

# PRODUCTION PROCESS ANALYSIS BASED ON HALAL ASSURANCE SYSTEM

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**Abstract:** Companies located in Muslim-majority areas do implement a halal guarantee system in their production process, because otherwise it will certainly affect public trust. In this regard, this study aims to analyze the application of the halal assurance system in the production process and the company's compliance with halal standards. This research was conducted at PT Keloria Moringa Jaya Medan. This study used qualitative research methods. Collecting data with observation techniques, interviews, and documentation studies. The data collection focuses on the production process of PT Keloria Moringa Jaya Medan. The results of the study show that the materials used in the production process already have a halal label or are halal certified. PT Keloria Moringa Jaya Medan also has halal certification from BPJPH which is valid for international and national levels. Special steps are taken to ensure product halalness, namely the cleanliness and health of employees, as well as the use of gloves and hand sanitizers in the production process. They implemented a policy of using halal raw materials and made an agreement in the form of a banner that was posted on the front page of PT Keloria Moringa Jaya Medan. There is also a halal supervisor in charge of production quality control.

**Keywords:** Halal Assurance, Halal Products, Production Process

**Abstrak:** Perusahaan yang berada di wilayah mayoritas umat Islam memang menerapkan sistem jaminan halal dalam proses produksinya, karena jika tidak tentu mempengaruhi kepercayaan masyarakat. Berkenaan dengan itu penelitian ini bertujuan menganalisis penerapan sistem jaminan halal dalam proses produksi dan kepatuhan perusahaan terhadap standar halal. Penelitian ini dilaksanakan di PT Keloria Moringa Jaya Medan. Penelitian ini menggunakan metode penelitian kualitatif. Pengumpulan data dengan teknik observasi, wawancara, dan studi dokumentasi. Pengumpulan data tersebut fokus pada proses produksi PT Keloria Moringa Jaya Medan. Hasil penelitian menunjukkan bahwa bahan yang digunakan dalam proses produksi telah memiliki label halal atau bersertifikasi halal. PT Keloria Moringa Jaya Medan juga memiliki sertifikasi halal dari BPJPH yang berlaku untuk tingkat internasional dan nasional. Langkah-langkah khusus diambil dalam memastikan kehalalan produk, yakni kebersihan dan kesehatan karyawan, serta pemakaian sarung tangan dan hand sanitizer dalam proses produksi. Mereka menerapkan kebijakan penggunaan bahan baku yang halal dan membuat kesepakatan dalam bentuk banner yang dipasang di halaman depan PT Keloria Moringa Jaya Medan. Terdapat juga penyelia halal yang bertanggung jawab atas kontrol kualitas produksi.

**Kata Kunci:** Jaminan Halal, Produk Halal, Proses Produksi

## INTRODUCTION

Indonesia is a country with the largest Muslim population in the world and has an interest in regulating the distribution of products with halal standards because Muslims are the majority consumers, so it is appropriate to get protection in obtaining guarantees for halal products. As an illustration, in 2013 we imported cosmetics and pharmaceuticals from Korea with a total value of US\$ 36.4 million (cosmetics: US\$ 11.7 million, pharmaceuticals US\$ 24.7 million). Not to mention imports from Thailand and beef imports, either from New Zealand or Australia. In addition, the supply of processed foods such as chocolate, yogurt, snacks and others whose suppliers are still dominated by Nestle, Unilever, Carrefour, and so on (Alfath, 2023; Amir et al., 2022; Nirwanda, 2015).

However, according to K.H Ma'ruf Amin, halal-haram food is not only a problem for Muslims, but also relates to the wider community in general (Amin, 2010). The Al-Qur'an provides instructions regarding nutritious food with the term *halalan thayyiban*. Halal being the main requirement for nutritious food means that it is not forbidden by *fiqh* and is obtained from a lawful living, while *thayyib* means good and proportional (Aliyah, 2016).

Events The era of the industrial revolution 4.0 and globalization made major changes in various fields, one of which was the field of technology. Rapid technological developments have an

impact on changes in living systems. One of the basic human needs. One of the benefits of this technology is that it can facilitate human work in terms of effort, cost and time (Afandi et al., 2022). Likewise in the world of business or business competition between business people with one another is becoming increasingly stringent. Business people or prospective business people need to understand that strategy plays an important role in maximizing marketing for the success of bringing in customers and increasing company profits.

