

Halal and Healthiness of Snacks Analysis for Creative Economic Business and Potential A New Business Opportunity

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Abstract— The purpose of this research is guiding fast foods be healthy (halal-healty) for creative economic business and choosed alternative to appear a new bussines. The target group is the creative economic business on fast foods commodity by using a method, participator action research (PAR) through some strategies. The result of laboratory analysis showed that creative economic business from the group, it is positive enough because the average for using formaline, boraxs, and rhodamine B is 14,29%. This condition, there are two business opportunies which could be created in short term, those are milling the meat shari'a and using natural color to avoid using rhodamine B. The offered suggestion, everything had been done by the creative economic business, it was not they did themselves only but it is related to others people. So that, they have to be careful on producing and they have to be wary to use lard. Especially, nasi goreng (fried rice) and bakso.

Keywords— Foods, Halal, Healthy, Creative Economic Business

I. INTRODUCTION

Creative economic business, especially food sellers and 'snacks for students' sellers in junior and elementary schools and also universities in Malang. This research gives an consideration which could be used to take a decision in order to UMKM potential could be risen up integrative and sustainable. Prospects of this decision, it could give a new nuance for UMKM integrative, including set of problems are faced to production process which have been oriented but on practicing is fast and fortune [9].

The innovations from the research in this third year is intergration in Al-Qur'an and Hadist and also synergies the research which would be done by every faculty, in order to the value of the research, integration on learning substantial process, supporting the vision, mission, and purpose of UNISMA which focuss on institution considered superior research (LPPM, faculties, mayors, and laboratories) [1]. Driving road map which has been done and would be done by LPPM, faculties, mayors and laboratories to achieve the vision and mission of UNISMA.

In this creative economic business could be known as snacks and main food which still need vigilance about sanitation, healthy, and halal. Those are in order to face

ASEAN Economic Community, especially in local product, so it could not be imitated easily.

II. LITERATURE REVIEW

Basic theory was taken from the result of the research in the second year as the continuance. The result conclusion, Based on the results of the analysis and discussion on the previous material, it can be concluded that in order to improve the creative economy business (MSMEs) is known to have made various efforts that are expected to bring a better development, given the existence of UMKM itself has a very large number and evenly distributed almost on All aspects of the business [2]. Although the number is quite a lot but it turns out its own contribution is still quite small compared to large business. This is because MSMEs, especially those managed by the creative economy, do not show significant progress despite their long-standing efforts. To answer these problems, the writer tries to offer various strategies of business development by utilizing the ability and knowledge of entrepreneurship with the concept of economic empowerment of people who are expected to be able to answer various problems faced by creative economic business actors (MSMEs) [8].

Recommendations; the right strategy is expected to answer the various problems faced by creative economic business actors [3]. Therefore, it is suggested to the government, universities, NGOs and other institutions to further enhance the alignment of creative economic business actors (UMKM) considering their very big role in regional economic development through programs that are expected to increase the knowledge and ability of entrepreneurship and empowerment Economic people who are the basic capital for them to be able to develop their business [6]. As for the business itself to be more proactive in improving knowledge and ability themselves in order to develop the business.

III. METHOD

With Participatory Action Research (PAR) the aimed to creative economy actors, the strategy used in action research is using the method proposed by O'Brien (2001) with the mechanisms, namely [4]: planning with regard to the real

conditions of the target group (creative economy actors); actions in which the target group (creative economy actors) implements the plan that has been made with the help and facilitated by the researcher; observations undertaken to observe and analyze the successes, weaknesses and deficiencies of strategies and methods used in solving problems that occur in the target group (creative economic actors) of producers; and reflection where the efforts that have been done in solving the problematic of the target group (creative economy actors) are reflected and evaluated, both shortcomings, weaknesses and success of strategies and methods in solving the problems of society [10]. This reflection and evaluation leads to planning as in the planning

points to solve the problematic of the target group (creative economy actors).

Other real benefits include: independence of the target group will be realized and self-reliant at the time this research has 'released' them after the program is completed, partnerships are built therein, and the benefits of additional income through stimulation of additional business funds.

IV. RESULT AND DISCUSSION

The result of this analysis from the assisted group showed, it is positive enough because they used formaline, borax, and rhodamine only 14,29% average (Table 1.)

Table 1 : The result of using formaline, borax, and rhodamine B

No	Sample	Formaline	Borax	Rhodamine B
1	Jamur Crispy	Negative	Positive ¹	-
2	Gorengan	Positive ¹	Negative	-
3	Serabi	Negative	Negative	-
4	Nasi Gorenng	Positive ²	Negative	Negative
5	Usus Crispy	Negative	Negative	-
6	Pentol bakso (meat ball)	Negative	Positive ²	-
7	Mie bakso (noodle)	Negative	Negative	-
8	Tahu putih bakso	Negative	Negative	-
9	Tahu coklat bakso	Negative	Positive ³	Negative
10	Siomay bakso	Negative	Negative	-
11	Goring bakso	Negative	Negative	-
12	Kuah bakso	Positive ³	Negative	-
13	Mendol	Negative	Negative	Negative
14	Cireng	Negative	Negative	-
15	Rica-rica Ayam	Negative	Negative	Positive ¹
16	Es buah	Negative	Negative	Negative
17	Makroni	Negative	Negative	-
18	Jelly	Negative	Negative	Positive ²
19	Untuk yuyu	Negative	Positive ⁴	-
20	Cilok	Negative	Negative	Negative
21	Sempol	Negative	Negative	-
22	Pentol Batagor	Negative	Negative	Positive ³
23	Tahu Batagor	Negative	Negative	
24	Kubis Batagor	Negative	Negative	
25	Kentang Batagor	Negative	Negative	
26	Siomay Batagor	Negative	Negative	
27	Basgor	Positive ⁴	Negative	Negative
28	Gulali	Negative	Negative	Positive ⁴

