

UNDERSTANDING EXPERT OPINIONS ABOUT HALAL PRODUCT LABELS IN BUSINESS PRACTICE (ANALYSIS OF INTERNATIONAL ECONOMIC STUDIES)

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ABSTRACT

This paper examines several economic business science literature papers related to halal labels in global business practices by studying several papers published in many well-known publications such as Emerald, Sagepub, Google Books, and Taylor & France. We obtained data through online searches, considering that this study was conducted during the implementation of the mass restriction policy to respond to the termination of the Covid-19 chain. Next, we examine the data by involving systems, coding, and evaluation. Before concluding, an in-depth interpretation is carried out so that the data findings correctly answer the problem. So we can conclude that the problem of halal labeling in business practice is that halal label certification is an issue that ensures the features and quality of a product that is recommended by Islamic rules through the Council of Ulama or Islamic scholars who allow the use of the Halal label. It is mainly applied to meat and other products such as milk, canned food, cosmetics, snack, and additives.

Keywords: Halal Product, business practice, Expert opinion, and review studies

INTRODUCTION

Giving a halal label or stamp to a product confirms that the product satisfies the Islamic law's requirements (Latif et al., 2014). Halal label requirements on a product serve as an administrative assurance for installing labels on each product dedicated to the feasibility of consumption according to Islamic beliefs, such as form and design. In Indonesia, the need for halal certifications and labeling in halal products is governed by Article 4 of the JPH Law, which says that an item may be eaten or used safely (Najiyah, 2016). As a result, if the product being sold is halal when this article is published, the product must be certified halal. Because every halal food has been

certified halal, including how it was processed, where it came from, and what it was composed of. All of these are processes that ensure a product's halal status, including material procurement, processing, storage, packaging, distribution, sales, and presentation (Said & Elangkovan, 2013).

According to Islamic law, anyone who wants to get halal goods from something whose origin is not precise needs a halal certificate and a halal symbol from the council of scholars to give halal labels to the packaging of products sold (Rios et al., 2014). A Muslim might argue that the halal label is guaranteed as a consequence of the marking. Anyone authorized to issue their halal certification must have gone through a process of supervision and assurance with procedures. The drug and food regulatory agency is an institution that certifies halal labels on products. The Ministry of Religion is a government-run institution that establishes laws and promotes halal products through education and public outreach. Which is more critical: Chowdury & Nafis (2019) say that halal certification or product quality is essential for Muslims. When buying cosmetics, for example, consumers are shown to be more influenced by product quality. Although halal certification has not significantly influenced consumer purchasing decisions, it can improve the brand image as a Muslim-focused item (Elasrag, 2016); (Manullang et al., 2021).

In other words, Aziz & Chok (2013) say that halal certificates confirm that the products and services sold to Muslims meet the requirements of Islamic law and are therefore acceptable for consumption in Muslim-majority countries and Western countries with large Muslim populations. Significant (for example, European countries). Muslims consume halal food for several reasons, including halal cuisine refers to food prepared according to Islamic law as outlined in the Koran. Cutting the jugular vein, carotid artery, and throat is an Islamic technique of cutting animals or birds (Nakyinsige et al., 2013). Animals must be alive and well at the time of slaughter, with all blood drawn from the body. What considerations are used to determine whether a product is halal or not? Halal products follow Sharia law (the primary law in Islam) and follow religious rituals. This means that this food does not contain pork, alcohol, blood, animals of prey or animals that died before being slaughtered. These restrictions ensure that products comply with ethical standards (Farouk et al., 2014).

Halal Law for Muslim

Globalization trends such as cross-national collaboration, free trade, and services, and the onset of the Asian Economic Community period will affect the food and beverage industry today (Ismail & Kuivalainen, 2015).

Because Muslims are obliged by Islamic law to consume halal food and beverages, all food and beverage items circulating in every nation may or may not offer a feeling of security, comfort, or tranquility and may or may not be acceptable for consumption by Muslims. Nations having commercial connections to Muslim countries or communities are required to respect the rights of every citizen and visitor to do business while practicing religion and worshiping according to their views (Ghaderi et al., 2020). Several norms have been established in the Indonesian context. The Republic of Indonesia's 1945 Constitution, for example, has Article 29 paragraph (2). Ascertain that every religious believer worships and follows his religion's precepts. The state must offer a feeling of security and assurance that the goods eaten and utilized by Muslim customers are halal. The principles of protection, fairness, legal certainty, accountability and transparency, effectiveness and efficiency, and professionalism are all used to ensure halal goods (Rahayu & Yani, 2020).

