

The Implementation of Halal Product Guarantee System for Self-Declare Halal Program In Frontier, Outermost and Least Developed Regions

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ABSTRACT

The program of self-declare halal certification by the Indonesian Government can increase the community's life level. Self-declare halal can increase people in business sales for the global market and improve the community business unit. In this case, guidance and companion strategy are required until the business actor can obtain halal certification. The data were collected on 20 business actors of MSME in Rupert Island, Bengkalis Regency, using Strategic Assumption Surfacing and Testing (SAST) with five indicators covering the commitment and responsibility, material, halal product process, the product, and monitoring and evaluation. The research results showed that the commitment and responsibility indicator is the highest indicator, becoming the priority of companion module proposal making of halal certification at 3T Areas (Least Developed, Frontier, and Outermost) Regions. Further research needs to identify the success factor of the business actors in 3T regions in gaining the halal certification program from the Government.

Kata Kunci: *Self Declare, Halal Certificate, Strategic Assumption Surfacing and Testing, Frontier, Outermost and Least Developed Regions*

Introduction

The increased number of micro, small, and medium enterprises (MSMEs) in Indonesia must create an impact in increasing productivity and quality through products produced by MSMEs. The word "Halal" means permitted according to Islamic law especially in reference to food or products consumed by Muslims [1]. Halal certification can provide a sense of security and at the same time provide assurance to consumers that the product uses materials and production processes that comply with sharia [2]. According to [3], Currently, halal meat consumers usually buy meat that has a halal logo on the packaging without doubting its authenticity and trusting the supplier wholeheartedly. The concept of halal that is known to the public is generally limited to pork and alcohol[4]. However, in fact, food contamination and the presence of non-Halal food ingredients in halal food or products is a problem that needs to be studied, especially in Muslim countries. The Indonesian Government encourages MSMEs to gain Halal certification. Halal is a guarantee of product quality for local and international markets in Law No. 33 of 2014 concerning Halal Product Assurance.

The Indonesian Government Program demands an increase in Halal Product Certification for All MSMEs until 17 October 2024. For technical services, the Halal Product Assurance Organizing Agency (BPJH) and the public are asked to accelerate halal certification, especially the self-declare launched by the Government of Indonesia for low-risk MSMEs. Then, the Government of Indonesia revised Halal certification services through the SIHALAL Online system to facilitate applying for halal certification. Then, to increase the number of MSMEs receiving Halal certification, the SEHATI Program is a free halal certification program for MSMEs in the regions. Table 1 shows the total distribution of halal certification in Riau Province. This graph shows a yearly increase in the number of halal certifications, which can be seen in the highest district that applies the halal certificate, such as Bengkalis regency, by 56 businesses in 2020. The graph increases every year from 2016 to 2020. Thus, in-depth assistance is needed to achieve halal certificates evenly. Rupert Island is one of the areas in Indonesia's least Developed, Frontier, and Outermost (3T) categories and needs halal certification assistance. This is stated in Article 18 of Presidential Regulation Number 12 of 2015, as Organizing the formulation and implementation of policies in the field of accelerating the development of underdeveloped regions in line with statutory provisions. The existence of 3T regional grouping is a program of the Ministry of Villages of the Republic of Indonesia. Rupert Island has many local products made by local communities and is located on the border of Malaysia. Thus, people in border lagging areas on Rupert Island must be accompanied to strengthen local products through halal certification programs.

Then, to succeed in this program, regional Human Resources (HR) on Rupert Island needs to be accompanied to achieve the program and improve life's feasibility.

