

## **OPTIMIZATION THE AWARENESS OF RAMBAK KULIT BUSINESSES IN CEGOKAN VILLAGE FOR HALAL CERTIFICATION IN FOOD PRODUCT**

Abdul Aziz\*, Maulidana Nazilaturrahmaniyyah, Nita Suzana,  
Muh. Hafiz Al Aziz Aulia, Imelda Fajriati

UIN Sunan Kalijaga Yogyakarta  
\*dulzizab29@gmail.com

**Abstract** – *The global trend to consume halal food products is increasing. In response to this situation, the rambak kulit businesses in Cegokan Village need to increase their understanding and awareness of halal food products to support the commerciality of their products. Making it a necessity to optimize the awareness of rambak kulit businesses towards halal certification so that the products circulating in the community are guaranteed to be halal. The data collection method used for this study are observation, interview, and assistance. This research used data analysis techniques such as: data reduction, data presentation, and concluding. Based on this method, it was found that the awareness of rambak kulit UKM in Cegokan village about halal certification and the halalness of rambak kulit products are increased. This is shown from data that the rambak kulit businesses who are interested in continuing the halal certification process for their food products reach 9 UKM out of 11 rambak kulit UKM, with expectations that will increase the selling value and competitiveness in the market and helping to improve the regional economy.*

**Keywords:** *halal certification, rambak kulit, UKM, Cegokan.*

## 1. INTRODUCTION

Food is the most basic human need. The fulfillment of proper food needs is one of the human rights that fundamental for every Indonesian. The available food must indeed secure, excellent quality also not contradict the religion, faith and society culture. Yogyakarta as a region with Muslim majority surely have to be aware of the food product that will be consumed to not contradict with the provisions in Islam. As it is known that Muslims are required to consume halal food, written in surah Al-Baqarah verse 168 that reads

يَأْتِيهَا النَّاسُ كُلُّوْا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ  
الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ

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

This provision is obligatory to implement with all Muslims by ensure every food product can be identified the halalness, so that it can be consumed good and secure. In order to achieve all of it, a food system that provides protection either for producers or consumers needs to be organized. The food product business must take responsibility towards distributed food, mainly if the produced food causes harm, either health problems or even death for the consumers. (Hidayat & Siradj, 2015). The government as a regulator for public affairs is obligated to ensure that distributed food can be recognized, halal or non halal.

The government of Indonesia have regulates the halalness of food product through the LPPOM (The Assessment Institute for Foods, Drugs, and Cosmetics) that listed in The Law Of Republic Of Indonesia Number 33 Year 2014 Concerning Halal Product Assurance (JPH) where the government is authorized to controlling, examining also taking over in publishing Halal Certificate for food product. Enactment of The Law Number 33 Year 2014, halal certification is no longer voluntary, but becomes mandatory, which means every food product circulated in society are required to have a halal certificate. In the Law of JPH article 67 also explained about obligation of halal certification for product that circulate and traded come into effect five years from the legislation of this Law, which in October 2019 all product that traded and circulate must certified halal, include UKM product. This Law also explained that this obligation can affect increasing the added value and expanding market access in the middle of the global trend to consume a halal product (Qomaro, Hammam, & Nasik, 2019). Hence, it becomes a challenge to the food product business particularly Small and Medium Enterprises (UKM) in Yogyakarta to be more aware of the importance of halal certification on food products.

One of the UKM food products that become typical food from Yogyakarta is rambak kulit. Rambak kulit is a deep fried cracker that not made from starch but from dry cow-hide, buffalo, or goat (Amertaningtyas, 2011). The demand of rambak kulit has increased but the rambak business is yet unable to fulfil the market needs (Floratiara, Herdiman, & Susmartini, 2019). Animal skin has critical point that may

causes non halal in processing stage (Qomaro, Hammam, & Nasik, 2019), therefore halal certification is necessary to provides comfort and safety for Muslim consumers (Syafriada, 2016). One of the production center of rambak kulit in Yogyakarta is Cegokan Village.

Cegokan village is one of the hamlets which is located in Wonolelo village, Pleret District, Bantul Regency, Yogyakarta. The large number of rambak kulit producers allow them to use ingredients that prohibited in religion and government way. Rambak kulit business indeed must to guarantee the halal information rights from the product. All this time, the awareness of consume halal food product not firmly embedded in society, either producers, sellers or consumers. However, *ghiroh* (passionate) of Islam in social life will feels strong and reactive if it is related to the issue of animals that is slaughtered not in accordance with sharia that is used as product ingredient of traded rambak kulit product. Therefore, it is necessary to optimize the awareness of rambak kulit business in Cegokan village about the importance of halal certification on ram kulit product.

