

Implementation and Assistance of Halal Certificates in the Acceleration and Development of Halal Tourism Products in Indonesia and Bahrain



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ABSTRACT: Halal standard products should be an integral and inseparable part of global trade and economic practices which require international standards and standard quality to gain the trust of consumers across countries. The state is present to protect its citizens in fulfilling their citizens' fundamental rights. In line with this, business actors (producers) should also provide protection to consumers. For this purpose, a more active role is required for the state in regulating the economic system, which is described in the strategy carried out by the state in carrying out business instruments, including through regulations.

Halal certification-labeling not only aims to provide inner peace to Muslims but also production peace for business actors. Especially in the context of economic globalization and global markets, halal food certification and labeling is increasingly necessary. The problem formulation in this research is as follows: 1. How to implement and assist Halal certification in accelerating Halal Tourism products in Indonesia and Bahrain. 2. How to implement and assist Halal Certificates in the Development of Halal Tourism Products for Indonesia and Bahrain.

the objectives of this research are as follows: 1. To measure the extent of the implementation and assistance of Halal certification in accelerating Halal Tourism products in Indonesia and Bahrain. 2. To find out how to implement and support Halal Certificates in the development of Halal Tourism Products for Indonesia and Bahrain. The method stages in this research are as follows: 1. Conduct socialization about Halal Certification to MSMEs, through FGD, 2. Directing the procedures for implementing and assisting Halal Certificates in accelerating Halal Tourism products, through Technical Guidance, Workshops, FGDs and Umkm Collaboration.

KEYWORDS: [Application; accompaniment; halal_certification; tour]

1. INTRODUCTION

At the beginning of 2019, there were investment agreement negotiations and increased direct contact between Bahraini and Indonesian entrepreneurs. In addition, both countries agreed to participate in the Defense Exhibition. Apart from the economic sector, cooperation will also be carried out in terms of implementing and assisting halal certificates in accelerating and developing Indonesian and Bahraini tourism products.

Advances in science and technology in the product processing industry have developed very quickly. By taking advantage of advances in science and technology, the processing of life necessities products has used various ingredients, both halal and haram, whether intentionally or unintentionally. To determine the halalness and purity of a processed product, special multidisciplinary studies and knowledge are required, such as knowledge in the fields of food, chemistry, biochemistry, industrial engineering, biology, pharmacy, and an understanding of sharia.

Halal standard products should be an integral and inseparable part of global trade and economic practices which require international standards and standard quality to gain the trust of consumers across countries.

Fulfilling halal living needs is a basic right for every Muslim. This is not only related to religious beliefs, but also related to health, economic, security and religious needs dimensions. As a country with a Muslim majority, without being asked, the state should be present to protect its citizens in fulfilling their citizens' basic rights. In line with this, business actors (producers) should also provide protection to consumers. For this purpose, a more active role is required for the state in regulating the economic system, which is described in the strategy carried out by the state in carrying out business instruments, including through regulations.

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The implementation of the Halal Product Guarantee (JPH) by BPJPH is in accordance with the mandate of Law No. 33 of 2014 concerning JPH. Thus, the Indonesian Ulema Council (MUI) no longer issues halal certificates.

The emergence of centralization in issuing halal certification is the impact of Law Number 33 of 2014 which regulates JPH. With this law, every product, from food, drinks, cosmetics to medicines, is required to have a halal certificate.

In Law Number 33 of 2014 concerning Halal Product Guarantees (UU JPH), what is meant by products are "goods and/or services related to food, drinks, medicines, cosmetics, chemical products, biological products, genetically engineered products, as well as utility goods that are worn, used or utilized by society".

A Halal Certificate is a Recognition of the Halalness of a Product. Not just an ordinary letter, a halal certificate is a written fatwa issued by the Indonesian Ulema Council (MUI) to officially state that a good or service is truly halal or in accordance with Islamic law.

Halal certificate is one of the mandatory requirements that must be met and owned by businesses selling food, drinks, medicine and cosmetics. This is regulated in Article 68 of Government Regulation no. 31 of 2019 and no. 39 of 2022.

Legal Basis for Halal Product Process Assistance

- Based on Law no. 33 of 2014 concerning Halal Product Guarantees and Government Regulation No. 39, 2021 Articles 139 and 140, concerning Stages of Food and Beverage Products, products in the sector food and beverages for halal certification application stages ends October 17, 2024.

- Acceleration of certification for Micro, Small Enterprises (UMK) is encouraged by accelerating facilitation through Business Actor Statements/Self Declare

- To be able to carry out self-declaration, a Halal Product Process Companion is required (PPH Companion) in accordance with 2021, PPH Companion with Companion Institution PMA No. 20 must be PPH initiated which covers the PPH assistants.

