduksi produk telah memiliki sertifikat halal yang dikeluarkan oleh Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia Majelis Ulama Indonesia (LPPOM MUI). Proses produksi di CV. Mamifood Sukses Abadi Bogor sudah memenuhi ketentuan yang telah ditetapkan oleh Badan Penyelenggara Jaminan Produk Halal (BPJPH). Nama dan profil sensori dari produk yang dihasilkan tidak mengarah pada nama dan profil sensori produk yang tidak halal. Pemantauan dan evaluasi terhadap implementasi SJPH juga telah dilakukan oleh pimpinan puncak melalui audit internal dan kaji ulang manajemen yang terkahir dilaksanakan tahun 2021. Secara umum CV. Mamifood Sukses Abadi Bogor telah menerapkan semua kriteria SJPH sesuai dengan ketentuan telah ditetapkan oleh BPJPH.

Kata kunci: CV. Mamifood Sukses Abadi Bogor, produk halal, sistem jaminan produk halal

Maulidian, Taufik, M., & Seftiono, H. (2024). The Implementation of Halal Product Assurance System at CV. Mamifood Sukses Abadi Bogor. *Jurnal Agroindustri Halal,* 10(3), 367 – 375.

INTRODUCTION

The words halal and haram originated from Arabic. Halal denotes acceptance or permission, whereas haram denotes prohibition or disapproval. Halal food is allowed to be consumed. Halal refers to the food's substance and the way to obtain it, whereas haram refers to forbidden food since it includes haram ingredients (Zulaekah & Kusumawati, 2005).

For customers, having access to halal and safe food is crucial, especially in Indonesia, which has the world's biggest Muslim population (Elizabeth *et al.*, 2021). Muslims like to purchase goods that are clearly labeled as halal. According to Suradi *et al.* (2015), religion is a major factor in determining the choice of food in addition to culture, availability, nutrition, and dietetics. Estiasih *et al.* (2019) add that the product's halal status influences consumer perceptions of a product. Products with halal certificate assure consumers that the product has been produced complying with Islamic law (Abu Bakar *et al.*, 2016; Akim *et al.*, 2019; Hanzaee & Ramezani, 2011; Rajagopal *et al.*, 2011).

In the global population, the concept of halal is already well-known, and it has started to be used for various products, including food, beverages, medicines, and commodities. The government has mandated that all products entering, moving through, and being traded in Indonesia must be halal certified (Law No. 33 of 2014 Concerning Halal Product Assurance), which will be implemented in stages. According to Nasrullah (2018), the government has given more attention to developing the halal industry. This is put in place to ensure that domestic products are competitive with those imported. Putri *et al.* (2021) added that business actors must understand the importance of certifying the products they sell to compete in the global market.

Currently, the certification process in Indonesia involves the Halal Product Guarantee Agency (BPJPH), the Halal Inspection Agency (LPH), and the Indonesian Ulema Council (MUI). The Halal Product Guarantee Agency has published a guidebook for implementing the Halal Product Assurance System (SJPH) in industries as guidance for business actors. In the halal manual, several criteria must be met, namely commitment and responsibility, ingredients, halal processing, halal products, and monitoring and evaluation.

It is mandatory for business actors that certify their products to use the Halal Product Assurance System, especially for companies that produce products that fall under the halal critical ingredient. According to Apriyantono (2007), implementing halal management and the halal system on a product will bring it to halal status. CV Mamifood was founded in 2019, and this company implemented SJPH in 2021. The decision to implement SJPH was taken after seeing the growing market potential and increasing consumer demand for halal-certified food products. There are several reasons for implementing SJPH at CV Mamifood Sukses Abadi Bogor, namely 1) increasing consumer confidence in the cheese sauce products we produce, 2) expanding market reach, both at home and abroad, 3) increasing sales and business growth of CV Mamifood Sukses Abadi in the future. This study evaluates the Halal Product Assurance System in CV. Mamifood Sukses Abadi Bogor. CV. Mamifood Sukses Abadi Bogor sells cheese-based products like cheese sauce, milk jam, and cheese spread. Cheese is a solid, acidic dish formed from milk and rennet, which coagulates the milk casein (Atma *et al.*, 2018). Cheese is included in the critical ingredients because it involves using microbes in the production process. This company was chosen in this research because of CV Mamifood Sukses Abdi's success in implementing SJPH in a short time.