Currently, the development of food types creates very tight competition, especially with those who produce similar products. This innovation comes from the needs of very diverse consumers who demand that manufacturers create products that are different from the others. This is another important factor that companies demand to have variety in their products, the number of competitors. (Khairul Anshor Nst, 2022).

A Muslim is encouraged to obtain Halal food, medicines and cosmetics with high quality standards. For a Muslim, it is his duty to consume any product that is halal. For non-Muslim consumers, Halal food or products are often regarded as food with the highest quality standards. (Roman, 2012). Based on an internal survey by LPPOM MUI in 2009, public interest in halal products reached 70 percent. This figure continued to increase until 2012 which reached 92.2 percent. (Directorate General of Religious

Community Guidance of the Republic of Indonesia, 2013).

Whereas for Muslims, consuming halal food is an obligation to fulfill Allah's commands contained in the Qur'an. (Rahmadani, 2015). As he says:

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا ۚ وَاتَّقُوا اللَّهَ  
الَّذِي أَنْتُمْ بِهِءِ مُؤْمِنُونَ

*and eat halal and good food from what God has provided for you, and fear God in whom you believe.* (QS. al-Maidah: 88).

However, in the era of globalization, determining the halal status of a food product is not as easy as when technology was not yet developed. Thus, it is necessary to have a guarantee and certainty of the halalness of food products consumed by Muslims. Halal assurance of a food product can be realized in the form of a halal certificate that accompanies a food product so that producers can include a halal logo on the packaging (Apriyanto & Nurbowo, 2003).

Halal products are products whose availability is a must in countries that recognize the existence of Muslims, along with the times, the needs of Muslims in the form of halal products are increasing and expanding from various aspects. Globally, the halal industry has developed so far it has reached around 1.8 billion consumers with an estimated value of USD 2.1 trillion (Hashim & Shariff, 2016). Religion plays an important and influential role as a guide for Muslims in determining the products they want to consume. Meanwhile, halal business for

Muslims is a business that is committed to religion. (Ridwan, 2019; Wijayanti & Meftahudin, 2018).

The understanding of the word halal is everything that does not contain elements or ingredients that are haram, or prohibited for consumption by Muslims, and the processing that is carried out does not conflict with sharia (Bulan, 2016). Halal food products are food products whose contents and manufacturing process do not contain any haraam elements, whether they are main raw materials, food additives, auxiliary materials and other complementary materials. And the management is also carried out in accordance with the guidelines of Islamic law, the management is carried out in accordance with what has become the provisions of Islamic law. Islam has arranged everything so that Muslims know what is forbidden for them to consume and what is lawful for them to consume, and in this regard, halal food is of proven quality and is very good for consumption for the health of the human body. (Andriani et al., 2020; Arsyian et al., 2019).

Since October 17 2019, the government has enacted Law No. 33 of 2014 which changed the nature of halal certification from voluntary to mandatory. The implementation of the halal assurance system is very important to guarantee the halalness of products that will be consumed by the public. The concept of halal food (especially food) covers all aspects from raw materials to the products produced. According to Zulham

(2013) and Bakar et al. (2016), halal food is nutritious food that does not contain ingredients or elements that are prohibited or unlawful for consumption, both raw materials, additives and auxiliary materials, including food that is processed through genetic engineering and food irradiation used in accordance with the provisions of the Islamic religion. Muslim consumers also need healthy and quality products, which must also be in accordance with Islamic teachings (Aziz & Chok, 2013).

Halal authenticity can be verified using various laboratory analysis tools (Wilson & Liu, 2010); (Nakyinsige et al., 2012) and can be done with product labeling and certification (Badrudin et al., 2012). Consumers' concern for halal food is increasing, as currently the image of the halal food industry has been tarnished due to the increase in fraudulent halal certification and physical contamination of halal food products (Annabi & Ahmed, 2015).

Production at PT. Keloria Moringa Jaya in 2018 started with the production of products made from moringa leaves for its own circle and in 2019 took care of obtaining a business license under the name UD. Healthy Keloria. In 2022 it will become a PT, namely PT Keloria Moringa Jaya. This is done so that companies can follow government procurement. The products produced are in the form of food, drinks and soap.