Mandate of Law no. 33 of 2014 and Law no. 11 of 2020UU no. 33 of 2014 concerning Product Guarantees

HalalUU no. 11 of 2020 concerning Job Creation Government Regulations, Ministerial Regulations

Religion, Decree of the Minister of Religion, Agency Regulations, Decree of the Head of the Agency PP NUMBER 39 YEAR

2021 (Implementation of Halal Product Guarantee Sector) PMA NUMBER 20 OF 2021 (Halal Certification for

UMK Actors) KMA NUMBER 748 OF 2021 (Types of Products that Must Be Halal Certified) Decision

Head of BPJPH NUMBER 57 OF 2022 SJPH Manual for Micro and Small Enterprises Head's Decision

BPJPH NUMBER 150 OF 2022 (Technical Guidelines for Companion of PPH in Determining Obligations to be Halal Certified

For Micro and Small Business Actors based on the Business Actor's Statement) KMA NUMBER 1360

YEAR 2021 (Ingredients Excluded from the Obligation to Be Halal Certified).

IMPORTANT ISSUES OF JPH POLICY CHANGES IN PERPU 2/2022 concerning CIPTAKER

1. In terms of the time limit for determining product halal by the MUI, Provincial MUI, Regency/City MUI, or

The Aceh Ulama Consultative Council has passed 3 days, then the product is halal

carried out by the Halal Product Fatwa Committee with a maximum time limit of 2 days (Article 33).

2. In the event that the application for halal certification is carried out by MSEs through a halal statement, determination

Product halalness is carried out by the Halal Product Fatwa Committee with a maximum time limit of 1

(Article 33A).

3. PPH assistance is completed no later than 10 days from the submission of the certificate by the UMK (Art

33A).

4. A halal product fatwa committee was formed and is responsible to the Minister of Religion and consists of: elements of ulama and academics (Article 33B).

5. The government carries out the duties of the Halal Product Fatwa Committee until the Committee is formed

Halal Product Fatwa (Article 63C).

6. The halal certificate continues to be valid as long as there is no change in the composition of the ingredients and/or

(Article 42).

7. JPH administration services must use an integrated electronic system

connecting services to BPJPH, LPH, MUI, Provincial MUI, District/City MUI, Aceh MPU, Committee

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Halal Product Fatwa, and PPH Companion (Article 52A).

2. RESEARCH SIGNIFICANCE / PROBLEMS

Assistance in obtaining halal certification for MSMEs is an activity that has a positive effect on society. This activity not only affects producers, but also consumers and the government. As consumers who occupy the majority rank, we as Muslims should protect our food ingredients from contamination by haram ingredients, both main ingredients and additives in the processing process. Therefore, the command to consume halal food is to ensure that humans grow healthily both physically, mentally and intellectually. Considering the importance of halal food for consumer protection, MSMEs as producers actually provide protection in the form of a halal label issued by the MUI as a form of legality and security. of the products produced.

Regarding the need for halal materials, the domestic market is dominated by micro and small enterprises (MSEs), whose number reaches almost 65 million business units. Around 70% of that number is engaged in the food, beverage and culinary sectors. This means that raw materials are a crucial issue for producing halal products. As is known, the food and beverage industry has developed in such a way with increasingly sophisticated patterns, varieties, shapes, packaging, additional ingredients (food additives), and processing, including the use of technology.

But that's where the problem lies. The food and beverage processing industry is prone to critical points (medium and high risk) in materials and processing methods. This relates to the halal product process (PPH) which is the focus of halal certification.

The availability of materials and guaranteed halal product processes will make it easier for business actors to guarantee that their products are halal. The assurance of halal materials in the production process will also reduce the process that must be carried out by halal auditors in carrying out product halal inspections and/or testing. This condition will speed up the halal certification process, especially the product audit stage carried out by the Halal Inspection Institute (LPH).

Apart from clarity of raw materials and PPH, the principles of halal certification adhere to the principles of traceability and authentication. The aim of traceability is to know for sure where the product was produced, what the production process was, what materials were used, from which manufacturer, and what its halal status is. Meanwhile, authentication ensures that there is no adulteration of halal products with haram products, there is no mixing or cross-contamination between haram ingredients and or into halal products through laboratory analysis.

Government support is very important to ensure the supply chain runs well and is available from upstream to downstream. The commitment of large and medium industries to certify their products as halal is a solution to overcome the difficulties of halal raw materials, especially for small and micro industries. For example cooking oil, flour, sugar and meat. No less important is halal research and development carried out by universities or research institutions in supporting industry. Research on non-halal substitute ingredients for cosmetic or medicinal products is still quite open to development.

3. RESEARCH METHODS

The design and type of this research uses a qualitative approach with a survey method, through distributing questionnaires to tourists, the public and influencers involved with tourism, products and other related matters. In this research a focus group discussion (FGD) method was also carried out with the Halal Certification Institute, Business Actor/Self Declare. PPH Companions with Companion Institutions and Institutions and Agencies to support the implementation of the Halal Certificate. PMA No. 20 must begin with PPH which oversees the PPH companions.

