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Halal Awareness on the Socialization of Halal Certification

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Abstract: National awareness for Halal Certificate is not currently experiencing significant development. Stagnation that occurred in the validation rules on halal assurance in Indonesia is need the national movement that the people of Indonesia should quickly get protection from the government will be the fulfillment of their rights as citizens, focusing on the rules of halal food, drugs and cosmetics that used. Halal awareness is affected by several factors such as halal knowledge with frequent follow halal development or halal exhibition event, or halal training and the like, also the time factor of halal certification process. This paper aims to determine the factors that influence awareness of halal products in society. The conclusions are can be formulated so create awareness of halal that the best solutions can be realized on halal consciousness is by designing a system that is able to formulate basic halal food security for all people so that they feel that products marketed in Indonesia is a product that is guaranteed safe, healthy and halal.

Keyword: *Halal Certification, food security and Halal Assurance*

1. Introduction

Halal consciousness is a strong commitment to the product consumed is halal. There is a growing concern amongst the Muslims about the “Halal” food and ingredients which has led to a stimulus in demand for “Halal” food [1]. The global “Halal” food market potential could rise to USD 500 billion by 2010 [3]. Such lucrative figures points towards growing awareness about “Halal” food amongst Muslim consumers. This awareness regarding “Halal” food is not only restricted to Muslim minority countries but also is getting momentum in Muslim dominant countries. However so far no significant literature is available that reflects upon the awareness and perceptions of halal food amongst the Muslims (Salman, 2011). Public awareness and understanding of halal products is now increasing. However, the increase is not commensurate with the technological developments in the field of food processing, so that the critical point of haram knowledge on food and beverages in the community should be improved [5].

Furthermore Jamaran (2011) said that In the past, the public's understanding of the halal products is limited to foods that do not contain pork. "In fact, with technology, pork and its derivatives that can get into the food or beverage in a form that can not be recognized anymore, except by doing research. Moreover, haram elements in foods and beverages can also be derived from the carcass, members of the human body such as hair and other elements that are prohibited by religion. So that people's understanding of the halal problem continue to rise, LPPOM MUI and its related institutions in the field of food and religion must constantly socializing, education and correct information to the public on various issues relating to halal is very important, because it lawful for a



Muslim society is religious orders that must be obeyed (Jamaran, 2011). Halal is no longer a mere religious obligation or observance, but is considered as the standard of choice for Muslims as well as non-Muslims worldwide. The Halal concept is not unfamiliar to non-Muslims, especially those in Muslim countries. A good example of consumers' awareness and understanding with regards to the Halal concept of food products is the rapid increase in annual sales in Halal stores throughout Moscow, Russia, from USD45 in 2004 to USD70 million in 2006 , a sum that is expected to hike to USD100 million in 2008 [4].

2. Methodology

The method used in this paper is a comparative method to analyze the opinion of a number of experiences and methods and the application of halal awareness in a number of countries such as Pakistan, Malaysia and Indonesia. also analyze the system design halal awareness through System Dynamics [11].

For example in Conceptual framework of theory of planned behavior with application to Halal food consumption among non-Muslims in Malaysia as below