MATERIALS AND METHODS

This study was conducted in CV. Mamifood Sukses Abadi Bogor. The company was chosen because it is a newly established company and because the products it markets involve critical ingredients. This case study used observation of the criteria of the Halal Product

Assurance System (SJPH) in CV. Mamifood Sukses Abadi Bogor. Observations were carried out by visiting places and interviews with company owners regarding the implementation of SJPH. The criteria include (1) commitment and responsibility, (2) ingredient, (3) halal processing, (4) halal products, and (5) monitoring and evaluation. These criteria are used to assess the suitability of the Halal Product Assurance System that has been applied by the company. Data were collected through observation and interviews. The observations were carried out to examine the implementation of the Halal Product Assurance System in the company, while interviews were conducted with corporate leaders to explore the overview of the company. The stages of this research are depicted in Figure 1.

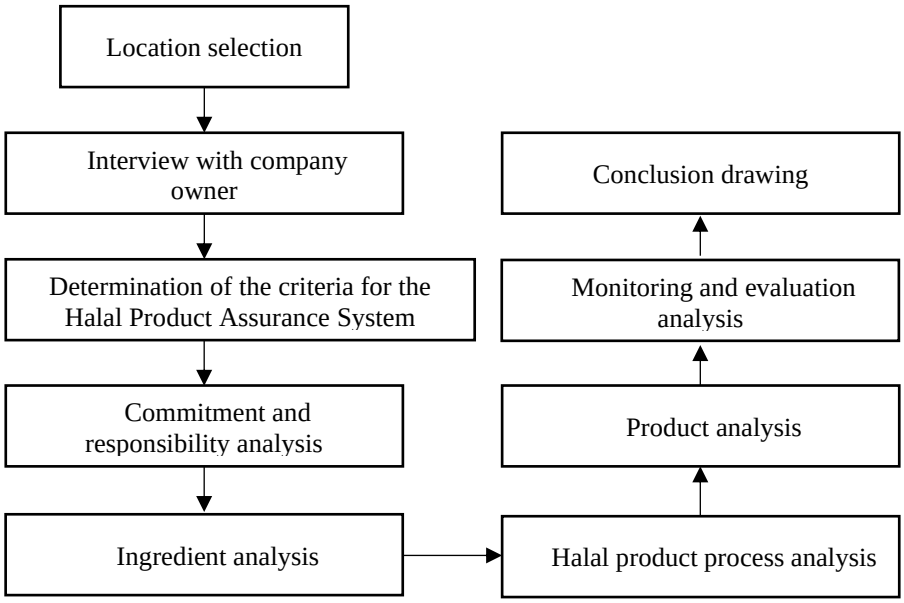

Figure 1. Research Stages

RESULT AND DISCUSSION

The criteria for the Halal Product Assurance System (SJPH) used as a benchmark in this research are regulated in the circular letter No. B - 5952 /BD.II/P.II.I.2/HM.00/09/2021 on 20 September 2021. The criteria involve commitment and responsibility, ingredients, halal processing, halal products, and monitoring and evaluation. Commitment and responsibility are the first criteria which consist of halal policies, top management responsibilities and human resource development. The next criterion is ingredients. For this criterion, producers must use ingredients that are clearly halal. The next criterion is a halal process. Production location, production equipment and production flow are considered in this criterion. Producers must ensure that the location is far from pig farms, that production equipment is not shared with equipment used to produce haram products. The fourth criterion is the product. This criterion focuses on using names that do not have connotations of haram products, as well as the flavor of the product. The final criterion is monitoring and evaluation. Based on these criteria, the Company must monitor and evaluate the implementation of SJPH in the Company.

Commitment and Responsibility

This criterion consists of (a) halal policy, (b) top management responsibilities, and (c) human resource development. The halal policy is a written statement of the corporate leaders' commitment to produce halal products continuously (Jumiono & Rahmawati, 2020). According to Yuwana *et al.* (2021), he halal policy will guarantee the availability of halal products for consumers.