Stages in Implementing International Collaborative Research

1. Conduct outreach regarding Halal Certification to MSMEs.

The socialization was carried out on April 12 2023 by the Halal Center of the Muhammadiyah University of Makassar and in collaboration with researchers, UMKM actors, this activity was carried out to provide direction to UMKM actors regarding the techniques and requirements that must be met, so that there are no problems later when fulfilling the prerequisite documents. which takes a long time and limits the use of technology.

It is hoped that this socialization can become a forum for discussion in processing halal certification.

At this research stage, the mentoring facilitator also created a discussion group via the WhatsApp application so that MSME players could easily ask questions directly about technical obstacles.

The consequences of the obligation to be certified halal for products (both goods and services) are very crucial. On the one hand, this mandatory ensures that the products consumed and used by the public are guaranteed to be halal. However, on the other hand, this "obligation" diction is a big job for the government to connect the many halal value chains which are currently still scattered into various sectors.

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Luckily, Indonesia has a roadmap for developing the sharia economy and national halal industry. One of the important points of the roadmap is to make Indonesia the center or world halal destination (global halal hub).

The expectation of making Indonesia a global halal relationship and the largest producer of halal products in the world is actually very rational. We have what I call halal capital. In terms of religious capital and demographics, Indonesia has the largest number of Muslims in the world, reaching 209.1 million people or approximately 13.1% of the world's Muslim population. With this number, the need for halal products is certain to increase and become more challenging. Moreover, globally, the need for halal products, including processed food, agricultural products, fisheries, cosmetics, medicines and pharmaceuticals, as well as fashion and consumer goods, is increasing from year to year. Halal products have become a part of world business that has enormous and promising value, not only among Muslim communities but also non-Muslims. It is not only the center of attention of Islamic countries but also "secular" countries or Muslim minorities.

No less important is human capital. We have universities with thousands of halal academics, researchers and practitioners. Halal industry players, halal auditors, halal supervisors, halal slaughterers, halal chefs, halal supervisors, not to mention halal assistants or coaches are the driving force and leverage for implementing halal certification on a massive scale. This human capital is a combination of knowledge, abilities, experience, networking and skills which is very important in supporting the development of the halal industry in the country.

Phasing and Digitalization of Halal Certification

As of October 17 2019, BPJPH has carried out the first stages of halal certification obligations for food and beverage products, as well as food and beverage related services. After two years full of dynamics and struggles in implementing halal certification, as of October 17 2021, BPJPH began the second phase of halal certification obligations for cosmetic products, medicines, consumer goods, and biological, chemical and genetically engineered products plus logistics, warehousing and distribution services. , sales, and product presentation.

The public's response and reaction to this second stage was quite interesting and exciting, marking a growing awareness of halal in Indonesia. The industrial world and business circles have been certifying their products as halal for several years, becoming best practices and lessons learned for better halal certification services. Micro and small business actors are active and show high enthusiasm to submit their products to be halal certified. BPJPH Halal Information System data states that as of November 5 2021, there were 31,529 business actors who had applied for halal certification. Of this number, the majority are micro business actors, reaching 19,209 or 60.92%. Followed by small business actors, 5,099 or 16.17%. So a total of 76% are MSEs (micro and small businesses).

Judging from the types of products submitted, the largest number is snacks (20%), bread and cakes (15.45%), then drinks and beverage ingredients, fish and processed fish products, and the top 5 are spices, seasonings and condiments. . This data can be monitored in real time through an application that BPJPH developed called Sihahal (Halal Information System). Halal certification applicants can track and update their certificate application information through this system.

Digitalization is a crucial issue in halal certification services. With the number of business actors subject to halal obligations reaching tens of millions and spread across all regions, the only answer is electronic-based services. Currently, BPJPH, in collaboration with and assisted by bona fide institutions, is developing digitalization of integrated services with the halal ecosystem and halal stakeholders. The grand design and roadmap have been prepared. Equipment and resources are also being prepared. Financing will be covered through the state revenue and expenditure budget (APBN) and a public-private partnership scheme.

2.Directing the procedures for implementing and assisting Halal Certificates in accelerating Halal Tourism products, through Technical Guidance and Workshops, FGDs, MSME collaboration and Google Partner Meetings

Halal certification cannot only be interpreted as a certificate indicating that a product has been declared halal, halal certification is a concern of BPJPH

Halal certification is an important pillar in building Indonesia's halal ecosystem. Halal certification is in the middle position (intermediate position) among the halal product chain which is very important in determining the certainty and guarantee of halal products circulating and consumed by the public. Because of its position "in the middle", the implementation of halal certification is very dependent and interdependent with other factors.