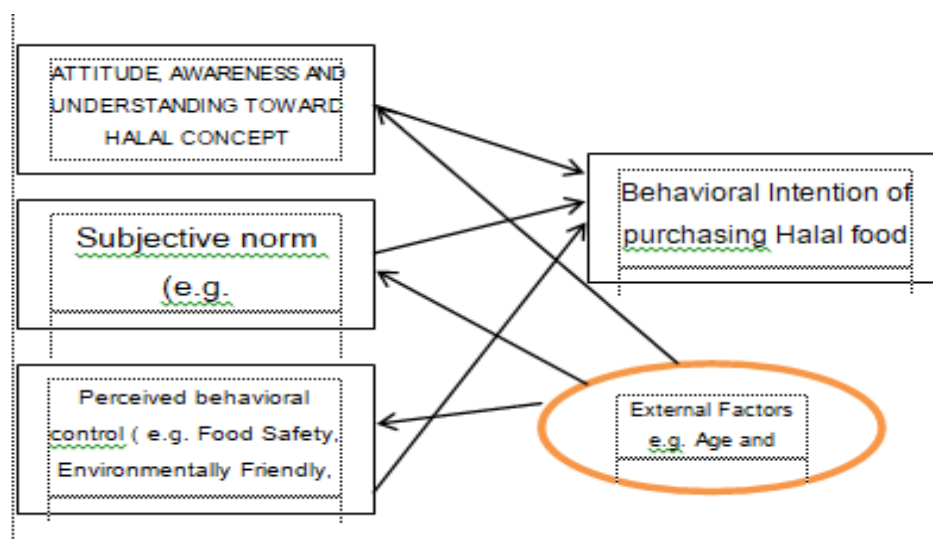


Fig.1. Conceptual framework

.(Source: Adapted model from Ajzen (2002) in Golnaz, 2010)

3. Results

Halal food trade has picked up rapidly while more and more countries have been adopting Islamic Finance in their banking system. Halal cosmetics and personal cares are next in line in the Halal Business. In fact increasing number of companies throughout the world are now producing halal cosmetics and personal cares in order to tap this burgeoning market. Most of cosmetic and other personal care products are made by non-Muslim manufacturers and came from non-Muslim country which can be disputed about the halalness of its ingredients. Many cosmetics contain alcohols as humectants that help deliver ingredients into skin, emollients, or cleansing agents. Equally, some of the fatty acids and gelatine used in products such as moisturisers, shampoos, face masks and lipsticks are derived from pigs. In addition, the cosmetics and pharmaceutical sector was subject to greater scrutiny by Muslim scholars on the suspicion that many international brands are using enzymes extracted from pork meat or alcohol [1].

To measure the awareness and perception of Muslim consumers in Pakistan towards halal food. Pakistan is an Islamic country where more than 95% population is Muslim. It is therefore imperative to explore the impact of religiosity on consumer behaviour (Salman, 2011). That religion is ascribed as having a paramount importance in consumption patterns of Muslims in non-Muslims countries. Religion provides guidelines for not only Muslim consumers but also channel the behavior of non-Muslims consumers (Delener, 1994 in (Salman, 2011), Religious impact is greater on the Asian consumer as compared their British counterparts (Lindridge, 2005 in Salman, 2011). There is a positive relation between religious commitment, store loyalty and consumer complaints (Swimberghe, Sharma, & Flurry, 2009); religion is observed to be an inspiring factor in choosing food amongst the Norwegian consumers [14].

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4. Discussion:

4.1 Designing A Data-Driven Halal System For Halal Awareness

From Data of Halal socialization in Nusran (2015), Total percentage of companies that have Halal Certificate Halal socialization affects approximately 40%. (LPPOM MUI, 2014). From the data LPPOM MUI (2013), the mentioned forms of lawful socialization has been done by LPPOM MUI to a number of companies and manufacturers in Indonesia are: 1. Implement Indonesia Halal Expo (INDHEX), 2. Issuing Halal Journal magazine, 3. Implement Halal Goes to School, Travel Halal and Halal Comics, 4. Through Social Media: a. Facebook: Halal is my life, b. BBM Groups Halal Community Care Forum, 5. Socialization Halal through cooperation with other media such as detikfood, Republika Newspaper, magazine Umami, 6. Training and Seminar-training such as: a. Training (prospective) Auditor LPPOM Halal MUI and Institutions abroad, b. Regular training Halal Assurance System for the Company, c. Halal In House Training, d. International Halal Assurance System Training, e. Training Halal SME (Small and Medium Enterprises)

4.2 The Role of Awareness of Halal

To investigate the relationship between knowledge and religiosity on attitude towards Halal food and cosmetic products. It also looks at existence of significant difference between consumers' attitude towards Halal cosmetic and Halal food products were investigated. Based on the sample of Malaysian Muslim consumers, results show that religiosity is more influential towards behavior compared to knowledge pertaining to halal matters and there is a significant difference on respondent's behavior between halal food products and halal cosmetic products. (Ahmad, 2015). The important role of halal awareness, halal certification in determining purchase intention empirical examination of this issue is limited. In order to fill this knowledge gap, this study aimed to determine the relationships between halal awareness, halal certification, food quality with the intention to purchase halal product among the non-Muslim community. that the halal awareness, halal certification, marketing promotion, and brand were positively related to purchase intention, whereas food quality was negatively associated with it. Theoretically, this study is one of the first attempts to develop and to empirically test a conceptual model on halal purchase intention by integrating halal components with marketing-related components [1].

