

PRODUCT DEVELOPMENT STRATEGY FOR HALAL FOOD AND BEVERAGES IN JABODETABEK

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ABSTRACT

This study aims to determine the appropriate product development strategies for halal food and beverages in the Greater Jakarta area (Jabodetabek). The research employs a descriptive qualitative method complemented by a quantitative approach. Data analysis is conducted using the Analytical Network Process (ANP), with data collected through interviews and the distribution of questionnaires. The sampling technique applied is purposive sampling. The findings of the study suggest several strategic initiatives: (1) implementing halal literacy programs to enhance public awareness regarding the importance of halal products; (2) providing free halal certification programs to address governmental policy barriers, particularly the high cost of certification; and (3) offering coaching and training programs aimed at addressing the limited education and skills of human resources in the sector. The implications of this research are expected to positively impact the halal food and beverage industry in Jabodetabek by contributing to policy improvements in halal certification and enhancing the overall competitiveness of halal products.

Key words: Analytical Network Process, Halal product development, Halal certification, Halal literacy, Jabodetabek.

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INTRODUCTION

Halal products refer to goods that comply with Islamic principles and are deemed permissible for consumption by Muslims (Fischer, 2019). Halal Matters: Islam, Politics and Markets in Global Perspective. Routledge. The halal certification process is essential in verifying this compliance. The halal logo serves not only as a religious marker for Muslim consumers indicating adherence to Sharia law but also as a signal of cleanliness, safety, and quality for non-Muslim consumers (Tieman, 2011). The application of halal in supply chain

management: In-depth interviews. *Journal of Islamic Marketing*, 2(2), 186-195.. Over time, this logo has become a benchmark for product quality assurance (Kamila, 2021).

In the Greater Jakarta area (Jabodetabek), the market for halal products continues to expand due to increased public awareness and rising demand for Sharia-compliant goods. Law No. 33 of 2014 concerning Halal Product Assurance mandates halal certification for products circulating in Indonesia. This legislation aims to provide legal certainty, particularly for Indonesia's Muslim majority population, and to minimize consumer

doubts about the halal status of products in the market.

Despite these regulations, challenges remain, both locally and globally. These include difficulties in ensuring continuous monitoring of halal compliance, the absence or high cost of certification, weak enforcement of halal regulations, lack of financial and investment support for halal businesses, and limited availability of halal-certified raw materials. Furthermore, there is insufficient awareness of halal standards outside the food industry, coupled with a shortage of skilled labor in the halal sector (Astuti, 2020).

Halal certification is often perceived merely as a religious formality rather than a strategic business asset. Several studies suggest that halal certification positively influences business performance, especially in terms of revenue growth. However, most existing research has focused on large enterprises, with limited attention given to the impact of halal certification on Micro, Small, and Medium Enterprises (MSMEs), particularly in regions like Bogor City (Hana, 2020).

To address these issues, the National Committee for Islamic Economy and Finance (KNEKS) has proposed three key national strategies:

Halal Preference Strategy

This strategy promotes consumer preference for halal products through social approaches and community engagement. It aims to overcome the lack of prioritization of halal status among some consumers and the limited understanding of halal among producers and the general public.

Research and Regulation

There is a strong need to enhance halal regulations and conduct targeted research—particularly in developing alternatives to non-halal materials. Current inconsistencies in regulation and inadequate law enforcement have impeded industry progress.

Industrialization Strategy

This strategy focuses on increasing

production efficiency and technology adoption to enhance product quality and competitiveness. It also emphasizes the development of halal industry clusters to support sustainable, modern, and large-scale halal production.

MATERIALS AND METHODS

This research is a qualitative study that employs a quantitative approach. The data collection techniques used in this study include interviews with representatives from the Halal Product Assurance Organizing Agency (BPJPH). In addition to interviews, data were also collected through questionnaires distributed to business actors and consumers of halal food and beverage products in the Greater Jakarta area. The analytical technique used in this research is the Analytical Network Process (ANP) method. ANP is a qualitative research method that can integrate both qualitative and quantitative aspects in a research subject (Saaty, 2001). The data analysis was conducted using the Super Decisions software version 2.10.

The study was carried out from July to September 2024. The sampling technique used was purposive sampling, resulting in a sample size of 30 respondents, consisting of business actors and consumers of halal food and beverage products in Jabodetabek.