Halal products (in the form of goods and services, namely food, drinks, medicines, cosmetics, biological products, chemical products, genetically engineered products, and consumer goods and services for slaughtering, processing, distribution and presentation) can be certified if it is clear that the ingredients and process of the product are halal (PPH). In addition, there is a commitment and responsibility of business actors to guarantee that their products are halal through the halal product guarantee system (SJPH) that is implemented. At the same time, products that have been certified halal need to receive facilities and other concessions so that they can be produced, distributed and traded without significant obstacles.

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Halal ingredients are crucial in the halal product chain. The availability of halal raw materials cannot be provided without the involvement of the industrial world and halal-oriented business actors. Moreover, regarding additional materials and auxiliary materials, many of which are still imported from abroad (imported) to meet the needs of domestic industry. In some cases, the cosmetics and medicine industry has difficulty obtaining halal ingredients both from within the country and abroad.

Table 1. DEVELOPMENT OF THE NUMBER OF CERTIFIED COMPANIES IN 2019 - 2021

Provinsi	Jumlah Perusahaan menurut provinsi (Unit)					
	Mikro			Kecil		
	2019	2020	2021	2019	2020	2021
ACEH	104801	100728	111920	2117	2572	1372
SUMATERA UTARA	122524	113495	126732	4628	6668	5650
SUMATERA BARAT	97978	91079	94090	2734	3313	2543
RIAU	58320	48750	44976	1517	1952	819
JAMBI	27479	25254	28754	680	831	630
SUMATERA SELATAN	77973	73404	77494	2334	2165	1621
BENGKULU	21144	19919	20636	523	514	220
LAMPUNG	92214	84452	82805	2827	4074	1219
KEP. BANGKA BELITUNG	22114	21075	18578	685	482	574
KEP. RIAU	16782	13482	17878	249	297	147
DKI JAKARTA	50030	46084	54029	12899	12933	8079
JAWA BARAT	597300	584920	592791	32297	41023	29434
JAWA TENGAH	857981	831652	808293	54440	66510	47195
DI YOGYAKARTA	140215	133132	103559	6443	4367	4332
JAWA TIMUR	770419	720250	681442	92031	108232	80573
BANTEN	108712	100709	100260	4427	6968	3568
BALI	156291	145622	146025	4829	3894	2301
NUSA TENGGARA BARAT	97511	92839	97704	10970	11749	9271
NUSA TENGGARA TIMUR	139485	135051	155871	678	1003	434
KALIMANTAN BARAT	42494	38187	39480	530	962	557
KALIMANTAN TENGAH	24421	21774	25584	1042	1499	423
KALIMANTAN SELATAN	55889	52798	55968	1864	2835	1107
KALIMANTAN TIMUR	31035	23550	26156	1007	1094	446
KALIMANTAN UTARA	7032	4771	6224	162	192	58
SULAWESI UTARA	36458	35727	52678	573	1384	625
SULAWESI TENGAH	82956	81535	87511	2423	3024	1004
SULAWESI SELATAN	124786	121097	121537	5037	5392	1343
SULAWESI TENGGARA	48915	44620	54713	520	968	172
GORONTALO	27535	27273	25632	1180	1363	129
SULAWESI BARAT	25653	25221	23720	642	671	115
MALUKU	24839	21890	35253	165	311	111
MALUKU UTARA	13993	13289	15857	220	294	288
PAPUA BARAT	6645	4277	5992	98	281	77
PAPUA	15184	11812	15941	297	282	168
INDONESIA	4127108	3909718	3956083	253068	300099	206605

2.1. FGD was held on May 26

This activity was held in Maros Regency, precisely at the Regent's office, attended by the Host, Kadisperindag, Maros, Halal Center Unismuh Makassar, Halal Center UMI, Halal Center UNHAS, UMMAH.

Implementation Day: Saturday Date: 26 May 2023 Time: 09.00 WITA – finish Place: Maros Regent's Office Hall

Building a halal ecosystem requires great collaboration and synergy between halal stakeholders. The implementation of halal certification (as part of guaranteeing halal products) includes a long chain, from upstream to downstream. Halal-halal certification value chain is also related to multi-stakeholders. Determining product halal requires the role of other institutions: religious authorities (MUI) and product inspectors or testers (LPH). The function of product supervision is carried out by BPOM, the circulation of goods/products is the authority of the ministries of industry, trade, agriculture and customs. International cooperation with state halal institutions is under the authority of the Ministry of Foreign Affairs. Not to mention the types of businesses consisting of large, medium, small and micro companies under the coordination and guidance of other ministries/institutions (Ministry of Health, Ministry of Cooperatives and SMEs, Regional Government and Ministry of Trade).

Many parties are involved in the halal certification process. Moreover, the halal self-declaration scheme by MSEs must involve religious organizations, Islamic religious institutions, universities, local governments, associations, communities and other strategic partnerships, including e-commerce and digital platforms. To ensure that halal certification services are prepared optimally, internal consolidation and cross-agency coordination and communication must be undertaken.