Table 1. Number of Halal Certificates in Riau Province

Location	Year				
	2016	2017	2018	2019	2020
Pekanbaru	123	164	116	100	91
Siak	8	43	34	19	2
Dumai	48	39	53	69	59
Indragiri hilir	8	3	6	1	27
Pelalawan	52	22	13	9	1
kampar	34	18	12	30	21
Bengkalis	56	78	13	55	30
Indragiri hulu	2	3	2	0	0
Rokan hilir	2	70	13	1	14
Rokan hulu	16	5	1	10	0
Kuansing	16	8	0	3	0
Kep. Meranti	20	53	21	53	15

Source: *Religion Ministry of Riau Province, 2021*

The Indonesian Government's self-declare halal certification program can encourage the community to improve living standards. Halal Self-declare could increase business sales for the global market and improve the community business units. In implementing this activity, the cooperation of village managers in Rupert and the synergy of assistance to the community on Rupert Island is needed as it requires guidance for MSME actors in Halal Self Declare certification for 3T regions. Based on the results of interviews and preliminary observations conducted on Rupert Island, Bengkalis Regency, there are several problems, including public ignorance of the Government's program that obligates MSMEs to own self-declare halal certification in 2024, public do not understand the procedure of applying self-declare halal certification, the difficulty of using information technology in applying halal certification using SIHALAL system, the distance of the location of Rupert Island to the downtown where the experts of applying the halal certification exist and the limited assistance of MSMEs in improving the quality of local food products.

The formulation of the problem to be solved was how to empower the community through the Assistance of the Halal Self declare of MSMEs in 3T Regions (Least Developed, Frontier, and Outermost) using the SAST Approach in Rupert to improve halal certification of Indonesian government programs. The purpose of this study is to socialize governmental programs of self-declaration of halal product certification, assisting the business actors in applying halal certification through collaboration with regional partners and creating modules/guidelines in assisting Halal products in 3T (Least Developed, Frontier, and Outermost). The benefits of this activity are that people on Rupert Island obtain knowledge related to the benefits and procedures of halal certification, society in Rupert could contact village managers to apply for Halal certification through the online system (SIHALAL), people get Halal certification with the help of Indonesian Government through SEHATI program, Halal certification assistance activities could improve the quality of local products and distributed in the global market and Halal Certification is a guarantee of product quality as MSMEs can apply for MSME development assistance to the Government as they have obtained legalization of food products.

Literature Review

Rupert Island of 3T (Least Developed, Frontier, and Outermost)

Rupert Island is one of the outer islands in Bengkalis regency, Riau Province, directly adjacent to Malaysia. Rupert Island is located east of Sumatra Island and consists of 2 districts, Rupert District and North Rupert District. The Rupert sub-district has 16 villages, and the North Rupert sub-district has eight villages. The island is inhabited by about 30,000 inhabitants and one lowland with a general height of 25 m above sea level. Rupert Island can be reached from several areas through transportation. The main transportation route to and from the island is by the sea. There is a fixed transportation schedule to this island, the Roro Dumai rupert

crossing schedule. The trip from Dumai to Rupert Island can be reached within 20-30 minutes by Roro. Departing from Bengkalis takes approximately 2 hours drive. Rupert Island does not have lodging such as hotels. There are guesthouses on the Batu Panjang islands, Pangkalan Nyirih, Tanjung Punak, Teluk Rhu, and Tanjung medang.

The Malay atmosphere on this island is very thick, and the Malay language used is similar to Malaysian Malay. Ringgit currency can also be used as a means of transaction. Thus, the main charm of this island is the wide beach. Which directly faces the Strait of Malacca, the closest point to Malaysia. Even tourists from Malaysia often visit Rupert Island using fast boats and directly leaning on the beach. This is certainly a guide for the local Government to pay attention to the potential of Rupert Island, especially in the field of tourism. Besides the enchanting areas of tourism, Rupert also has characteristics, both the shape of webbing and traditional food of Rupert area. These foods include Ikan Sale and Ketupat Serunding, the traditional foods from ancient times. So far, the Government through the Subdistrict, Village, and Village Governments has continuously carried out coaching, training, and also assisting in capital disbursement and marketing as the efforts made could have an impact on improving the economy of residents, especially MSME actors and UP2K (Efforts to Increase Family Income) in Bengkalis regency which amounts to 6354 business units. This is one of the flagship programs of the regent of Bengkalis district.