In implementing its production process, this company does not only consider procedures as determined by the

industrial body, but also considers guarantees and halal standards as demanded by the Muslim community. Analysis of the production process is important starting from the stages of selecting materials, maintaining the cleanliness and sterility of materials, processing, to packaging. Not many companies voluntarily want to be exposed to their production processes, in contrast to PT Keloria Moringa Jaya which is happy to be exposed. In fact, this company strives to continue to apply high standards in order to maintain the halal quality of their production.

It is for this reason that this research specifically aims to analyze the application of the halal assurance system in the production process and analysis of company compliance with halal standards set by the Indonesian Ulema Council.

Research on halal in food has been mostly carried out by previous researchers so that discussions in this study can be carried out. Several studies that can support this research include research on the application of halal guarantees to micro, small and medium enterprises (Hamidatun & Pujilestari, 2022; Ma'rifat & Sari, 2017; Purwanto et al., 2023; Putri & Windiana, 2021), then research on halal certification for a product (Hidayat & Siradj, 2015; Nukeriana, 2018; Segati, 2018; Warty & Samsuri, 2020), then research on the effect of halal labeling on products (Bulan et al., 2017; Lia et al., 2022; Mary, 2020). However, all of these studies are different from this research, the focus of this

research is on the application of a special halal assurance system to the production process. This research is predominantly concerned with processes, because halal assurance is not only concerned with the raw materials used, but also with regard to the production process.

This research certainly contributes specifically to PT Keloria Moringa Jaya especially in developing production processes towards guarantees and halal standards, so as to provide satisfaction to users. In addition, the results of this study also contribute to the scientific body of Islamic economics, so that they become a reference in the study of halal guarantees and standards, especially in the production processes carried out by companies.

## **METHOD**

This research uses a type of qualitative research based on descriptive studies. The choice of this study was due to the naturalistic nature of qualitative research, so it is hoped that this research will produce natural plants. (Creswell, 2007). This research was conducted at PT Keloria Moringa Jaya Medan, a company that processes herbal ingredients to be made into drinks and medicines. This company was chosen because of research research problems that actually exist in the company, and indeed the uniqueness of the production process that takes into account the halal assurance system and halal compliance standards.

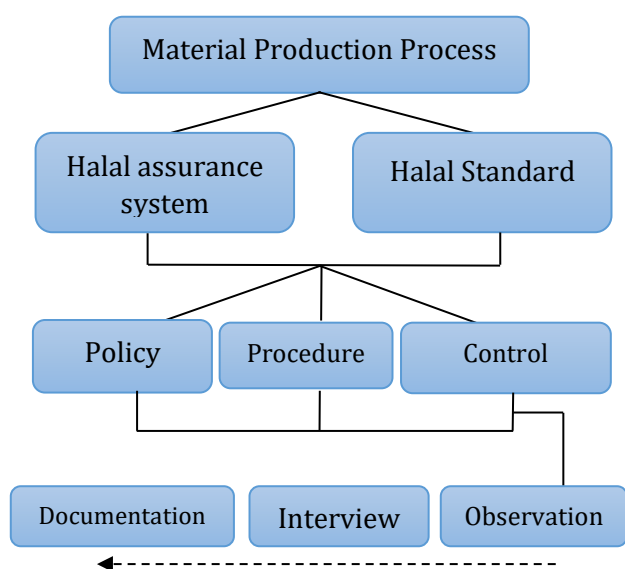
The data sources in this study consisted of two primary and secondary

sources. The primary sources in this study were research informants consisting of company leaders, heads of production departments, employees, and product users. Then the secondary data sources in this study are the sources of literature that support the theoretical discussion of this research such as books, research results which mainly come from journals.

Data collection techniques in this study consisted of observation, interviews, and documentation studies. Observation is carried out by directly observing the process of selecting materials and processing materials into products, or in other terms the production process. Interviews were conducted by means of interviews related to the implementation of the halal assurance system, and compliance with halal standards. While the documentation study is applied to analyze the documents used by the company in the application of halal assurance standards in the production process.

Data analysis used Miles and Huberman's technique, namely data collection, data reduction, data display, and drawing conclusions. To ensure the validity of the data, data triangulation techniques were carried out, in the form of source triangulation, method triangulation, and extending observations and increasing research persistence. Presentation of data is done by descriptive analysis.