CV. Mamifood Sukses Abadi Bogor has had a halal policy since 2021 which is translated into “We are highly committed to producing halal products with ingredients that have been

approved by LPPOM MUI using equipment that is free from unclean things. We will accomplish this by forming a halal management team and strictly implementing all operational procedures." The halal policy must be socialized (Jumiono & Rahmawati, 2020). CV. Mamifood Sukses Abadi Bogor has socialized the halal policy to all employees through posters in the production room as presented in Figure 2.

Figure 2. Halal Policy of CV. Mamifood Sukses Abadi Bogor

Top management's responsibilities include forming a halal management team and/or appointing a halal supervisor. The task of the Halal management team is to compile and evaluate the Halal Product Assurance System in a company (Jumiono & Rahmawati, 2020). CV. Mamifood Sukses Abadi Bogor features a three-person halal management team from (1) QA/QC, (2) R&D, and (3) Sales, Purchasing, and Warehouse. The corporate leaders have approved the halal management team.

CV has carried out human resource development. Mamifood Sukses Abadi Bogor in the form of internal and external training. Jumiono & Rahmawati (2020) describe that the purpose of the training is to make sure that those responsible for carrying out the Halal Product Assurance System are competent. The external training was attended by the head of the halal management team on September 30, 2021, which LPPOM MUI of West Java organized. The internal training was conducted in June 2023. The presenter was the head of the halal management team, while the participants were members of the halal management team, production staff, and operators.

Even though the team has received initial training, it is important to keep their knowledge up to date. The halal industry continues to develop, and many changes and innovations are occurring. Ongoing training will ensure the team stays updated with the latest standards and practices. Some of the deep points emphasized during the training, i.e. 1) Deep understanding of halal: In addition to technical knowledge of the halal production process, the team needs to have a deep understanding of what halal means, why it is important, and how halal affects businesses and consumers. (2) Soft skills training: Apart from technical training, it is also important to provide soft skills training such as communication, teamwork, and problem-solving. This will help the team communicate effectively about halal issues with external parties such as suppliers, consumers, or auditors. Lastly is (3) Technology adaptation: Considering the rapid development of technology, HR needs to continue to be updated with the latest technology that can help ensure product halalness, such as processing technology, testing, and others.

Ingredients

Ingredients are important in the production process. This is because there is a possibility that the ingredient may be included in the haram ingredients. Therefore, it will determine the

product's halal status (Jannah *et al.*, 2020). Jumiono & Rahmawati (2020) and Ashadi (2015) argue that companies must be able to ensure that the ingredients they use have a clear halal status. The product must be free of haram and unclean ingredients, which is one condition a company must meet for its products to be certified (Nukeriana, 2018; Susanto *et al.,* 2022).

Ingredients can be categorized into two types. They have been confirmed to be halal (positive list) and critical ingredients. Ingredients in the positive list are listed in the Decree of the Minister of Religious Affairs Number 1360 of 2021. Ingredients categorized as positive lists do not require additional documents to clarify their halal status. In contrast, critical ingredients require halal certification or additional documents such as production process flow diagrams and a Certificate of Analysis (CoA) of the ingredients. The ingredients of cheese sauce, cheese spread, and milk jam made by CV Mamifood Sukses Abadi are listed in Table 1.

Table 1. Raw ingredients of cheese sauce, cheese spread, and milk jam produced by CV Mamifood Sukses Abadi Bogor

No.	Ingredients	Criteria		Document	
		Positive list	Critical Ingredient	Yes	No
1.	Bottled water		√	√	
2.	Block cheddar cheese		√	√	
3.	Block gouda cheese		√	√	
4.	Buttercream mix		√	√	
5.	Chili powder		√	√	
6.	Choco crunchy		√	√	
7.	CMC	√		√	
8.	Iodized salt		√	√	
9.	Sugar		√	√	
10.	Inulin		√	√	
11.	Chicken broth		√	√	
12.	Potassium sorbet	√		√	
13.	Cheddar cheese		√	√	
14.	Block cheddar cheese		√	√	
15.	Non-dairy creamer		√	√	
16.	Pepper		√	√	
17.	Margarine		√	√	
18.	Cornstarch		√	√	
19.	Skimmed milk		√	√	
20.	Taro crunchy		√	√	
21.	Flour		√	√	
22.	Tiramisu crunchy		√	√	
23.	Trisodium phosphate		√	√	
24.	Whole milk powder		√	√	