2.2. Technical Guidance will be held on May 27 2023

This activity was carried out in connection with the free Halal certification program for 500 high school canteens in South Sulawesi and 10,000 MSMEs assisted by the Maros Regency government, so the Unismuh Makassar Halal Center as one of the LP3H

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appointed to carry out this program, the Makassar Unismuh Halal Center implemented Technical BIMTEK (Technical Guidance). Implementation of Halal Certificate Assistance for all PPH Halal Center Assistants at the Muhammadiyah University of Makassar.

Source: Rika Sulastri, S.Pd., M.Pd (Companion of PPH BPJPH; P3JPH UIN Syarif Hidayatullah Jakarta)

Moderator: Dr. Jamaluddin Majid, S.E., M.Si (Manager of Halal Center Unismuh Makassar).

Implementation Day: Saturday Date: 27 May 2023 Time: 09.00 WITA – finish Place: FKIK Unismuh Makassar Hall.

4. RESULTTS AND DISCUSSION

The availability of materials and guaranteed halal product processes will make it easier for business actors to guarantee that their products are halal. The assurance of halal materials in the production process will also reduce the process that must be carried out by halal auditors in carrying out product halal inspections and/or testing. This condition will speed up the halal certification process, especially the product audit stage carried out by the Halal Inspection Institute (LPH).

Apart from clarity of raw materials and PPH, the principles of halal certification adhere to the principles of traceability and authentication. The aim of traceability is to know for sure where the product was produced, what the production process was, what materials were used, from which manufacturer, and what its halal status is. Meanwhile, authentication ensures that there is no adulteration of halal products with haram products, there is no mixing or cross-contamination between haram ingredients and or into halal products through laboratory analysis.

MUI seeks to build public awareness and persuade companies about the importance of halal food product certification. In relation to halal tourism, this label will provide extra peace of mind to tourists who have religious sensitivities.

Apart from halal certified food products, they also encourage the provision of hotels and other sharia accommodation by setting several guidelines and criteria related to sharia business institutions. It is hoped that these standards can become a reference for hotel business players.

"It could be an indicator of providing facilities, facilities and infrastructure that meet religious norms, making it easier for tourists to choose sharia hotel services.

From an institutional perspective, the MUI has taken steps regarding the determination of halal food products by the MUI Fatwa Commission. "Previously LPPOM MUI carried out the audit," he said.

Regarding sharia hotels, MUI also has a special institution for the purposes of coaching and supervising sharia business institutions through the National Sharia Council.

Building awareness and commitment to synergy, as well as collaboration in developing halal tourism by ensuring the halal ecosystem moves simultaneously.

Table 2. Recapitulation of Tourist Visit Movement Data for 2019-2021

TAHUN	WISATAWAN MANCANEGARA	WISATAWAN NUSANTARA
2019	75.758	2.288.625
2020	106.281	2.391.968
2021	107.037	2.529.879

Steps and Procedures for Obtaining a Halal Certificate

1. Prepare Complementary Documents

Business actors must prepare complementary documents to apply for halal certification, including:

- Business actor data, in the form of Business Identification Number (NIB) (if not available, you can use other permits, such as NPWP, SIUP, IUMK, NKV, etc.) and Halal Supervisor data (copy of KTP, curriculum vitae, copy halal supervisor certificate, and so on);
- Name and type of product, name and type of product must match;
- List of products and materials used, in the form of raw materials, additional materials and auxiliary materials;
- Product processing process, starting from the process of purchasing, receiving, storing materials used, processing, packaging, storing finished products to distribution;
- Halal product guarantee system document, is a management system prepared, implemented and maintained by companies holding halal certificates to maintain the continuity of the halal production process.

2. Register

Registration is done online at <https://ptsp.halal.go.id>. Before registering, register first using an active email.

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Then, log in with the registered email. Select the origin of the business actor, Foreign, Domestic, or Government Agency. Then write NIB in the box provided. After that, follow the registration steps on that page.

3. Checking Document Completeness

The Halal Product Guarantee Organizing Agency will check the completeness of the business actor's documents and determine a Halal Inspection Institution (LPH) that will check or test the halalness of the product. This process takes two working days.

4. Check or Test the Halalness of the Product

LPH will then carry out inspections and tests on the halalness of the registered products. This process takes 15 working days.

5. Determine the Halalness of the Product

After passing product inspection and testing, the Indonesian Ulema Council (MUI) will determine the halalness of the product through a Halal Fatwa Session. This process lasted for three days.