Cegokan village have at least 11 active UKM that produce rambak kulit. All of this product have not a halal certificate yet. This condition affirm that society specifically the rambak kulit business have not the firm comprehension and awareness yet toward Halal Product Assurance. This awareness needs to be optimized to increase the trust of Muslim consumer, so that the Muslim society who accordance to the sharia can be manifested.

## **2. METHOD**

Qualitative research has been used to overcome the problem of rambak kulit businesses. As for the methods for collecting data are interview method, observation, and assistance with rambak kulit businesses in Cegokan village. Rambak kulit businesses in Cegokan village has been interviewed with specific criteria as how long have they been producing, marketing strategy, name of factory, production place, used ingredients and tools, halal certification for the food product and ingredients product, then observation. The assistance stage involves the completeness of requirement and submission of halal certification filling form, besides that, there are training about halal product and halal certification for the businesses.

Data analysis technique used include data reduction, data display, and conclusion. Data reduction is a process that involves sorting, concentration in simplification, abstraction and raw data transformation that written in notes in the field. Data display, data from observation and interview arranged in order to give a possibility to take the conclusion. In this research, meaning from the conclusion will obtained (Farhan, 2018). This analysis is used to simplify and conclude the result from notes obtained in the field.

## **3. RESULT AND DISCUSSION**

This research aims to assist the UKM rambak kulit businesses in Cegokan village in order to manage the halal certification that will be proposed to LPPOM

Indonesian Ulema Council (MUI) and obtained halal certificate of rambak kulit product (Syafriada, 2016). Halal certification is a way to obtained halal certificate accordance to Islam sharia and aims to provide halalness legal certainty of a product so it can reassure Muslim as a consumer (Nukeriana, 2018). Based on the halal certification data LPPOM MUI term 2012-2019 the number of factories that have been certified halal presented in the following table;

**Table 1 The Number of Factories with Certified Halal**

<b>Year</b>	<b>Number of Factory</b>	<b>Number of Halal Certification</b>	<b>Number of Halal product</b>
2011	4325	4869	39002
2012	5829	6157	32890
2013	6666	7014	64121
2014	10180	10322	68576
2015	7940	8676	77256
2016	6564	7392	114264
2017	7198	8157	127286
2018	11249	17398	204222
2019	13951	15495	274796
<b>Total Number</b>	<b>73902</b>	<b>85480</b>	<b>1002413</b>

(LPPOM, 2019)

The data makes halal certification more necessary to do by the food product businesses to increasing the selling power and commerciality value in the market, besides, halal certification also an important thing to do as provide certainty of halal status from a product so it can reassure consumers (Segati, 2018). The halalness is based on two things, the first one is based on the making process of food product and the second one is based on substance or matter in the food product (Qomaro, Hammam, & Nasik, 2019). Based on LPPOM MUI Special Region of Yogyakarta in October 2019 there are 960 products certified halal. This research was also implemented in order to increasing awareness and comprehension of society specifically the rambak kulit businesses towards halal product and halal certification, increasing the number of producers from UKM rambak kulit in Cegokan village that have willing to propose halal certification of their product, also increasing role and participation from society in order to control the halal food and drink product. So that this research can provide benefits to improve the regional economy.

#### **A. Preliminary Observation Stage of Rambak Kulit Businesses**

Observation stage is done by visiting the UKM rambak kulit businesses in Cegokan village. Observation is a collecting data technique where done by observing direct to the object (rambak kulit) to watch the activity closely (Ridwan, 2004). This research is done in Cegokan village because the village is the rambak kulit industry center where all the product have not certified halal yet. The UKM rambak kulit businesses have already satisfied by only making product and then selling it in the modest packaging in the market.

Many of the rambak kulit product that approximately can encompass a wider market if increasing the packaging and halal labeling. In Cegokan village, they only

sell the product in modest plastic package in the markets. All of them do produce and marketing in conventional ways due to less of knowledge and limitation in access information through the digital media. They have informed that the customers are still pleased with the product although there is no halal label because they assume the businessman producing the product using halal ingredients and process it in a good way. This observation stage also provide information about the number of rambak kulit producers in Cegokan village and the halal status of their product. The following table presents the list of UKM rambak kulit in Cegokan village.