CMC and potassium are included in the positive list, while 22 other ingredients are critical ingredients. Both positive list and critical ingredients used by CV Mamifood Sukses Abadi Bogor already have a halal certificate issued by LPPOM MUI. In addition, the halal certificate of the raw ingredients is still valid.

Halal Processing

This criterion includes location, ingredient arrival procedures, production processes, products that do not meet the criteria and traceability. First, the company is located in Gunung Batu Village, Bogor, which is far from pig farming or pork processing avoiding the contamination risk. Second, the raw ingredients used in the production process must be guaranteed to be halal. CV. Mamifood Sukses Abadi Bogor has a procedure for checking ingredients before using them in the production process. Upon the arrival of raw ingredients, the QC section checks these ingredients following the list that has been approved by the Halal Product Guarantee Agency (BPJPH). Raw ingredients that meet the criteria are used in the production process. The production process of cheese sauce, cheese jam, and cheese spread at CV. Mamifood Sukses Abadi Bogor is illustrated in Figure 3.

Third, the production process of cheese sauce, cheese jam, and cheese spread involves several stages which become critical points. The critical point comes from the equipment used in the production process. The manual issued by the Halal Product Guarantee Agency in 2021 explains that the equipment used for processing, storage, packaging, distribution, and sales must be separated into halal and non-halal products. CV. Mamifood Sukses Abadi Bogor has prepared equipment for the processing, storage, packaging, and distribution only of the halal products they have produced. The production process of cheese sauce, cheese jam, and cheese spread use water as a solvent, not ethanol. The maximum ethanol content in the product follows the LPPOM MUI No. SK14/Dir/LPPOM MUI/IX, which is 0.5%.

