

Improving the Awareness of Providing Halal Food Among Street Vendors

Hirawati Oemar*, Eri Achiraeniwati, Yanti Sri Rejeki, Anis Septiani, Ezar Amrullah

Department of Industrial Engineering, Faculty of Engineering

Universitas Islam Bandung

Bandung, Indonesia

*hirawatio@yahoo.co.id

Abstract—Based on a preliminary survey, almost all street vendors around UNISBA believe that the processed products they sell are halal, even though the raw materials they use do not have halal certificates. This shows the lack of understanding and awareness of street vendors regarding the halal product. As one of the Islamic universities, Bandung Islamic University (UNISBA) is obliged to educate the general public and academic community about the importance of halal food. Therefore, socialization and training on halal awareness, halal guarantee system and halal certification are needed. The level of awareness of street vendors about the need to provide halal food was measured by distributing questionnaires before training and after training. The results of the training showed increased understanding and awareness of halal food. As a result, all trainees want to get a Halal Certificate. However, there are several obstacles in obtaining halal certificates, namely costs (68%), time (24%), and procedures (28%).

Keywords: *halal food, halal certificates, street vendors, training*

I. INTRODUCTION

Indonesia is a country that has the largest Muslim population in the world. In daily life as a Muslim, halal is a very important thing to consider, one of which is in choosing food products to be consumed. Food is a basic human need in life, and halal food is a must for Muslim communities. This is in accordance with the order of Al-Quran Al-Baqarah 168 [1]:

اَلْسَيِّئٰتِ خَطُوْبٍ تَتَّبِعُوْا وَلَا طَيِّبًا حَلٰلًا اَلْاَرْضِ فِيْ مِمَّا كَلُوْا اَلنَّاسُ اِيَّهَا
مُبِيْنٌ عَدُوٌّ لَّكُمْ اِنَّهٗ

O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.

The verse ordered the search for halal food and to avoid haram food. Halal food is one of the reasons a prayer is fulfilled, according to the hadith of the Prophet's words to Sa'ad Bin Abi Waqas. Ibn Abbas said that Sa'ad Bin Abi Waqas asked the Prophet Muhammad, "O Messenger of Allah, pray for me to be the one whom Allah has bestowed in prayer". The Messenger of Allah (may peace be upon him) said: O Sa'ad, improve your food (eat halal food) so that you will always be the one to whom your prayers will be granted. And for the sake of my soul which his in His hands if a person puts food into his

stomach, it will not be accepted for 40 days and a slave whose flesh grows out of deception and usury, then hell is better for him" (HR Athabrani) [2].

According to the Center for Halal Lifestyle and Consumer Studies (CHCS), 72.5% of the Muslim community is very concerned about the importance of consuming halal food, because this is an obligation as a Muslim. UNISBA is one of the largest Islamic private colleges in Bandung has a role to provide understanding to the surrounding community and the entire academic community about the importance of halal food, especially in food supply manufacturers around UNISBA. As Umar Bin Khattab RA said "It is not permissible to sell in our market except for the devout, otherwise he will certainly eat usury either forced or voluntary". Fakhir here means understanding the rules and Islamic law. In this case, understand halal and haram, a food product that will be sold or purchased.

Street vendors who sell foods at UNISBA environment are very helpful for students and employees in terms of food availability. However, there are still many academics of UNISBA, as consumers, and street vendors, as producers, that have not fully paid attention to the halalness of products sold or purchased. This is due to the lack of insight about the causes of food becoming haram. Therefore, it is necessary to provide understanding, guidance and supervision for the producers in selling their products in order to fulfill halal requirements and motivate producers to obtain halal certificates for their products.

Street vendors who sell foods at UNISBA environment reached 53 registered stalls, but the active street vendors were only 47 stalls. Most of the products sold are food and beverages. Based on the preliminary survey, almost all street vendors feel that the processed products they sell are halal. But only 77% of sellers believe that the raw materials they use are labeled halal and almost all traders who use raw materials of meat do not pay attention to the process of slaughtering animals. In addition, 20% of street vendors do not buy from the same seller every time they buy raw materials. This shows that street vendors still pay less attention to the halal nature of the raw materials they buy because the process of understanding halal products is still low. Street vendors knowledge about the criteria of halal food, as well as how to get halal certification, is

still low, only around 56% and 52%. Moreover, the willingness to get halal certification is only 60%.

Indonesian Ulama Council contend halal can be seen from the materials used as raw materials. Materials used as raw materials must not be sourced from unclean and unclean ones. These criteria need to be supported by the existence of certificate documents, exception - critical materials or materials purchased in retail. In addition, the facilities used in processing products must not be cross - contaminated with ingredients or products that are unclean or unclean. The place used must be specifically for processing products or serving halal food [3].

According to previous research, it is shown that the training of halal awareness enhancement improves the understanding of halal awareness [4]. There is a significant relationship between attitude and purchase intentions, while subjective norms and perceptions do not show a significant relationship with purchase intentions [5]. Furthermore, in other studies, the motivation factor is very important in determining the willingness of getting halal certification, because motivation indicates the commitment of top management. This will affect the smooth process of halal certification because they will have to provide time, money and thoughts [6].