Halal certification for a product

The implementation of halal product guarantees aims to provide comfort, security, safety, and guarantee the availability of halal products to the broader community when consuming and using halal products, as well as providing added value for business actors who produce and sell halal products (Rafianti, 2019, November). Cosmetics, diet, and health are three topics that come up frequently. Science and technology are developing at an incredible speed. This has a significant impact on how raw materials are processed and used in food, beverages, cosmetics, and pharmaceuticals. Due to the advancement of science and technology, intentional or unintentional mixing of what is legal and what is illegal can be imagined. As a result, determining the halalness and purity of a product requires a multidisciplinary investigation, including food, chemistry, biochemistry, industrial engineering, biology, pharmacy, and thorough sharia knowledge (Nafis, 2019).

According to Zulfikar (2016), the public's discretion on Indonesian halal problems is included in national rules, which safeguard the whole country and all people, promote the general welfare, and educate the nation's life. Participate in the implementation of a global order founded on freedom, everlasting peace, and social justice. One of the state's goals is to realize a welfare state, which is a kind of state legislation that emphasizes the community's needs. Indonesia, located in Southeast Asia, is the most populous Muslim country in the world. In government affairs, the Republic of Indonesia is unusual among nations. The dogma of Islam, which is manifested in people's lives and pays attention to the interests of non-Muslim groups, has a significant impact on the life of the Indonesian state. The ratification of

regulations on Halal Assurance Products is one of the elements of people's lives regulated by the ideology of Islamic law (bin Bustami, 2021).

Halal and Ethical

According to ethical foundations, humans were created as caliphs (kings) on earth, and human behavior that obeys the caliph's orders is called devotion. People will be held accountable for their actions in the afterlife if they follow the concept of the caliphate (Limenta et al., 2018). The Islamic rules that apply to all aspects of life are referred to as Sharia law. Sharia is an Arabic word that means "to obey." It is a path to the pleasure of Allah SWT and a path that all Muslims believe in Allah, the Creator, which was revealed through His messenger, the Prophet Muhammad. Sharia is also a set of rules, laws, and principles that govern how Muslims live their lives (Manullang, 2020). Sharia principles can be the basis for developing Islamic business ethics. While individuals are expected to be responsible for every aspect of their lives, time and location are concerned. Consequently, sharia is dynamic rather than static, trying to solve every problem that arises in every context of life that is global or is rahmatan lilalami (Butt, 2010).

The rules and methods of the fiqh method are the methods of reasoning, interpretation, and assessment of the Shari'a used. This is because fiqh is the main instrument that controls people's lives in detail 24 hours a day, seven days a week. This method can then be used to address contemporary ethical issues. The application of the ethical system is the most significant problem they face. Several works have discussed normative Islamic business ethics. However, the number of publications in Muslim countries does not match ethical behavior (Karbhari et al., 2020). The ineffectiveness of religious organizations causes the discrepancy between normative ethics and the prevailing ethics in society in translating the concept of normative ethics into real life. Although Islamic ethics is often referred to as idealistic ethics, there is little difference between Islamic ethics and the ethical teachings of other religions. The fact that Islamic culture has long been considered one of the most advanced civilizations in the world shows that Islamic concepts, particularly ethics, can be translated into practical forms. Islamic concepts' flexible and adaptive working pattern is included in Islamic law, which respects servants' rights and is also fun with nature with high rules and ethics (Yusuf & Bahari, 2015).

Regulations based on Islam, such as the hadith, state three degrees of faith: Islam, Iman, and Ihsan support this. According to Ibrahim & Kamri (2013), every ethical concept must include duty, virtue, and value. These three criteria are correlated with three levels of sharia: Islam, which represents the

aspect of obligation, Iman, which represents the element of virtue; and Ihsan, which represents the aspect of the Value Component. Traditional normative ethics is divided into three levels: deontological ethics, consequentialist ethics, and moralist ethics (Huda et al., 2019). Islamic ethics is comparable to these three levels.