4.3 Factors Affecting Halal Awareness

To measure the perception and awareness of halal food among the Pakistani consumers. In addition to this a preliminary investigation was made to unveil the conundrum of religiosity and consumer behavior and trace how former influences the latter. Considering the empirical findings of data analysis we infer that: (a) Religion is the omnipotent source of religious beliefs for Muslims Consumers. (b) Beliefs are closely knitted with religious commitments. (c) People who are highly religious may not necessarily have high level of awareness about halal food.(d) Attitude towards halal food is closely akin to the notion of beliefs (Salman, 2011). The increasing number of Muslims around the world and the raise of awareness among their recent generations are two crucial reasons behind the new trend in the change of behavior among Muslim consumers [1]. Since Muslims are aware about the prohibition from using alcohol, pork and any other related items, this may led to rapidly rising demand for halal cosmetics and personal care products. In Malaysia, cosmetics and toiletries market recorded sales of approximately RM.3billion in 2003, with the growth rate of 13% annually [2].

The same source also claimed that there are over 60,000 types of cosmetics available in the local market. Among the cosmetic company exist in Malaysia are Avon, Cosway and Maybelline; for mass market, Estee Lauder, Clinique and Shiseido; for prestige brands, and also Body Shop, Sasa and Roche; for franchise chains. Cosmetics and toiletries industry also receive an impact on this global halal awareness and as a result, the demand for halal cosmetic is rising worldwide [3]. This phenomenon has urge marketers to seek halal certificate in order to capture this halal emerging market. This Halal cosmetics and toiletries market is expected to increase globally by 8.5% by 2014 and it represents one of the few markets that portray a stable growth (Ahmad, 2015).

4.4 Model Verification

Verification and validation is performed to test whether there is an error or fault modeling or not. After making stock and flow diagram, then the verification and validation process. Another aim of this process is to ensure that the models are designed according to the real condition or approached. This test represents that modelers need to fully understand the interaction between the components in the system are observed. In Figure 2 checking units of the model by using Vensim software TM and visible results of the checking unit has a valid and there are no mistakes or errors.

Nusran (2015) show that at the stage of checking the validity of the model simulations designed not experience errors such as in Figure 40 and the results are seen there are no errors, although there are some levels that are not used, it is in accordance with the conditions of modeling that some levels were made to show the condition of accumulation alone. After the verification and validation of the model and stated that the model is valid and not experiencing an error, then the next is ready simulated models

The validation process performed by a confirmatory test structure, test parameters and test extreme conditions. Validation aims to ensure that the model has been designed in accordance with the purpose of designing a model. Scenario and Development Model, Proposed scenario Halal Socialization where the company ALWAYS, if not mentioned means using the initial setting models. Conditions in Halal socialization scenario into the company in the scale 3, ALWAYS condition, value 15, with a note that if not mentioned means using the initial setting models model [11].