Some factors that can be used as halal standards for business consist of 3 factors, namely technology, organization and environment. The technology field deals with compatibility and perceived benefits, the organizational field deals with management support, organizational readiness, awareness, understanding, and expected business benefits. The field of environment relates to government support, competitor pressure, consumer pressure, regulatory standards, and market demand [7]. Related to Muslim lifestyle helps consumers to always consume halal food. This shows that producers need to obey halal rules to ensure the success of their business [8].

To globally develop halal certification requires support from the government and society at large. Customers must be more aware of the importance of halal products. Therefore, the level of consumer knowledge is a benchmark for awareness of using halal products. On the other hand, the industry needs to develop a more distinctive brand identity and marketing [9]. For this reason, halal certification labels will attract consumers to buy products sold by traders; and applying for halal certification can be used as consideration for capturing the global market [10]. Thus, the government and other Islamic institutions have the responsibility to increase public knowledge and awareness of the use of halal products, as well as Muslim consumers, especially those who adhere to Sharia in consuming food [11]. One thing that affects halal awareness is the knowledge of halal product qualifications. This knowledge can be obtained by frequently attending halal exhibitions, halal training and other similar activities [12].

Based on these conditions, street vendors do not fully understand halal products. Therefore, the purpose of this activity is to raise awareness for processed street vendors UNISBA in preparing raw materials and production processes (manufacturing/processing), that is in accordance with Islamic law (halal). Achieving these objectives is carried out with socialization and assistance so street vendors sell halal guaranteed products. The research conducted was socialization

and training on the importance of obtaining a halal certificate with the research object of street vendors around the UNISBA Campus.

II. METHODOLOGY

The purpose of the activity is to raise awareness for processed street vendors around Taman Sari No 1, in preparing raw materials and production processes (manufacturing / processing) in accordance with Islamic law (halal) through training. Training materials include: (1) Halal food according to the Koran and Hadith. (2) Education of thayiban halal food. (3) Halal guarantee system. (4) Halal certification. To determine the level of understanding of street vendors, measurements were carried out before and after training and socialization activities regarding halal guarantee certification. Measurements were made by distributing questionnaires to 26 respondents. The questionnaire consists of two parts, namely the first part of the participant's identity, these part of the list of questions in the form of a closed questionnaire, participants choose one of the answers provided. The second part of the questionnaire is divided into 4 groups: (a) participants' knowledge of halal products, (b) the importance of halal products, (c) guarantee of halal products, (d) knowledge of halal certification, (e) the desire to get halal certification. Additional questions on the post-training questionnaire regarding the obstacles that will be faced if applying for halal certification.

III. RESULTS AND DISCUSSION

Activities to improve understanding of street vendors consist of socializing halal certification requirements and training in halal guarantee systems. The material provided is about Halal and Thayib Food, Halal Product Guarantee for Street Vendors and Understanding the Requirements and Documentation towards Halal Certification.

Based on the results of questionnaires before and after the socialization and training, the level of understanding of street vendors on the supply of processed halal food increased after conducting socialization and training. The results of the recapitulation regarding increasing participants' knowledge of halal products increased by 4%, from not knowing to knowing after training (Table 1). The results of questions about the importance of providing halal products showed a change from 88% to 76% (very important), while for 'important' answers increased from 12% to 24%. This shows that all participants thought that the supply of halal products was important. The question of whether traders have sold halal processed products shows a decreased confidence level. This shows that the level of understanding of the participants after attending the training increased, so that traders were able to evaluate the halal products themselves. This also occurs in the guarantee of halal raw materials used, where the responses of traders after training tend to decrease. This is caused by information about halal certified products delivered by the PKM team which makes the traders succeed in identifying the halalness of each raw material used. In addition, the level of understanding of traders after training increased, particularly regarding knowledge of halal certification, criteria for halal certification, and procedures for submitting halal certification. The

enthusiasm of traders to obtain halal certificate was shown by "very wanted" answers which increased to 80% (20 participants) from 60% (15 participants).

Additional questions for the post-training questionnaire are about the obstacles that will be faced by the participants (traders). In this questionnaire, participants are allowed to choose more than one answer, namely constraints regarding funds, time, procedures and others. The answers provided were 68% regarding funds (17 participants), 24% (6 participants), 26% procedures (7 participants) and 4% (1 participant). Of all the answers, the biggest obstacle faced by participants was the cost of filing halal certification. These conditions need to be anticipated to help traders by requesting cost relief for micro-entrepreneurs who should be assisted by the government. Other forms of assistance can be in the form of institutions as guarantors. The obstacle in the procedure for submitting a halal certificate can be overcome by assisting the traders in the process of filling in the data up to the stage of submitting the certificate.