Consequently, this paper examines how halal regulation and certification can apply Islamic business principles in today's world. Since most ethical disputes today are normative, it is essential to find solutions with a solid foundation of practical ethics. In this case, Islam always offers its people to refer to the basic concepts of Islamic ethics that have not changed, namely the principle of the source of the law of the Qur'an and the Sunnah of the Prophet (Hashi, 2011). Based on the facts and the review of the studies above, we get our desire to know more deeply experts' opinions about the importance of halal product labels in business practice through the study and analysis of business economics studies from international publications.

METHOD AND MATERIAL

Through reviewing our experts' writings, we will understand how vital halal product labels are in global business practices. So we have obtained supporting data from searching online methods on business economics science papers in different contexts and countries. Paper publications include Emerald, Taylor & France, and Google Books (Kousha et al., 2011). After our data has been collected, we will examine it with the help of a data coding system, in-depth interpretation, and drawing conclusions which will become data findings that answer the research questions of this study with valid and reliable principles. We design this study as a descriptive qualitative study under a phenomenological approach. Because we carried out this study while still implementing the Covid-19 response policy, our data rely on secondary data that we specialize in publications between 2010 and 2021 (Flick, 2013).

RESULT AND DISCUSSION

Halal Product Market

The first opinion we examine is that of Hendar and Nurhayati (2019), who examine the impact of individual luggage tightness and information on purchasing halal goods. Familiarity with halal goods motivates this article to raise issues and encourage individuals to choose halal goods. This investigation looks at the impact of luggage tightness and information about halal goods on attention to halal goods and purchase expectations. This proves to be an incomplete intermediary in the relationship between the motives of the consumer and the provider of goods. This is a significant study

in Indonesia to look at the capacity of halal labels to intervene in consumer relationships. This top-down check is relied on to help encourage exploration, particularly in the areas of Islamic advertising and buyer behavior. Information from different partners, such as halal food makers or dealers, would be invaluable.

Furthermore, despite being the biggest non-Muslim state in Southeast Asia, Nawawi et al. (2019) discovered that Thailand is likely the most significant exporter of halal-confirmed varieties and food items in the area. The Muslim population of Thailand is just 4.3 percent of the total population of 69 million people. The tourism industry's demand to assist improve Thailand's halal labeling has resulted in the country's strong position in the global halal sector. Similarly, multinational eateries and low-cost food chains like KFC, McDonald's, and Subway now offer halal cuisine in some non-Muslim nations, with varied success. This study aims to determine the factors that affect non-Muslim consumers' choices of halal food types. According to the report, firms should cater to specialized market segments with normalized mass-market goods (Wilkins et al., 2019). Because of the impacts of a stringent character on halal problems for the Muslim public, customer ethnocentrism, and buyer cosmopolitanism, halal cuisine is now widely recognized in non-Muslim nations.

Rivalry among business

Likewise, the issue of halal labels has recently become an issue of competition between businesses. According to Sahlan et al. (2019), the consequence of authoritarian personality in framing esteem added organization among halal shop dealers, as shown by market competition. The motivation behind this exploration is to understand what impact tight will have on supermarket business strategy. As per the main results, halal shop vendors in Muslim shops may engage with four types of business organizations (participation, competition, conjunction, and competition). Collect information about the level-shifting associations in retail; the test used a subjective multi-case approach.

Similarly, this study plans to propose a model for recognizing halal goods by non-Muslim buyers fairly. Pioneers for non-Muslim recognition of unregulated halal food in addition to mediators are developing. From an internal point of view, the validity and inclination of the halal logo are treated as a precursor. The presentation of assimilation in the model as an arbitrary variable will explain how non-Muslim customers recognize variations in halal food (Wibowo and Ahmad, 2016).

While Farouk and Fathima (2017) view Muslim and non-Muslim shoppers about halal in shops in non-Muslim countries is a postulate submitted to Massey University to meet the need for a Masters's degree in Business Studies in Marketing. They think that Muslim shoppers will value the solo presentation of halal and non-halal products in neighborhood grocery stores in New Zealand. Exploration is also interested in determining New Zealand's non-Muslim impressions of Halal and whether New Zealanders will acknowledge the isolation measures. The results of this investigation confirm that strict and otherworldly beliefs among buyers of certain beliefs (Islam, Christianity, and other strict congregants) influence their shopping behavior.