**Table 2 The result of preliminary observation about packaging and halal labelling rambak kulit in Cegokan village**

No.	Producer	Merk	Halal Certification	PIRT	Other License
1	A	Cap Bintang ABC	-	-	-
2	B	Krecek Super Cap Dua Tengiri	-	-	-
3	C	-	-	-	-
4	D	Cap Kuda Laut	-	-	-
5	E	Cap Bintang	-	-	-
6	F	-	-	-	-
7	G	Cap Banyak	-	√	Public Health Office
8	H	-	-	-	-
9	I	Rambak Krecek Gajah	-	-	-
10	J	Cap Bulan Bintang	-	-	Industry Office
11	K	-	-	-	-

Based on the result of preliminary observation to UKM rambak kulit businesses there are several factors which causes them have not halal certificate yet, such as 1) UKM rambak kulit businesses do not understand how to apply halal certificate of the product, 2) UKM rambak kulit businesses assume that halal certification process is well complicated, 3) some of them are still have less of knowledge about halal certificate for food product. Reviewed from the factors above it is necessary to do assist, interview, and further observation to the businesses in Cegokan village.

## **B. Interview Stage with UKM Rambak in Cegokan Village**

According to halal certification process in the Law, it can be concluded that the tools and ingredients must have high attention as it has a critical point. Critical

point is a point of food processing that has a possibility transformed a halal ingredients or food into haram (Hafizah & Syarif, 2019). The collecting data technique towards a critical point of ingredients and tools is done by interview method. Interview method is a principal used when the respondent (rambak businesses) is at direct face to face in order to get information for data purposes. The interview aims to get information about facts, beliefs, feelings, desires to fulfil the purpose of research (Rosaliza, 2015).

Based on interview results obtained data that rambak kulit is made from main ingredient in the form of cow-hide, buffalo and goat. Aside from that, other support ingredients are oil, orange food coloring, and margarine. This ingredients have their own critical point, such as used animal skin has critical point which has been arranged by religion, i.e. (1) the slaughtered animal is the animal that allowed to eat (halal), the animal must be alive at the time of slaughtering, not at the state of carcass, the animal condition must fulfil the health standard established by authorized institute; (2) the slaughterer must be a Muslim who is mentally sound, knowledgeable of the Islamic slaughtering procedures and expert in slaughtering; (3) the slaughtering device should be sharp and not include the nail, teeth, fangs or bones; (4) the slaughter act should sever the trachea (*hulqum*) dan esophagus (*mari*), more better if two veins on the side of the neck named *wadajin* are also sever; (5) the slaughtered animal are facing the Qibla; (6) the slaughterer reciting *basmalah* : "*Bismillahirrahmanirrahim*" or else as hinted in Koran Surah verse 118 (Riwukore & Habora, 2018).

Hereafter, the support ingredients for making rambak kulit such as palm cooking oil. Making process of vegetable oil uses active carbon at bleaching process. The active carbon in this process may come from animal bones, naturally the animal bones are from haram animal such as pig. Besides, coloring process of the fried oil needs to add beta carotene to produce yellow, the yellow pigment can be found in several materials such as synthetic chemicals and natural like carrot. The critical point at this process is the character of beta carotene that unstable, that oil producer prone to add stabilizer. Stabilizer usually obtained from pork gelatin or livestock (Jannah, Mu'tamar M, & Asfan, 2020). Another ingredient is Kuda Leo brand orange food coloring. Dye is a substance used to provide and improve color, or a pigment which come from vegetables, animals, mines or others than those when added to food, drug and cosmetics can provide specific color (DEPKES, 1985). Dye in a scale of commercial production can be obtained synthetically by reacting chemical substances from petrochemical/crude oil or rocks. The manufacturing process through purifying, which used active carbon from wood, coconut shell and charcoal. So that the critical point is if the charcoals are made from pork bones (MUI, 2015).

Another support ingredient is margarine. Margarine is a butter substitute with almost similar scent, appearance, taste constituency and nutritional value. Margarine is plastic and solid at room temperature, a bit firm at low temperature and melt immediately in the mouth. Margarine is also a water emulsion in oil only if it is contain not less than 80% fat (Claudia, Estiasih, Ningtyas, & Widyastuti, 2015). The critical point of margarine is in the purification which uses adsorbent for decolorization or bleaching (blanching) by active charcoal. The active charcoal may obtained from wood, coconut shell, cow bones or pork bones (Anggraeni, 2013).

Besides concerning the ingredients, the tools used in making the process also need to be observed. Based on the interview, the tools used in making rambak in Cegokan village are knife, frying pan, scoop, spatula, barrel, scissor, basin, solar stove and gas stove. Those tools also included in the halalness factors of a product, if the used tools are exposed by a haram substance, then the product also become haram (forbidden) to consume (Jannah, Mu'tamar M, & Asfan, 2020).