The research design can be described as follows:



**Figure 1.** Research design

## RESULTS AND DISCUSSION

Before discussing the research findings, in the following, the products owned by PT Keloria Moringa Jaya are first described. (1) MoriTea, a herbal tea derived from the basic ingredients of Moringa leaves, is produced into a dry leaf form. Moringa leaf material Mori Tea Leaf is taken from organic moringa plantations and dried at low temperatures, so that the nutrient content in the leaves is maintained. This product has a myriad of proven health benefits rich in antioxidants, improves digestion, helps you lose weight and helps shape your ideal body; (2) MoriFlour, a product in the form of moringa flour which can be used to support food ingredients to natural face masks; (3) MoriCaps, a product in the form of a supplement made from Moringa leaves, which can function as nutrients and properties with 18 amino acids to improve your health; (4) MoriFloody, a product in the form of cookies, containing moringa leaf extract to prevent heart

disease, treat diabetes, improve body health; (5) Moriflour Powder, a powder-shaped product made from moringa leaves which is used for natural facial masks; (6) Moringer, Moringa Tea with Ginger Extract with a myriad of proven health benefits rich in antioxidants, improves digestion, helps lose weight.

### Procedures for Implementing the Halal Assurance System

In the process of production PT Keloria Moringa Jaya implements several procedures or steps in implementing the halal guarantee system, while the steps referred to are as follows:

1. The use of halal raw materials, with regard to raw materials PT Keloria Moringa Jaya Medan ensures that all material components used in the production process have halal certification or legal halal labels. For example, in making Keloria cake, the butter used must have a halal label. However, for raw materials such as moringa leaves and eggs, which do not carry the halal label, other steps are taken to ensure adequate hygiene and segregation. Selection of raw materials that have a halal label is part of compliance with halal standards. The use of halal raw materials is the first and most important step in determining whether the production process will be halal or not in the future. Because if the raw materials used are not halal, then the overall production process will also be questioned as to its halalness. This company

predominantly uses the raw material for Moringa leaves. Especially for Moringa leaves, it does not require a halal label, because the ingredients are natural and commonly used. The raw materials for each product are indeed different, especially for chemical materials which use materials that are already included in the halal list issued by the MUI or LPPOM.

2. Hygiene and Sanitation, this procedure is implemented in the production process by PT Keloria Moringa Jaya Medan with the aim that the processed materials get clean and hygienic results, so that they are guaranteed to be halal. PT Keloria Moringa Jaya Medan prioritizes cleanliness and sanitation in the production process. Employees are required to maintain personal hygiene, such as washing hands, wearing clean clothes, and using hand sanitizer regularly. In addition, gloves are used for production activities that require them. These steps aim to prevent cross-contamination between halal and non-halal products. In addition, keeping the environment clean and healthy is nothing new in Islam, because as a religion that is a blessing to all of nature, Islam will not allow humans to damage or pollute the surrounding environment. Cleanliness of the environment itself will greatly affect the safety of the people around it, therefore keeping

the environment clean is as important as maintaining personal hygiene.

3. Quality control, PT Keloria Moringa Jaya Medan has a halal supervisor who is responsible for ensuring quality control during the production process. This halal supervisor is a company employee who has received special training. They have an important role in ensuring that all necessary steps are taken to maintain product halalness. According to government regulations. According to government regulation number 39 of 2021 states that a halal supervisor is someone who is fully responsible for the process of halal products in a company. Where the person comes from within the company itself. Not only that, it is further explained in Article 49 that if a business actor wishes to apply for a halal certificate, it is obligatory to have a halal supervisor. Thus, the presence of a halal supervisor is one of the absolute requirements for obtaining halal certification. In general, the duties of a halal supervisor can be said to be almost the same as that of a halal auditor. However, one of the prominent differences is that the halal supervisor is part of the company. Article 51 of government regulation 39 of 2021 states that there are at least four main duties of a halal supervisor:
  - Supervise the running of Halal Product Process. A series of activities to ensure product

halalness, starting from: provision of materials; processing; storage; packaging; distribution; sale; to product presentation. For this reason, the role of the halal supervisor is to oversee all kinds of processes related to the halal products produced by a company.