RESULT AND DISCUSSION

Problem Decomposition

This stage aims to identify, analyze, and structure the research problems into the ANP network. In-depth interviews are a crucial phase in research using the ANP method. Literature review also plays a vital role in the problem decomposition process. The issues identified from the literature are then raised by the researcher and confirmed with key informants through in-depth interviews (Pangestu, 2015). The

interviews were conducted with two experts from BPJPH (Halal Product Assurance Organizing Agency), who were considered to have strong expertise in this research.

a. Criterion: Lack of Public Awareness of the Importance of Halal Products

This criterion explains the barriers or challenges contributing to the lack of public awareness regarding the importance of halal products. It is broken down into several sub-criteria related to the factors hindering public awareness. Based on the questionnaire results, this cluster is divided into six sub-criteria: limited access to information, consumption habits, unclear halal labeling, lack of campaigns and outreach, minimal education, and the influence of culture and environment.

b. Criterion: Government Regulations and Policies Are Still Ineffective

This criterion outlines the barriers or challenges that cause government regulations and policies to remain ineffective. It is divided into sub-criteria identifying specific issues within the regulatory framework. According to the questionnaire results, this cluster consists of six sub-criteria: high cost of halal certification, inconsistent policies, lack of coordination among institutions, insufficient policy outreach, weak law enforcement, and complicated certification procedures.

c. Criterion: Low-Quality Human Resources

This criterion explains the barriers or challenges caused by the lack of quality in human resources. It is further divided into several sub-criteria that describe the contributing factors. Based on the questionnaire results, this cluster consists of five sub-criteria: limited expertise, lack of government support and incentives, inadequate education and training, lack of experience, and minimal innovation and creativity.

Analytic Network Process (ANP) Results

The following are the results of the ANP data analysis, which can be used to determine strategies for developing halal food and beverage products in the Greater Jakarta area (Jabodetabek). The objective of this study is to identify strategies for developing halal food and beverage products in the Greater Jakarta area (Jabodetabek). One of the most dominant indicators of barriers to public awareness regarding the importance of halal products is the lack of education. This lack of education is the main cause of low public awareness about the significance of halal products. It emphasizes the need for more effective and well-organized educational strategies, using both traditional and digital media, so that the public can comprehensively understand the benefits and importance of consuming halal products.

In the cluster of ineffective government regulations and policies, respondents indicated that the high cost of halal certification is the most dominant indicator. The selection of this indicator reflects concerns over the potential financial impact on business sustainability, particularly for small and medium enterprises (SMEs). Therefore, government programs or policies are needed to ease the burden on these businesses.

In the low-quality human resources cluster, respondents selected lack of education and training as the main issue. This selection highlights the importance of adequate education and training to help business actors comply with halal standards and reveals potential barriers due to limited access or lack of support in this area.

1. Halal Literacy Program

Respondents selected the most dominant indicator from the Halal Preference Strategy cluster as the halal literacy program. This choice underscores the importance of halal literacy in improving understanding, strengthening compliance with halal standards, and supporting both business actors and consumers to be more actively involved in

the halal industry. This indicator aligns with the findings of Mursid (2021), who stated that increasing halal literacy can drive market demand while also educating the public that the food they consume must meet halal standards.

2. Free Halal Certification Program (Sehati)

The challenge of high halal certification costs is a significant aspect in the development of halal food and beverage products in Jabodetabek. Therefore, a well-structured strategy is needed in the Research and Regulation cluster. Respondents predominantly selected the Sehati program, which offers free halal certification. This program is expected to help businesses comply with government policies and reduce halal certification costs for food and beverage products. This indicator is in line with the study by Mya (2023), which states that the program is expected to ease the burden on business actors in fulfilling legal requirements in Indonesia. As a result, not only does the program ensure the halal status of distributed products, but it also helps MSMEs comply with existing regulations.

3. Coaching and Training Program

In the Industrialization Strategy cluster, respondents predominantly selected the coaching and training program as the main priority. The choice of this program as an indicator shows that business actors need adequate support and knowledge to successfully meet halal standards, innovate in halal products, and comply with related regulations. This is in line with expert interviews (Wibowo, 2024), which state that business actors need guidance and mentoring from start to finish, as well as support for product innovation. The first step in building a halal ecosystem in Indonesia is the development and empowerment of human resources. This can be achieved through training, outreach, and capacity-building efforts (Adinugraha, 2022).

CONCLUSION AND IMPLICATION

The strategy for developing halal food and beverage products in the Greater Jakarta area (Jabodetabek) includes implementing halal literacy programs to raise public awareness of the importance of halal products; expanding and optimizing the Sehati program to make it easier and more affordable for business actors to obtain free halal certification; and conducting coaching and training programs supported by the government. These include guidance on halal certification procedures, training on innovation in halal food and beverage products, and improving human resource competencies through seminars and collaborations with higher education institutions. This approach aims to enhance both human resources and the value of the halal food and beverage products being sold.

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