IV. CONCLUSION

Based on the results of measurements on the level of understanding of the provision of halal processed food, before and after socialization activities and research, a number of things can be concluded:

- The number of traders who know halal products after training increased from 96% to 100%.
- 76% of traders state 'very important' and 24% of traders state 'important' in providing halal products.
- Traders' confidence in the halalness of the products they sell has decreased with the decline of 'very confident' answers from 52% to 44%, and the answer 'slightly sure' 16%.
- The level of confidence of traders regarding the halal nature of the raw materials used has decreased as indicated by the change in 'very confident' answers from 68% to 56%.
- Increased knowledge about halal certification increased from 76% to 96%.
- Increased knowledge about the criteria for halal certification increased from 56% to 80%.
- Increased knowledge regarding halal certification procedures increased from 52% to 80%.
- All participants wish to apply for halal certification
- Constraints faced by traders when applying for halal certification are: 68% cost constraints, 24% time, 28% procedures and 4% others.

TABLE I. RESULTS COMPARISON BETWEEN BEFORE AND AFTER TRAINING

Question	Before	After	
Do you know about "Halal Products"?	Really know	44%	44%
	Knowing	52%	56%
	Little to know	4%	
	Do not know		
Do you think that providing processed products for halal is important?	Very important	76%	52%
	Important	24%	48%
	A little important	-	-
	Not important	-	-
Is the raw material used by you / your mother lawful?	All raw materials	68%	56%
	have halal labels	20%	40%
	Some raw materials have halal labels	12%	4%
Do you know halal certification?	Knowing	76%	96%
	Less Knowing	24%	4%
	Not Knowing		
Do you know the criteria for halal certification?	Knowing	56%	80%
	Less Knowing	36%	16%
	Not Knowing	8%	4%
Do you know the procedure to get halal certification?	Knowing	52%	80%
	Less Knowing	40%	20%
	Not Knowing	8%	-
Do you have the desire to get a halal certificate for the product being sold?	Very Want	60%	80%
	To Want	40%	20%
	To Hesitate		
	Not Want		
According to Mr. / Mrs., what are the obstacles that will be faced in obtaining halal certification for the products sold by you? (more than one choice can be chosen)	Cost		68%
	Time		24%
	Procedure		28%
	Others		4%

ACKNOWLEDGMENT

Thank you to the research institute and community service (LPPM) of the Bandung Islamic University for funding the research and all parties who have helped in this research.

REFERENCES

- [1] Al-Qur'an dan terjemahnya, Departemen Agama RI. Bandung: Cordoba, 2011.
- [2] Y. Orgianus, "Moralitas Islam Dalam Ekonomi & Bisnis" Marja. Bandung, vol. 1, pp. 115, 2012.
- [3] LPPOM MUI, 2019 [Online]. PersyaratanSertifikasi Halal MUI, http://www.halalmui.org/mui14/index.php/main/go_to_section/58/1366/page/1.
- [4] N. Salamah, Nurkhasanah and Warsi, "Pelatihan Kesadaran Halal Di Wilayah Cabang Muhammadiyah Umbulharjo Yogyakarta", SNIEMAS UAD 2018 ISBN 978-602-0737-07-2.
- [5] A.M. Bashir, A. Bayat, S.O. Olutuase, and Z.A.A. Latiff, "Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling", *Journal of Food Products Marketing*, vol. 25, no. 1, pp. 26-48, 2018.
- [6] N.S.A. Basir, C.T. Chik, S. Bachok, N. Baba, R. Hamid and M.M. Salleh, "Motivational Factors for Halal Certification Adoption among Small and Micro Enterprises in Malaysia", *International Journal of Supply Chain Management IJSCM*, ISSN: 2050-7399 (Online), 2051-3771 (Print), vol. 7, no. 4, 2018.
- [7] F.R. Azmi, H. Musa, H. Sihombing and F.S. Fen, "Adoption Factors of Halal Standards: The Malaysian Perspectives", *Proceedings of the 3rd International Halal Conference INHAC 2016*.
- [8] Y. Sulaiman, N.K.N. Mat, and N.H.A. Ghani, "The Antecedents of Halal Consumption Pattern: The Mediating Role of Muslim Lifestyle, Risk Perception and Trust", *International Journal of Engineering & Technology*, vol. 7, no. (4.38), pp. 1006-1011, 2008.
- [9] A. Haleen, M.I. Khan and S. Khan, "Halal certification, the inadequacy of its adoption, modelling and strategising the efforts", *Article in Journal of Islamic Marketing*, June 2019.
- [10] A. Ruangjanases, T. Sermaksopon and B.H. Simamora, "Determinants of purchase intention toward halal packaged food from non-muslim manufacturers: A comparative study of Muslim in Thailand and Indonesia", *International Journal Of Research In Business And Social Science*, vol. 8, no. 5, pp. 33-41, 2019.
- [11] K. Othaman, S.M. Hamdani, M. Sulaiman, R. Ramly, and M.M. Muthalib, "Education as Moderator to Knowledge Consumers in Creating Awareness of Halal Food Consumption", *Knowledge Management International Conference (KMICe) 2018*, 25 -27 July 2018.
- [12] M. Nusran, Gunawan, M. Razak, S. Numba and I.S. Wekke, "Halal Awareness on the Socialization of Halal Certification", *IOP Conf. Series: Earth and Environmental Science*, no 175, 012217, 2018.