The next step after the interview is further observation towards the 11 UKM rambak kulit in Cegokan village. This step aims to knowing the making process of rambak kulit directly. There are several ways to produce rambak kulit, started with remove the hair off the skin by boiling it first, then scraped off the hair from the skin using the knife. After that, cut the skin into small pieces according to the desired shape, usually it is according to market demand. The next step is coloring the skin with orange dye, but not all of the producers added this dye, it is depending on market demand and interest. Then, put the skin on the tampah (flat and wide tray made from bamboo), dried under the sunlight until dry for 2 or 3 days, depend on the weather. After dry, the skin is soaked in oil along with a bit heating while stirring occasionally so the rambak can rise well. The rambak that has been soaked in oil overnight then drained and continued to frying until rising. The frying rambak will rise and turn to brownish red. Then ripe rambak kulit has ready to be packed in plastic. Every rambak kulit businesses has their own package and brand.

### **C. Halal Certification Assistance Stage of UKM Rambak Kulit**

After knowing the critical point from rambak kulit food product, then done further assistance such as training and assisting the Halal Product Assurance (SJH) filling form. This training function to impart knowledge as a practical process to achieve maximum activity purpose. The training done by held a socialization about halal certification which discuss the process of certification, submission requirements of halal certification, and the critical point of rambak kulit made by UKM in Cegokan village. This program is important due to the producers who tend to be inattentive about their product, they assume that the product made from secure ingredients. Whereas, secure itself is not enough, secure ingredients does not mean the product will halal.

The halal criteria divided into two, i.e. based on process and halal based on the substances. Halal based on process is for food product made from animal while processing, storage, and transportation also the tools not used after pork. The additives ingredients are halal and the animal slaughtered in the name of Allah. Halal based on substances, i.e.: (1) does not contain pork, or all of animals that prohibited to eat according to; (2) all of drinks that does not contain alcohol. This training has done to 11 UKM rambak in Cegokan village with online system due to pandemic Covid-19. Results from the training are shows that the UKM businesses come to know about halal certification process, steps to do, and halal critical point from their rambak kulit product.



**Figure 1. Halal Certification Socialization**

The next step is assisting for the Halal Product Assurance (SjH) filling form. The assistance is done by visiting every houses of rambak kulit businesses in Cegokan village. Limited mobility due to pandemic Covid-19 in Yogyakarta made the method of gathering rambak producers together cannot be done. The assistance shows that from all 11 UKM, 9 UKM have interest to continue the halal certification process. This result proves that the awareness and comprehension toward how important halal certification on a food product among the rambak kulit businesses in Cegokan village have been improved.

#### **D. The Benefits of Halal Certification for Consumer**

Halal certification is an important thing due to provision of certainty of halal status of a product so it can reassure consumers (Segati, 2018). Halal certification is a Muslim consumers right that must receive protection from the state (Syafriada, 2016). This arranged in Law Number 8 Year 1999 article 4 concerning consumer protection state that consumers have the following rights:

- 1) right to obtain comfort, security and safety in using or consuming the goods and/or services;
- 2) right to choose the goods and/or services and obtain the goods and/or services with the promised conversion value and condition and warranty;
- 3) right to obtain correct, clear and honest information on the condition and warranty of the goods and/or services;
- 4) right to be heard in expressing opinion and complaints on the goods and/or services they use or consume;
- 5) right to obtain proper advocacy, protection and settlement in the consumer's protection dispute;
- 6) right to obtain consumer's training and education;
- 7) right to receive proper and honest and nondiscriminatory treatment or service;

- 8) right to obtain compensation, redress and/or substitution, if the goods and/or services received are not in accord with the agreement or not received as requested; and
- 9) to obtain rights as regulated in the other provisions of the law  
(Charity, 2017)

In order to fulfil the rights of consumer, halal certification have to be done which results the halal label, it can be placed on the rambak kulit packaging. As regulated in Law Number 18 Year 2012 concerning Food article 57 state that any person who produces food must include a halal label at food packaging when traded in Indonesia. So it has high benefit for Muslim consumers. If cannot provides the halal label due to non halal product then businesses must to provide a mark that the product is non halal (Syafriada, 2016). This important because consuming halal product is an absolute sharia provisions (Charity, 2017). Based on the research by Wibowo & Mandusari (2018) showed that the halal label placed on the food packaging is affecting the buying decision of a food product, it proves that the halal label on the food packaging provides a big chance of affecting the buying decision of a food product.