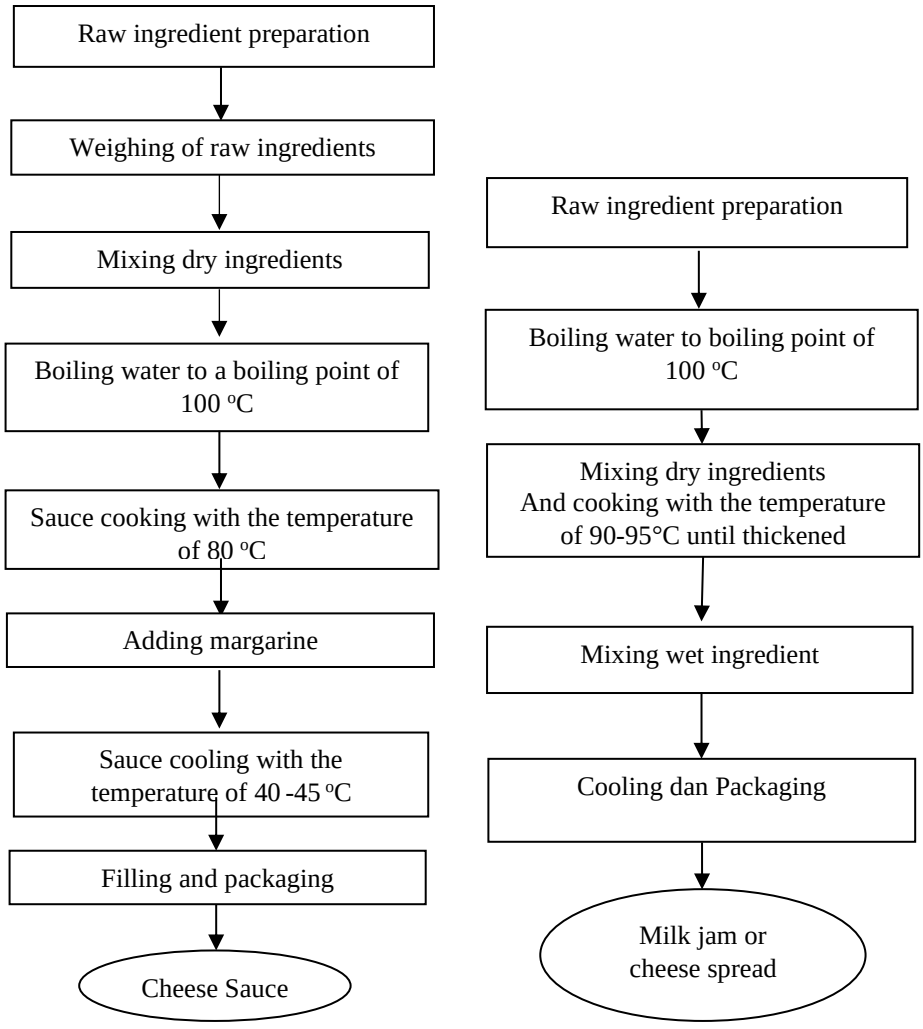

Figure 3. The production process of cheese sauce, cheese jam, and cheese spread on CV. Mamifood Sukses Abadi Bogor

Fourth, products made that do not adhere to the halal standards cannot be sold and

instead must be destroyed. Recalls of already-marketed products are necessary. Until now, CV. Mamifood Sukses Abadi Bogor has never made a product recall due to non-compliance with halal standards. Fifth, traceability is a system that can provide information related to the raw ingredients used and information related to the production process of a product that has been marketed. Production code or the expiration date can be used to trace a product. If a complaint or product discrepancy is found after a product has been marketed, we may track information from that product using the production code. CV. Mamifood Sukses Abadi Bogor has a production code and production report to accommodate traceability.

Product

The sensory profile of a product that is to be considered halal must not be similar to the sensory profile of a product that is considered haram, such as pork or whine. Cheese sauce, milk jam, and cheese spread from CV. Mamifood Sukses Abadi Bogor has a different sensory profile from that of haram products or foods. The product's name and design are another consideration for this criteria. The product name shall not result in a haram product name or form. The name of the product issued by CV. Mamifood Sukses Abadi Bogor does not reflect something haram. The product names are Saus Keju Kenzu, Keju Oles Kenzu, and Selai Susu Kenzu. The Saus Keju Kenzu is shown in Figure 4.

Figure 4. Saus Keju Kenzu produced by CV. Mamifood Sukses Abadi Bogor

Monitoring and Evaluation

Business actors are required to monitor and evaluate the implementation of the Halal Product Assurance System. Monitoring is carried out through internal audits, while evaluation is carried out through management reviews. Internal audits and management reviews are carried out at least once a year. CV. Mamifood Sukses Abadi Bogor has met these criteria. The last internal audit was conducted in December, 2022, while the last management review was also carried out in December, 2022. Some of the findings from the results of the internal audit were goods receipt checklists that had not been filled in and also hygiene and sanitation checklists that had been missed.

CONCLUSION

The top management of CV. Mamifood Sukses Abadi Bogor has demonstrated a commitment to and responsibility for implementing the Halal Product Assurance System (SJPH). This can be seen from the halal policy, halal management team, and internal and external training that has been carried out. The production process used halal-certified ingredients, and the product's sensory profile does not resemble that of non-halal products. The production process at CV. Mamifood Sukses Abadi Bogor has complied with the conditions set by the Halal Product Guarantee Agency (BPJPH). Monitoring and Evaluation have also been carried out by top management through internal audits and management reviews. In

summary, CV. Mamifood Sukses Abadi Bogor has implemented every requirement for Halal Product Assurance System in compliance with the rules established by the Halal Product Guarantee Agency.

Acknowledgments

The authors would like to express their sincere gratitude for the internal grant from the Institute for Research and Community Services (LPPM) of Trilogi University and the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia which also funded this research through the 2022 Community Partnership Program, Simlitabmas.

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