Table 3.Total Companies That Have Been Certified Year 2019 - 2022

No	Tahun	Jumlah Yg Tsertifikasi Halal
1	2019	4.037
2	2020	6.917
3	2021	8.333
4	2022	2.310

Another advantage of this collaboration is halal investment from other countries. Apart from increasing the closeness of bilateral relations, the recognition and acceptance of halal products which have previously been an obstacle will be easily resolved and overcome. Benefits for entrepreneurs and national business actors will also increase with cooperation in developing technology in the halal sector, diversifying products that are in demand and becoming a necessity in investor countries, in addition to business contacts, encouraging exports of halal products from Indonesia in accordance with Indonesia's obsession as the largest halal producer in the world. Regarding the need for halal materials, the domestic market is dominated by micro and small enterprises (MSEs), whose number reaches almost 65 million business units. Around 70% of that number is engaged in the food, beverage and culinary sectors. This means that raw materials are a crucial issue for producing halal products. As is known, the food and beverage industry has developed in such a way with increasingly sophisticated patterns, varieties, shapes, packaging, additional ingredients (food additives), and processing, including the use of technology.

The food and beverage processing industry is prone to critical points (medium and high risk) in materials and processing methods. This relates to the halal product process (PPH) which is the focus of halal certification. Government support is very important to ensure the supply chain runs well and is available from upstream to downstream. The commitment of large and medium industries to certify their products as halal is a solution to overcome the difficulties of halal raw materials, especially for small and micro industries. For example cooking oil, flour, sugar and meat. No less important is halal research and development carried out by universities or research institutions in supporting industry. Research on non-halal substitute ingredients for cosmetic or medicinal products is still quite open to development.

Halal certification by companies and MSMEs is a fulfillment of consumer rights. Moreover, Indonesia, where the majority of its citizens are Muslim, is definitely looking for products that are guaranteed to be halal.

From the company's perspective, by having a halal certificate you can include a halal logo. A logo is a form of communication to the public, people don't need to ask questions, they don't need to see whether the ingredients are halal or not. With a halal logo that is well communicated, people choose halal products because they already have a halal logo. Having a halal logo on a product also opens up new markets. Because, currently many shops and supermarkets, at home and abroad, require that incoming products must have a halal logo. This even applies to countries where the majority of citizens are not Muslim.

2. Overseas partners

International cooperation guarantees halal products. One of the important issues regarding halal products is the entry of products from abroad into Indonesia. So far, halal certification of foreign products has been carried out B to B (business to business cooperation). However, with Law 33 of 2014 and Job Creation Law 11 of 2020, as well as PP no. 39 of 2021, international cooperation is built on the basis of mutual recognition and acceptance of halal certificates (mutual recognition and agreement,

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MRA). At the level of bilateral and multilateral relations between countries, the existence of a halal certification body plays an important role in ensuring that foreign products entering Indonesia comply with halal standards. Or vice versa, with mutual acceptance, domestic halal products (exports) can be accepted in various countries because there are similar halal standards.

International cooperation in the halal sector covers many areas, for example halal quality assurance, development of halal resources, technology in the halal sector, and recognition of halal certificates (ref. PP 39 of 2021, Article 119). Indonesia has the potential to become a 'world level halal leader'. Indonesia's halal standards (which have been implemented by the MUI and LPPOM-MUI) have received recognition from dozens of countries.

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Halal certification is one of the many crucial factors supporting halal tourism practices in Indonesia. In his approach, recognizing the halalness of this product is not just a religious demand, but also brings economic benefits to business actors.

Halal tourism is not only related to encouraging religious compliance, in this case Islam, the approach is also inclusive on the basis of benefit. Thus, according to Niam, the development of halal tourism must be placed in the economic policy framework. "However, because halal is a religious term, the inspection is carried out by institutions that have authority in the religious sector

International cooperation in the halal sector covers many areas, for example halal quality assurance, development of halal resources, technology in the halal sector, and recognition of halal certificates (ref. PP 39 of 2021, Article 119). Indonesia has the potential to become a 'world level halal leader'. Indonesia's halal standards (which have been implemented by the MUI and LPPOM-MUI) have received recognition from dozens of countries.

Halal certification is one of the many crucial factors supporting halal tourism practices in Indonesia. In his approach, recognizing the halalness of this product is not just a religious demand, but also brings economic benefits to business actors.

"One of the important efforts made by the MUI to support halal tourism is first, accelerating halal certification for culinary products," he said via voice message to Liputan6.com, Saturday, October 30 2021. His party continues to be dedicated to guaranteeing food products produced and distributed in Indonesia halal certified, either before or after the enactment of Law No. 33 of 2014 concerning Halal Product Guarantees. "Before the halal product guarantee law was enacted, (halal certification) was voluntary.

HALAL TOURISM IN INDONESIA AND BAHRAIN INDONESIAN HALAL TOURISM.

The Ministry of Tourism held the Indonesia Muslim Travel Index (IMTI) in 2018 and 2019. The assessment carried out by Crescentrating-Mastercard in collaboration with the government has determined the five best halal tourism destinations in Indonesia. The IMTI assessment is carried out using four main indicators that have been determined by the GMTI Global Muslim Travel Index (GMTI), namely: accessibility, communication, environment and service.