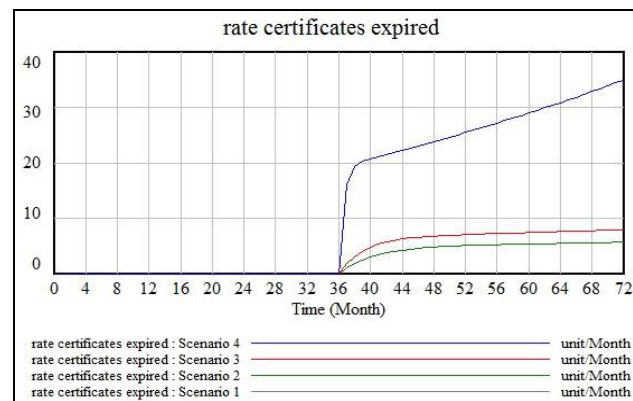


Fig. 2. Expired rate of Halal Certification (Source Nusran, 2015)

Nusran (2015) show that For halal socializing influence to the manufacturer, there are two activities that have been carried out routinely by LPPOM MUI or company that is there 3 times in 1 year event that is internal auditor training to better understand the importance of the company for the products Halal assurance that they are marketed. Then Halal Forum that the halal company, so it affects the willingness of the company's decision to certify its products. For the level of awareness of halal products 40 percent (LPPOM MUI, 2013) at the level of the product based on data LPPOM MUI. It was influenced by four things: 1. Social Institutions (organizations), institution to Islamization, coaching and Education Foundation and others, 2. The influence of social media such as Facebook. Whatsapp, Twitter, BBM and others., 3. Effect of print and electronic media such as newspapers, magazines, newsletters and others, 4. The influence of corporate promotion of halal products. For all four things that affect the level of consumer awareness, so far there has been no further research, which is the most effective (on target) in feed that influence the level kesdaran halal products. Therefore, based on these researchers provide recommendations for further research. Because halal certification experiencing a high trend so that the ratio was increased and more and more, we need to hold a model policy in accordance with the changing demands.

Furthermore Nusran(2015), If the number of potential halal increased and the number of products not register in the press, then the flow of products in the halal certification process would be significantly increased. If up to 300 products in one month can be in the hands of properly, it will increase the number sign. There was a surge in the past 25 months to 24-72 months, if the scenario plus expiration policy that is up to 36 months (3 years), then the graph rise certified products will be more stable because it does not add burden to the Auditor.

4.5 Contribution to the Improvement of Halal Awareness

Contribution to Increase the public awareness about the urgency of consuming the halal products is much expected to increase the advantage both in aspects of trade, economy, and the competitiveness of products and other business advantages. Some of the research results from the halal certification model and this policy model are as follows: 1. By method and policy model which will offered will accelerate the halal certification for all the products and companies circulating in Indonesia, while increasing the volume of sales and profits of companies. 2. Increasing consumer confidence about the products which are certified will produce to the creation of consumer loyalty about the products. 3. There is a sense of consumer security in consuming the products which are certified which will increase the image of consumer support to the products which are certified Halal. 4. The whole products (domestic and imported products) which are marketed in the territory of Indonesia are obliged to have the halal certification. 5. Clarifying the authority of halal certification agencies, for example by designating LPPOM MUI as institutions under President/Government in carrying out a regulatory of official halal certification in Indonesia [11].

To Create Halal Socialization Policy Model And Policy Model Of Legal Basis Of True Halal Certification So That The Government Can Determine The Form Of The Policy On All The Products To Obtain Halal Certification Related To Regulatory Plan (Operational Legal Basis Of Halal Certification Process) Through The Law Of Halal Product Warranty And Including On The Cost, The Administration, And Halal Certification Procedures So That It Can Accelerate The Expected Quantity Of Products And Companies Having Halal Certification.

5. Conclusion

Indonesia becomes a potential market for halal products to the future. For that reason, manufacturers must have carefully seen these opportunities, so those companies would not be wasting the opportunity to immediately seize the market by way of certifying their halal products and providing halal assurance on the product. Because of the large potential, then supported the movement of halal socialization which make mandatory to success the movement of halal care

Malaysian Muslim consumers, the results suggest that religiosity is more influence on behavior than with knowledge relating to matters of halal and there are significant differences in the behavior of respondents between halal food and halal cosmetic products. Research shows that consumers are aware of the existence of non-Muslim Halal food, Halal principles and advantages of how Halal slaughtering animals. This can be demonstrated by their significant awareness that Halal is not just the way Muslims slaughter their animals, but also related to the environment, sustainability, animal welfare and food safety.

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