Source : primary data analysis, 2019

The condition on Table 1 gives an indication that the creative economy business responded the suggestion to do not use chemical. Special for nasi goreng and bakso were analysed that they are contained lard. It is caused some reasons, one of them is the milling process of meat ball using meat milligin service in traditional market. Probably, milling process is not clean enough because there are many customers who use the miling service [9].

We give some informations about effects of using formaline, borax, and rhodamine B:

Formaline; Basically, formaline is used to mix some products such as paint, glue, cosmetics, farmaci products, wood products, antiseptics, cigarettes and human corps preservative. Actually, using formaline is not forbidden in industry [5]. But, every employee who works around this must be careful because it has big risk and formaline is forbidden to being used for food preservative. The dangerous formaline for our healthy if we consume it, is interference with the respiratory tract and digestive damage.

Borax; Borax is a basic material to measure metal, making glass, pesticide, and material of cleaner. It is dangerous for the healthy if it is swallowed. Borax is often being used to mix some foods as the preservation such as bakso and noodle and it could rise the crispy up of chips. So that, borax is a chemical dangerous for our body. The foods has endurance for about 14 — 15 days, it conducts borax and it is more elastic and soft. If someone consumes it, they would be getting some diases and they could get serious diases [7]. The creative economi business, they are not strange to borax, especially for the snack sellers. Usually they call borax 'bleng'. Using borax has been as governmental laws in some countries. It is included indonesia. BPOM has forbidden to use this chemical for food. So that, the buyers should be careful before buying some products in the market. Make sure, the product which is bought, is free from borax or other chemicals. Stay way to buy products which have light colour and have strong smell [6].

Rhodamine B; Rhodamine is a color basic material to use in textile and papers industry. Sometimes, it is used as reagent in laboratory to analysis antimoni, cobalt, niobium, gold, manganese, mercury, tantalum, talium, and tungsten. The producer used rhodamine as color material on their product to interest the consumer. They are reluctant to use the food coloring because it is expensive. The government has forbidden to use rhodamine B for food. In the regulation of the minister of health of the Republic of Indonesia number : 239/ Menkes/ Per/ V/1985 about certain pigment, said as material dangerous because it could cause iritasi saluran pernafasan, iritasi kulit, iritasi mata, iritasi saluran pencernaan, keracunan, gangguan hati, dan yang paling serius adapah kanker hati. The snacks are sold around the school street, are still doubtful of the healthy safety [10]. It is often found in chip snack, sambal, jelly, manisan, sosis, syrup, beverage and ice cendol. Sometimes, borax is found in cosmetics, such as lipstick which as light red colour, water proof lipstick, blush on, and others. Even only used in the skin, using rhodamine B appears a dangerous. The regulation of the minister of health RI no 033, 2012, it is sure that rhodamine B migjt not be used for food because it conducts dangerous matter for healthy which could get

cancer because rhodamine B has carcinogenic and if it is swallowed, it would be toxic to organs. According to National Agency of Drug and Food Control, the characteristics of food which contains Rhodamine B is, it has shining color, light color, sometimes the color is not smooth and if we consumed, the taste is little bitter [11].

Food is a protein which is useful for human. There are two kinds of proteins, animal protein and vegetable protein. All are blessed from Allah and it is for human. So that, islam doesn't forbid all human, even man or woman to use it in this life, like eating and drinking, Allah said in Qur'an surah al-a'raf/7 :31), O Children of Adam! Look to your adornment at every place of worship, and eat and drink, but be not prodigal. Lo! He loveth not the prodigals.

Al-quran really gives an attention about foods and beverages. Al-qur'an said ta'am (food) for 48 times and syarab (drinking) for 38 times. Al-qur'an gives information that foods for human and animal have been available in the world, but we need struggles before consuming it not only that but also human should eat healthy food (tayyib)and do not eat too much. We have to look for, take, and collect it sari'ah. It is forbidden, if we have from haram way. Eating haram food is forbidden, because it is sin and dangerous. Good (tayyib) means useful for human body, it could make strong and health body. We are forbidden to eat some foods which could damage our body and our brain. Eating too much could endanger human body [3]. Surah al-baqarah/2: 57 is related about that. It said, And We gave you the shade of clouds and sent down to you Manna and quails, saying: "Eat of the good things We have provided for you:" (But they rebelled); to us they did no harm, but they harmed their own souls.

V. CONCLUSION

This research showed that the creative economy business from the target group in the laboratory analysis given positive enough because they used formaline, borax, and rhodamine B only 14,29% average. From this condition, there are two business opportunities which could be achieved in short term, those are milling meat sari'ah and making nature pigment to avoid using rhodamine B.

The offered suggestion, the creative economy business that is not only from themselves but it is related with others. So that, they have to be careful on product processing, vigilance to lard. Especially for nasi goreng and bakso.

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