Based on the GMTI assessment in 2019, Indonesia was ranked first as the world's best halal tourism. Are you curious about which areas in Indonesia offer attractive halal tourism in the country, here is the review. READ ALSO Halal Raw Materials Make Halal Certification of MSME Export Products Easier.

1. Lombok Lombok is the best blend of natural beauty and the religious side of society. Author of the novel "Eat, Pray, Love", Elizabeth Gilbert discovered the most beautiful side of Islam in Lombok. This island also has a multitude of the best and very impressive halal tourist destinations. Lombok is nicknamed the Island of a Thousand Mosques.

2. Aceh Aceh has many halal tourism areas with superior attractions. These include Pulau Weh in Sabang, Geurute Highland on the west coast of Aceh Jaya, Lake Laut Tawar in the Gayo highlands, Pulau Banyak in Singkil and the Baiturrahman Grand Mosque in Banda Aceh. These destinations are only a small part of Aceh's many tourism potentials that have implemented Islamic law.

3. Riau and the Riau Islands Riau has issued a governor's regulation regarding Muslim-friendly tourism. People also have a habit of still using Malay Arabic script. Meanwhile, Rokan Hulu Regency has implemented Islamic rules so that it is nicknamed the Land of a Thousand Suluks. Apart from that, there are religious travel packages to historical mosques. These things make tourists interested in coming.

4. West Sumatra West Sumatra is synonymous with Islam. Adat basandi syarak, syarak basandi kitabullah which means the custom of adhering to the rules and regulations adhering to the Koran is one of the main principles governing Minangkabau customs. So

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that Minangkabau culture and traditions are always in harmony with the teachings of Islamic law. The combination of strong customs with Islamic values together with the natural beauty of West Sumatra is a valuable potential as a halal tourism destination.

5. DKI Jakarta, Jakarta is present as a halal tourism destination because it has accommodation facilities that have implemented the Islamic sharia system in various places. The Istiqlal Mosque as the largest in Southeast Asia and the Betawi culture which is strong in Islamic values have also attracted the interest of Muslim tourists around the world.

HALAL BAHRAIN TOURISM

Best Things to Do in Bahrain

Planning to go to the Middle East for your next upcoming holiday? Then definitely, Bahrain is a country you won't want to miss! This is a very small but very beautiful country whose size is only 765.3 square kilometers. Although small, this country has its own unique qualities, and furthermore, it offers many great and thrilling experiences, especially for millennials! And for halal travelers, there is absolutely nothing to worry about as Bahrain is a Muslim country, so all the halal concerns that we, as Muslim travelers usually have when planning our holidays can just be put out of our heads!

1. Tree of Life

Tree of Life World Halal Tourism

This is indeed a very famous attraction among tourists and attracts around 50,000 tourists every year who visit Bahrain so it is definitely something not to be missed. The miracle of this tree is that it grows in the middle of a barren desert where temperatures can soar to 49 degrees, but still stands lush and covered with an abundance of green leaves. The fact that Bahrain is also a country with very little rainfall makes everyone wonder how the tree survives, hence the nickname 'Tree of Life.' Some say that it gets its water from underground streams, others say that it absorb moisture from the air, but the answer is still uncertain.

2. Bahrain City Centre

World Halal Tourism Bahrain City Center

Bahrain city center is one of the favorite locations and shopping destinations in Bahrain. This is the biggest mall in Bahrain, with various cafes, restaurants, boutiques and shops for you to buy everything you need. Fashion for everyone, toys, cosmetics, luggage, sports equipment, fitness equipment, home appliances, furniture, you name it, they've got it! It's a shopping paradise for both men and women and it will make almost anyone a shopaholic in a matter of minutes!

But this is not the only reason to visit this huge mall. The mall has a Cineplex with 20 screens operating from 10 am to 12 pm. So when you're in Bahrain if you want to catch up with the latest movies, or set a movie date with your significant other, you know where you're going! The mall also consists of an indoor water park, bowling alley and an arcade with so many games so you can enjoy a fun day.

3. The Lost Paradise of Dilmun

The lost paradise of Dilmun is the largest water park in Bahrain. It is packed with thrilling rides and a variety of slides (body slide, tube slide, speed slide, super bowl, bomberango) and pools (spa pool, lazy river, oasis pool) to give you a thrilling and fun filled water experience.

The park also hosts weekend DJ events and holiday events for you to add another dose of fun after a day full of splashing!

4. Bahrain International Circuit

The stunning beauty of this motorsports venue plays host to a series of racing events, and most notably drag racing, the GP 2 series and the annual Bahrain Grand Prix. For all the car lovers out there, watching a race at this venue is something you should put on your bucket list.

5. Bahrain National Museum

For all you halal tourists with an eye and passion for history, this is a location you must visit on your halal holiday in Bahrain.

