

Non-Muslim Perspectives on Food Products Labeled with the Halal Logo

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Abstract: This research was aimed to examine empirically about Non Muslim Perspective to Chosen Halal Labeled Food. This analysis used a Dependent Variable is Chosen Halal Labeled Food. The Independent Variable of Non Muslim Perspective. This type of research is Cualitative Research with Descriptive Analysis. The sample of this research are Non Muslim Community a total of 73 respondents. The sample was conducted by Purposive Sampling Method. Collecting data was conducted by a questionnaire distributed via Google Form to respondents. The result of this research showed that Non Muslim Society that are male and female (72,2% of male and 27,8% of female) think positively and more significantly agreed with Halal Labeled in Food Product. The Halal Labeled can provide benefits for consument or producer from commercil institute. Because Halal Product can give health guaranteed and proof of Food Safety.

Keywords: Non Muslim Perspective, Halal Labeled, Product, Food, Restaurant

INTRODUCTION

The rapid development of the media today causes the flow of information to be obtained more and more and can affect a person's consumption pattern. The labeling of the halal logo is a label that provides information to consumers that the product is truly halal and the ingredients contained in it the content of the product is guaranteed halal, because it has been approved by authorized institution (LPPOM-MUI). With a better understanding about religion makes Muslim consumers become more selective in choosing product to be consumed. Absence label on a product will make Muslim consumers are worried decide on consumption of the products.

Halal label on product packaging in Indonesia is a logo composed of Arabic letters form the word halal in a circle, and in green, white. Labeling regulations issued by Director General of POM RI (Director General Drug and Food Control of the Republic Indonesia), oblige producers food products to include labels supplementary information about content of the manufactured product can make a little information for determine the halalness of a product they will consume (Bulan, 2016).

In Indonesia, of course, not only there is one religion, but there is a few religion like Hindu, Buddhist, Christian, Catholic, Confucius, and others. Product certification

Halal is defined as applying for a permit and inspection of food products to authorized agency for issue halal product certificates, while halal labeling is a process application for a license to the agency authorized to issue decisions granting licenses to entrepreneurs labeling halal on product packaging food (Fuad, 2010).

Halal logo is trusted as the basis or standard whether the product is already in accordance with Islamic law. Not only religious motives that determine consciousness consumers towards halal products, but also health related reasons religious identity, and level of acculturation in everything we consume on a daily basis (Bonne et al, 2007). Rice (1993) in Ambali & Bakar (2014) confirms that many diseases are caused by malnutrition and the unhealthy state of what is consumed every day. Therefore health reasons are closely related with consumer awareness in choosing product to be consumed. From the description above, this research intends to analyze the perspective of non-Muslims on food products labeled with the logo lawful.

CONCEPTUAL FRAMEWORK

Perception Non Muslim Customers

Perception is an internal process carried out to evaluate, select and organize stimuli that arise from the outside or external environment. In a general sense, perception can be said as

something that can be trusted, that someone will behave as a result of the way they have done to perceive the world or environment that is created in such a way. These things or behaviors will be learned as a cultural experience that has been adhered to. That is, we respond to stimuli in such a way according to the culture that has been taught to us (Sihabbudin, 2021). The perception of the non-Muslim community can be said as someone who has a view of what they face, they must be addressed by choosing something halal that can be known through the five senses which can give an impression to their environment.

The inclusion of the halal logo on a food or beverage product has the aim of protecting consumers. In terms of protecting Muslim consumers from the rights of Muslim consumers to a product that is declared non-halal, while non-Muslims protect it in terms of health insurance.

METHODOLOGY

This research uses a type of qualitative research that is descriptive analytical, which means that this research describes data and facts regarding "the perspective of non-Muslim communities on food labeled with the halal logo". This research was conducted in April 2019. Data collection in this study used a questionnaire and structured interviews.

The population in this study was 100 non-Muslim people, while the number of samples that were successfully processed was 73 respondents using the purposive sampling method using certain criteria. The criteria used in this study are the general public, willing to fill in questions, have gadgets, are not illiterate, are religious other than Islam (Non-Muslim). Data collection is carried out by distributing online questionnaires using links and filled out through google forms. As well as conduct structured interviews.