- Determine corrective and preventive actions, when necessary. It should be realized that in the production process of course there are times when errors occur. For this reason, halal supervisors play an important role in taking corrective and preventive actions that must be taken by companies.
- Coordinate the process of halal products to halal inspection agencies. Every company needs to make a report regarding the halal production process to be submitted to the Halal Inspection Agency. So in this case, the halal supervisor in a company acts as an extension as well as a coordinator between the company and the halal inspection agency.
- Accompanying the Halal Auditor during the inspection. Usually, each company will carry out periodic inspections, once every six months. The examination in question is regarding the process of halal product processes in the company. The halal supervisor will act as a companion for the halal auditor from the halal

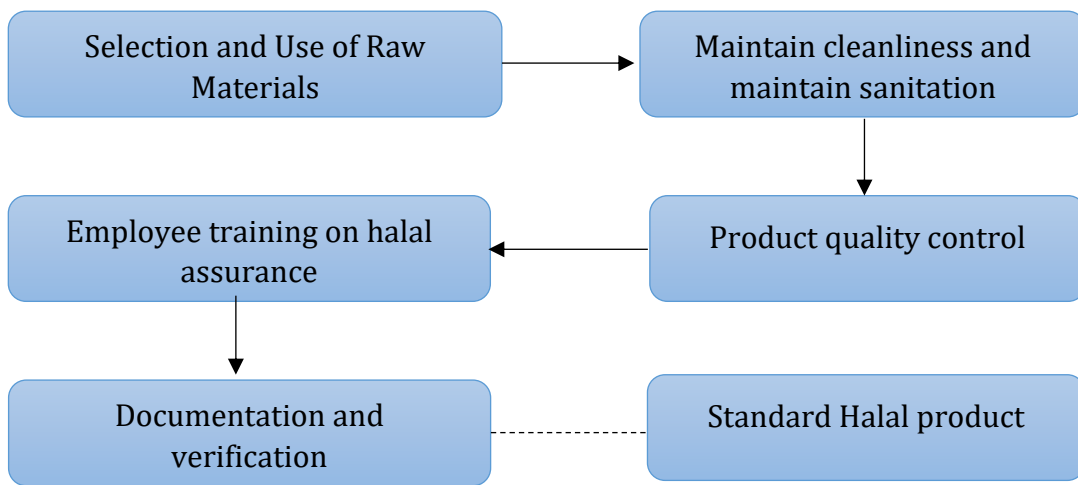
inspection agency. Assistance is carried out to minimize and anticipate errors during inspections. (Bagaskara, 2022).

4. Employee Training, in terms of ensuring product halalness PT Keloria Moringa Jaya Medan conducts training for employees related to the importance of product halalness and the implementation of the halal assurance system. This training provides employees with a better understanding of the concept of halal and non-halal and the actions to be taken to maintain compliance with halal principles. The provision of this training was carried out at different times, based on the results of the training interviews in two forms, namely routine and incidental. It is called routine because this training is included in the program and is regularly scheduled within one semester or yearly, while incidental is carried out if there is training or coaching carried out by the government or the Indonesian Ulema Council, then employees are included for the training.
5. Documentation and Verification, PT Keloria Moringa Jaya Medan has documentation that documents the production process and compliance with the halal assurance system. However, it should be noted that during the interview, the company representative stated that some of the documents had been damaged by the rain. Therefore, companies need to



ensure that these documents are properly managed to maintain their integrity and accessibility. For a company, document security is a top priority that must be maintained, because the data contained in documents is crucial for the company's development. Even so, not all employees in the administrative field are aware of the importance of maintaining records. This

documentation and verification is also part of the management step. Without documentation, it will be very difficult for the company in the future to guarantee the validity of the data, and not only that, when checking data, it will also make it difficult for the company. In general, the following is the flow of procedures for implementing halal guarantees in the production process



**Figure 2.** Procedure for Implementing the Halal Assurance System On Production Process

**CONCLUSION**

Based on the explanation of the discussion above, it can be concluded that PT Keloria Moringa Jaya Medan has implemented a halal guarantee system in its production process. This company has strict policies regarding the use of halal raw materials, maintaining cleanliness and sanitation, and quality control during the production process. Training is provided to employees to increase their understanding of product halalness. Even though there is documentation documenting the production process, it

needs more attention in document management and verification to keep it accessible and properly maintained. Until the time this research was carried out, all products at the company had received a halal label. The results of this study can be a recommendation for other companies in implementing a halal guarantee system in their production process.

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