The museum is home to a variety of artifacts covering Bahrain's rich history and culture, especially artifacts related to the Dilmun civilization.

This museum essentially showcases the entire history, culture, religion, flora and fauna of the country and its people under one roof, and is indeed a site that every tourist should visit while in Bahrain.

6. The Lagoon Park

World Halal Tourism The Lagoon Park

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Finally, I have included this location on my list because I find it to be the most relaxing and calming location in all of Bahrain. During our holidays there will be certain days where all you want to do is relax and have fun with your lover. Lagoon Park will provide just that!

5. CONCLUSIONS

Implementation and assistance in obtaining Halal Certificates for halal food and beverage products in supporting halal tourism is carried out at the socialization stage, providing direction to MSMEs regarding the techniques and requirements that must be fulfilled, followed by an FGD Focus Group Discussion. This is carried out by gathering several business actors to discuss matters that need to be met. It is not yet clear regarding halal certificates, technical guidance, implementation and assistance to MSMEs, collaboration between MSMEs in implementing international cooperation with state halal institutions under the authority of the Ministry of Foreign Affairs. Not to mention the types of businesses consisting of large, medium, small and micro companies under the coordination and guidance of other ministries/institutions (Ministry of Health, Ministry of Cooperatives, UMKM, Regional Government and Ministry of Trade).

Reminding that halal certificates that companies and MSMEs already have are not valid for life. Law 33/2014 also stipulates that the validity period of a halal certificate is four years. After that, the company is expected to carry out an extension process.

Currently, his party also continues to intensify the importance of carrying out halal certification for business actors. He mentioned that in the Koran itself it is written about halalan thayyiban. Halal in a religious perspective is defined as something that is not haram. Meanwhile thayyiban is food that contains elements needed by the body.

"Halal must be quality because it meets health, cleanliness, nutrition, quality, something that cannot be separated. We audit not only to see whether the ingredients are halal or not, we also pay attention to the food safety aspect. For example, whether the ingredients meet the BPOM or not, Our audit team also carries out, ascertain whether there is any use of materials that are said to be hazardous materials by BPOM. That is the job of our auditors. Halal includes quality, quality, halal thayyiban cannot be separated

The Indonesian Ulema Council's Food, Drug and Cosmetics Study Institute (LPPOM MUI) has given halal certification to 10,643 Micro and Small Enterprises (UMK). As of 2021, 8,333 MSEs have received halal certification. This amount is an accumulation from 1994 when LPPOM MUI began carrying out halal certification. Meanwhile, in 2022, the number of MSEs that will receive certification will be 2,310 MSEs. "Data for 2021 LPPOM has 8,333 MSE clients who have been successfully certified nationally and from 2022 to June there are 2,310 MSEs who have been certified through LPPOM MUI," said LPPOM MUI Main Director, Muti Arintawati at the closing of the Shawwal Festival in Jakarta, Thursday (9/ 6/2022). HUNI Construction MSME Forum Formed, Ministry of PUPR Reminds about Certification, the number is still very small compared to the total number of MSEs in Indonesia. Based on data from the Ministry of Cooperatives and SMEs in 2018, the number of MSMEs in Indonesia reached 64.2 million. The portion reaches more than 99 percent of the total business actors. "Compared to the number of MSEs throughout Indonesia, of course the number that has been certified halal through LPPOM MUI is very small.

This large amount means that LPPOM MUI cannot work alone. In order for MSMEs to fulfill their halal certification obligations, cooperation is needed from various parties, the government, LPH, communities, halal activists and large companies. This collaboration is needed to assist and provide knowledge about halal certification requirements, the halal certification process, and facilitate halal certification financing for MSEs. Halal certification is mandatory for all products circulating in Indonesia. This obligation is stated in Law Number 33 of 2014 concerning Halal Product Guarantees. This regulation regulates that products entering, circulating and being traded in Indonesian territory must be halal certified. This obligation does not only apply to large companies, but to all types of companies, including MSMEs. "This obligation has been in effect since 17 October 2019 with a phasing period depending on the type of each product. This phasing starts from 2019. For food and beverages it will end in 2024. By 2024, all food and beverage products must be completely halal certified.

Meanwhile, to accelerate certification, LPPOM MUI has been holding a Syawal Festival since 2021 with the theme of increasing the competitiveness of MSEs through easy and reliable halal certification. This year, the Syawal Festival focuses on providing technical guidance (bimtek) and (training of trainers/TOT). During the 3 weeks of implementation, 3,034 MSEs received technical guidance and 574 people received TOT. "We hope that after attending the technical guidance, MSEs can continue in the halal certification process and successfully obtain a halal certificate. TOT participants can pass on their knowledge to the entire community.

Implementation and Assistance of Halal Certificates in the Acceleration and Development of Halal Tourism Products in Indonesia and Bahrain

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