RESULTS AND DISCUSSION

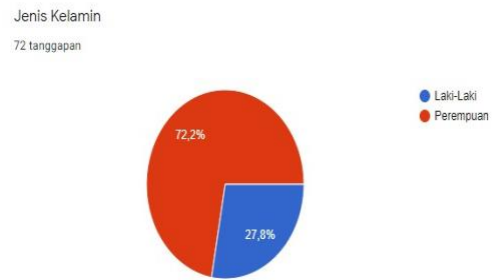


Figure 1. Gender Characteristics

Based on the data above, it can be seen that the most percentage is in respondents with the most student status who fill out this questionnaire with a total of 29,2%, followed by private employees as much as 6,9%. And some others who work as distributors, housewives, nutritionists, private employees, entrepreneurs and there are still respondents who are still not working.

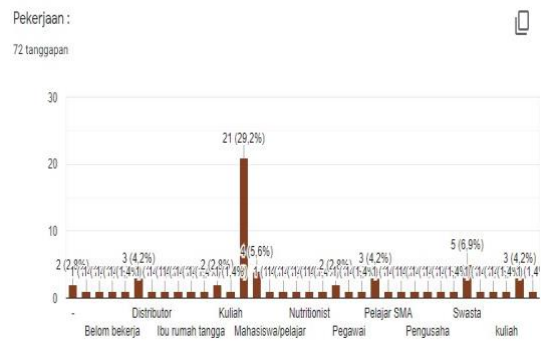


Figure 2. Job Status Characteristics

Based on the data above, it can be seen that the most percentage is in respondents with the most student status who fill out this questionnaire with a total of 29.2%, followed by private employees as much as 6.9%. And some others who work as distributors, housewives, nutritionists, private employees, entrepreneurs and there are still respondents who are still not working.

Agama
 72 tanggapan

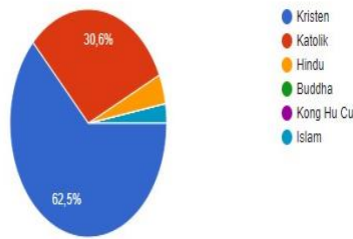


Figure 3. Religion Characteristics

Based on the data above, it can be seen that as many as 62.5% of respondents are Christians who have completed this questionnaire, 30.6% are Catholics, and the rest are Hindus and Muslims who also filled out this questionnaire.

Saya tahu maksud gambar dibawah ini
 72 tanggapan

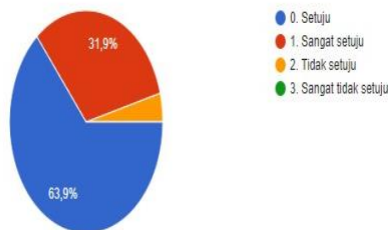


Figure 4. Respondents Knowledge about Halal Product Label

Based on the data above, it can be seen that as many as 63.9% of non-Muslim respondents know about halal product labels, 31.9% and recognize halal labels, and while the remaining respondents do not know about halal product label.

Saya selalu memperhatikan adaditadiknya gambar disamping sebelum melakukan pembelian atau dalam mengkonsumsi makanan yang dijual di restoran
 72 tanggapan

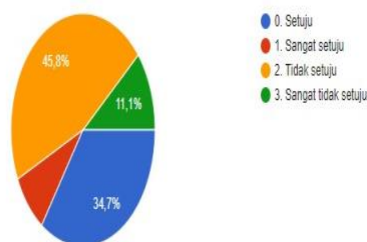


Figure 5. Respondent's Concern about Halal Logo on What They Eat/Buy at Restaurant

Based on the data above, it can be seen that as many as 34.7% of non-Muslim respondents pay attention to halal product labels when buying or consuming food sold in restaurants, 45.8% do not pay attention to the presence or absence of halal product labels and 11.1% do not pay attention to halal product labels on food consumed, while the rest are very concerned about logo halal when they are going to buy at a restaurant.

Adanya gambar disamping dalam kemasan produk makanan dan minuman adalah hal yang penting bagi saya
 72 tanggapan

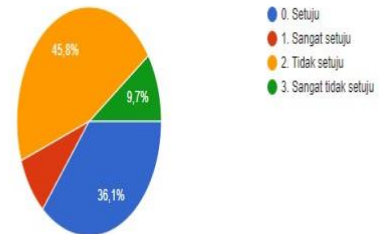


Figure 6. The Importance of Halal Labels on Products

Based on the data above, it can be seen that as many as 36.1% of non-Muslim respondents feel that the halal label on the product is important, 8.4% feel very important, 45.8% do not feel important, and the remaining 9.7% feel that the inclusion of the product halal label is very unimportant to respondents.