Halal in requests

Ahmed et al. (2019) assessed that interest in halal confirmation in Muslim countries depends on the behavior of shoppers and the ability to pay for Halal products. Information for this study was collected through 350 polls in densely populated cities in Pakistan using quantitative screening techniques. Concerns about halal, strictness, perceived usefulness and item parts substantially influence consumers' interest in halal dinner, as shown by the researchers. Finally, these findings suggest that policymakers, food specialists, and health institutions should consistently analyze food varieties, merchandise, and makers' activities to adhere to Islamic qualities.

Khan et al. (2020) also say that the purchase of halal food empowers Muslim shoppers in emerging economies: an interpretive underpinning demonstration approach. This investigation aims to identify a group of determinants that influence the purpose of purchasing halal food and measure the overall position of these determinants in purchasing halal food sources among Muslim shoppers in India. Even though information about halal and behavior are weak drivers, they are highly dependent on different determinants. Food handling and halal marking have strong driving forces, as well as solid dependencies. The three determinants, mainly the brand started, tightness, and cost, have a strong driving force and weak dependence.

Halal levy obstructions

Rapitasari and Siswati (2019) The impact of competition and pricing restrictions in alleged nations on the long-term viability of East Java's small and medium-sized snack food business small and medium businesses are thriving in Indonesia right now. When promoting their goods, businesses try to tap into a larger market, such as the environmental market. The goal of this study is to see whether the degree of competition and non-tax obstacles imposed by shipping impact the long-term sustainability of East Java's small and medium-sized businesses.

Haleem and Khan (2017) said that because of the great advantage and good reception of halal coordination and its advice for partners, business people are motivated behind the halal issue. This is to understand the main baseline achievement factors, which play an essential role in the strong acceptance and implementation of Halal coordination in a Halal store chain climate. They noted a need to develop legal rules, norms, and codes to prepare for Halal logistics. This paper provides administrative consequences, proposals for the implementation of solid arguments, and differentiating the impact of the strength of halal shops.

From a professional viewpoint, De Boni and Forleo (2019) argue that attempts to expand the Italian halal food industry are both drivers and barriers. This study aims to look at the trends and opportunities for expanding the halal market for Italian cuisine types. The examination considers the driving factors and barriers to creating a halal direction technique in the world and interior business sector and the opportunities and dangers for Italian food companies. Several external and internal elements identified with segments, institutions, markets, and corporate settings emerged—likewise, Zuhudi (2020) regarding expert perspectives based on consumer perceptions of issues related to halal. The halal logo is one of the generous efforts in influencing the customer's contemplation while building their confirmation sensation towards the purchase choice. Buyers view halal ideas as uniquely different from one another, as previous researchers have highlighted several factors that add to their level of agreement. This finding uncovers six essential issues that are presented as a fundamental part of the examination: the problem of 'fake' logos, religion, jewelry materials, lacking information, and Islamic clues. This has been scientifically clarified from a specialist point of view through a top-down encounter.

Halal market transformation

Regarding the solid transformation of halal issues, Hassan and Bojei (2011) say that the strict quality of halal goods impacts trade advertising techniques. The Mufti's office spoke with experts from the Mufti and exporters of halal food. The findings have considered the increasing hypothesis of tariff advertising, explicitly on the transformation of marketing programs related to halal business. They uncover two fundamental elements of halal goods credit and seven emerging topics regarding tariff market procedures. Muslim customers, in particular, are more sensitive to the correctness of the halal status than any other quality part of the item. Likewise, Memon et al. (2019) prove that assertiveness is a mediator between the hypothesis of regulated behavior and the purpose of halal purchases. The reason for this paper is to

examine the relationship between emotional standards, dispositions, and social control, looking at halal issues in predicting the goal to choose halal marked goods. This test addresses the direct impact of rigidity on the relationship between the hypothesized formation of regulated behavior and halal purchase objectives. The findings suggest that halal issues do not direct the relationship between halal labeling and halal purchase intentions.

CONCLUSION

Finally, we concluded that it is essential to recognize the importance of comprehending halal labeling in increasingly global business practice. The study's questions have been answered, and we have concluded that, among other things, a halal mark should be used in current company activities. Not just for consumers but also for producers, the halal seal is necessary. With its halal certification, customers would feel more comfortable, as a guarantee that the products they consume are devoid of non-halal components and are made in a halal and ethical manner. *Halal certification* is a document that certifies that the products being sold meet the halal requirements set out by the MUI decree. Other issue labels are essential for more than just buyers. One of the benefits of halal certification for company owners is that it may be financially advantageous.

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