#### E. The Benefits of Halal Certification for Producer

Indonesia is a state of consuming halal food number 1 in the world (Thomson, 2018). Based on statistical data records *Global Islamic Economy Report 2018/2020*, expenditure for global Muslim product at goods and halal economic sector services reach USD 2,2 trilion in 2018. Indonesia is occupies the first place as the biggest halal product consumer at food and beverages sector, with the amount of expenditure USD 170 billion. As presented in following figure;

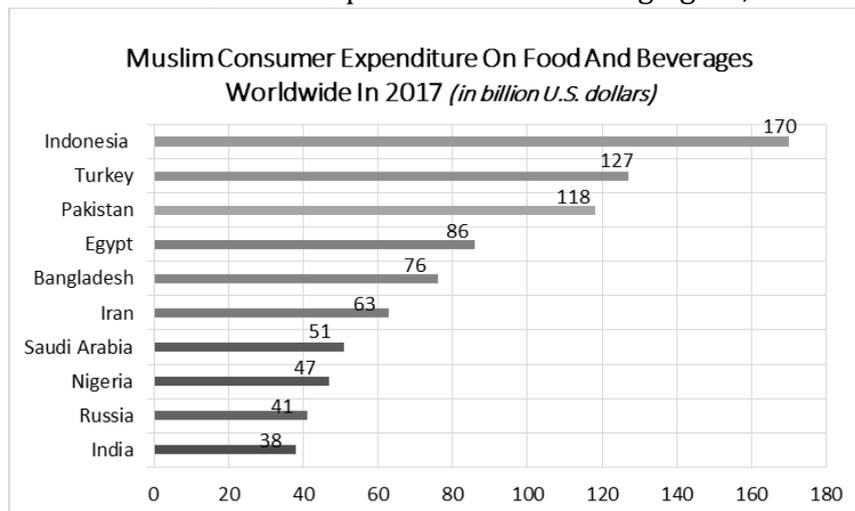


Figure 2. *Global Islamic Economy Report 2018/2020*

It showed that the data can be a big opportunity for food businesses in Indonesia, also with various benefits for them, such as,

- 1) Halal certification has *Unique Selling Point* (USP)

*Unique selling Point* is a marketing concept that distinguish one product to other product through the halal certificate. Certificated product will have competitive advantage that makes the product more valuable from consumers' side. Product with halal label at the package will have *Unique Selling Point* as a unique marketing strategy and have positive image in the eyes of consumers (Warto & Samsuri, 2020).

2) Halal certificate provides comparative

The halal label will help consumer to choose without doubt. Normally, every Muslim will looking for a product with halal label for safe consumption guarantee. This guarantee not limited only in domestic market, but also Muslim overseas market which extremely wide and used as global marketing tool and strategy (Evans & Evans, 2012).

3) Halal certification provides protection of domestic products from global competition.

Indonesia has large geographic areas and high total population which obviously demand various of consumption needs, but is the local product cannot provides the quality guarantee then overseas product will take over the market (Warto & Samsuri, 2020).

4) Halal certificate presenting better documentation system and company administration

Small and medium enterprises usually have a weakness towards administration and business management. Medium enterprises which started from the household business often apply untidy administration and management. One of the requirements to propose halal system assurance is documentation system, so that businesses can be helped improving business management by applying modern management principals (Warto & Samsuri, 2020).

5) Halal certification become a ticket to get the global market access

Halal certified product have an opportunity to marketing the product to other Muslin countries, such as Malaysia. Besides competing with domestic product, halal products from Indonesia can also competing overseas due to not all of overseas product are halal certified (Warto & Samsuri, 2020).

#### **4. CONCLUSION**

Based on the observation, interview, assistance and benefits from halal certification of food product showed improvement of awareness from the UKM rambak kulit businesses in Cegokan village. It is proven by increasing of UKM rambak kulit that interested to manage and continue the halal certification. Total of UKM rambak kulit businesses who interested to continue the halal certification achieve 9 UKM from total 11 UKM. This research is expected to increase knowledge

about halal certification and the halalness of a product also improving region economy by selling competitive product. Implementation of this research is increasing the awareness of rambak kulit businesses towards how important the halalness of a food product, help and assist UKM rambak kulit businesses to continue the halal certification process until receive the halal certificate. Limitations in this research due to pandemic Covid-19 which increasing so that the latitude from this research become limited. Also assistance of halal certification constrained on fulfillment of prerequisite documents that take a long time and limitations in using technology. This research expected to have further development by continuing the assistance of halal certification until receive the halal certificate for rambak kulit so that can increase the selling value of UKM rambak kulit and help to improving the regional economy.

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