Saya akan memilih produk berdasarkan ada tidaknya gambar dibawah ini
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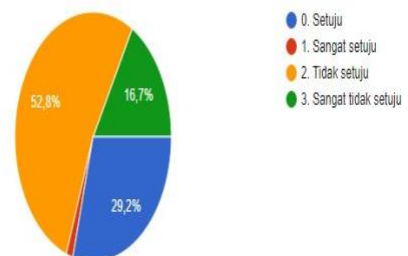


Figure 7. Product Selection Based on The Inclusion of A Halal Label on The Packaging/Restaurant

Based on the data above, it can be seen that as many as 29.2% of respondents agreed to

choose foods that already had a halal label on the packaging or restaurant, 52.8% felt that they did not agree to choose food based on the presence or absence of a halal label, and 16.7% felt very unimportant to choose based on the presence or absence of a halal label, and a minority of respondents felt very much in agreement when choosing a product based on a halal label.

Adanya label halal MUI pada restoran ini memberikan informasi dan keyakinan akan kehalalan makanan dan minuman yang dijual
 72 tanggapan

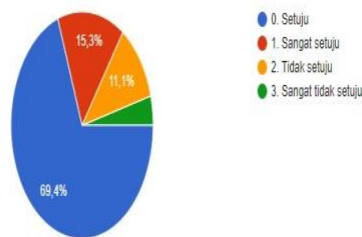


Figure 8. The Importance of The MUI Halal Label in Restaurants to Ensure The Halalness of The Products Purchased

Based on the data above, it can be seen that as many as 69.4% of non-Muslim respondents feel confident about restaurants that have a halal label, 15.3% feel very confident, 11.1% feel that it is not too important to have a halal label in the restaurant, and the rest feel very unimportant to pay attention to the matter.

Saya mengetahui label halal otentik dari MUI
 72 tanggapan

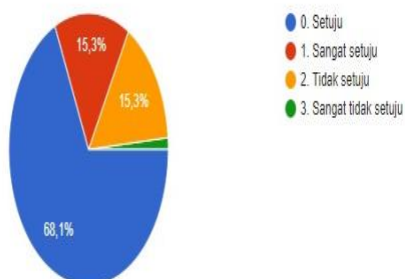


Figure 9. Knowledge about Authentic Halal Labels from MUI

Based on the data above, it can be known that as many as 68.1% of non-Muslim

respondents already know the label of authentic halal products from MUI, 15.3% already know very well and know, 15.3% do not know and the rest are very ignorant.

Label halal MUI yang terdapat di restoran ini menjadi pertimbangan saya sebelum saya melakukan pembelian atau konsumsian
 72 tanggapan

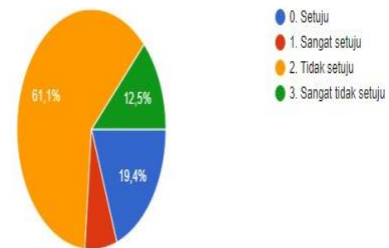


Figure 10. The MUI Halal Label is a Consideration for Purchasing/Consuming Food in Restaurants

Based on the data above, it can be seen that as many as 19.4% of non-Muslim respondents have noticed the existence of a halal label in a restaurant, 7% have paid attention to 61.1% have not paid attention, 12.5% have not paid much attention, and a minority of respondents have paid great attention to the MUI halal label.

Saya lebih memilih restoran yang bersertifikat halal MUI
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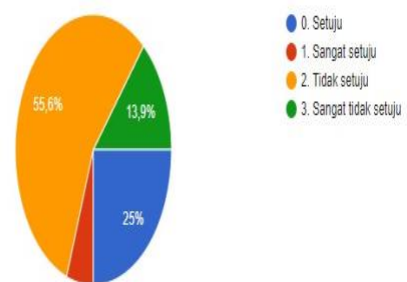


Figure 11. Prefer MUI Halal Certified Restaurants

Based on the data above, it can be seen that as many as 25% of non-Muslim respondents have chosen restaurants that have been certified halal, 5.5% have paid great attention and will choose restaurants that have been certified halal, 55.6% do not choose restaurants that are MUI halal certified, and the remaining 13.9% are

very unconcerned about choosing restaurants that have been certified halal or not from MUI.

Saya masih ragu untuk mengkonsumsi makanan yang dijual di restoran yang berlabel halal MUI

72 tanggapan

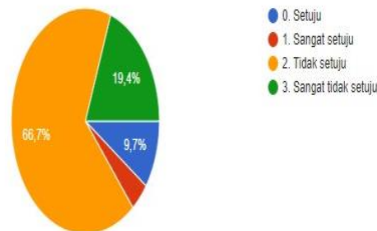


Figure 12. Doubts about Consuming Food Sold in Restaurants Labeled as Halal MUI

Based on the data above, it can be seen that as many as 9.7% of non-Muslim respondents are still hesitant to come to restaurants that already have a halal label, 4.2% are still very doubtful, 66.7% of respondents are sure to consume food from restaurants with the MUI halal label and the remaining 19.4% are very sure to consume food from restaurants with the MUI halal label.

Adanya label halal MUI menandakan kebersihannya sudah terjamin

72 tanggapan

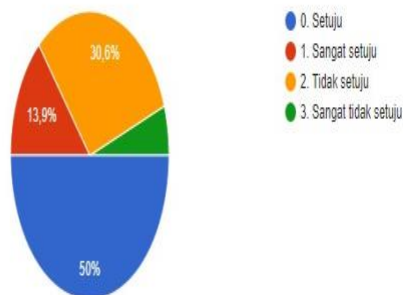


Figure 13. The Existence of The MUI Halal Label Indicates That Cleanliness is Guaranteed

Based on the data above, it can be seen that as many as 50% of non-Muslim respondents agree that the existence of a halal label on a restaurant indicates guaranteed cleanliness at the restaurant, 13.9% strongly agree, 30.6% still have doubts, and the remaining 5.5% of

respondents are very doubtful about cleanliness even though there is a halal label from MUI.

The benefits of halal certification in writing state the halalness of a product in accordance with Islamic law. The purpose of including the halal logo on food and beverage products is to protect consumers who have rights to the halalness of the products they want to consume. In Islamic law, what is said to be halal is not only the substance, but from the production process to packaging, it must be free from substances forbidden by Islamic law. The existence of the halal logo on food does not mean that it is only apply for the Muslim community, but in fact many non-Muslim people also consume food labeled halal.

Based on the data above, it can be seen that as many as 72.2% of respondents are female and as many as 27.8% of respondents are male who have filled out this questionnaire. Based on the assessment of perception, it can be seen that in the first description respondents stated that as many as 63.9% of non-Muslim respondents knew about the halal product label, 31.9% knew and recognized the halal label very well. To pay attention to the halal label, 34.7% of non-Muslim respondents pay attention to halal product labels when buying or consuming food sold in restaurants, 45.8% do not pay attention to whether or not halal product labels are advertised and 11.1% do not pay attention to halal product labels on food consumed, while the rest are very concerned about the halal logo when they are going to buy at a restaurant.

Meanwhile, 36.1% of non-Muslim respondents felt that the halal label on the product was important, 8.4% felt very important, 45.8% did not feel important, and the remaining 9.7% felt that the inclusion of the product's halal label was very unimportant to respondents. This shows that people or respondents who are non-Muslims believe and know the existence of a halal logo. Respondents also strongly agreed with the statement that the existence of halal label, the product did not have a bad effect on

consumers and guaranteed cleanliness, 50% of non-Muslim respondents agreed, 13.9% strongly agreed, 30.6% still doubted, and the remaining 5.5% of respondents were very doubtful about its cleanliness even though there was a halal label from MUI.

From the description of perception, it can be concluded that non-Muslim respondents have believed in the existence of a halal label and they also believe that products or foods labeled halal, the food is a satisfactory processed and guaranteed cleanliness.

CONCLUSION

Based on this research, it can be concluded that non-Muslim people who are male and female mostly agree with the halal logo listed in a product. Maybe according to them, the existence of the halal logo provides benefits or benefits for them because the AL product also provides health insurance for them, such as the product process is carried out in a healthy and correct manner.

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