The Concept of Halal Food Products

One of the surahs of Al Maidah verse 88 states, "And eat of what Allah has provided for you [which is] lawful and good. And fear Allah, in whom you are believers". This describes that, as Muslims, we do not only choose food based on hygiene but also the process of obtaining food. Thus, Islam obliges not to take unclean food (haram) or prohibited materials to maintain human health. A study stated that according to the Islamic creed, halal food must follow Islamic law [5],[6] (Ali, 2016; Mulizar, 2016). The first category of halal food can be known in the raw materials used to produce the food. The raw materials obtained are from sources permitted by the belief of Islam. Foodstuffs mixed with haram items are prohibited from being used by consumers. Next, how is the process of getting halal food as Islam takes care of its people to ensure that the food taken by Muslims is well maintained. The next category is food processing. The raw materials obtained should not be mixed with unclean materials as the quality of the processed food is guaranteed. The last category is serving halal food. Halal food packaging must comply with the prescribed methods, including food packaging that is non-perishable and durable. Halal food is now widely available globally since every country has a Halal Institute to certify.

However, there are many non-halal foods that consumers can also find in various places. Consumers need quality assurance to consume the food [7],[8] (Nasrullah, 2019; Sari, 2022). Thus, ensuring the quality of halal food is a must as it loosens consumers' doubts. To avoid Haram food, the Government of Indonesia instructed all business actors to obtain halal certification for product assurance. There is a Self-declared halal certification program for MSMEs with low-risk products. Then, the submission of halal certification in Indonesia used the online system (SIHALAL). It aims to increase the number of halal certifications in Indonesia.

The Process of Halal Self-Declare Certification Application

The halal certification process for business actors is a process of applying to business actors, then checking documents and determination by LPH from BPJPH, which is processed for two working days, then testing by LPH for 15 working days, followed by fatwa commission (MUI for three working days) then, the issuance of a certificate by BPJPH. The Self declare halal certification process is that business actors create SIHALAL account, business actors apply for halal certification (choose Self declare registration and enter the facility code), verification and validation by PPH Companions, document verification by BPJPH, BPJPH create Document Receipt Letters (STTD), Fatwa Session of Indonesian Ulama Council (MUI), BPJPH create Halal Certification and business actors download Certification Halal from SIHALAL application. The success of government development programs is highly dependent on community participation. If the level of community participation is high, the success rate of the program will also be high [9](Rahmat).

Strategic Assumption Surfacing and Testing (SAST)

Allowing consumers to consume a product is called halal in Islamic studies. Muslims and customers can consume halal food worldwide as it adheres to Islamic law regarding using raw materials, additives, and production techniques. The determination of halal and haram has been stated in the Islamic concept—the existence of a competent institution to inspect and test a product to ensure and guarantee its halal. If the inspected product does not contain raw materials or other components that are not halal, this institution will issue a halal certificate to business actors. Halal certification is a series of product inspection processes from

institutions appointed by the Indonesian Government, and a written fatwa is issued by the Indonesian Ulama Council stating the halality of a product based on Islamic law. In Indonesia, halal certificates are documentation to obtain permits from recognized government institutions, especially LPPOM MUI and BPJPH, to include halal labels on product packaging [10] (Faridah, 2019). The first step in the Halal certification procedure is the company's submission for halal certification to BPJPH. A legitimate company with a government-issued business license is required for applicants seeking halal certification. Complete the files and supporting data submitted to BPJPH for review and determination of the amount of certification costs. An audit schedule will be given after the applicant pays the certificate processing fee. Halal inspection agency appointed by BPJPH conducts the audit. The audit results were submitted to the MUI Fatwa Commission for discussion in the Commission session and then given the legal fatwa. The results of the MUI Fatwa Commission are submitted to BPJPH to issue halal certificates for business actors [11],[12] (Akim et al., 2019; Yakub and Zein, 2022).

By evaluating the level of importance and certainty of an assumption in ensuring the success of intended goals, the Strategic Assumption Surface and Testing (SAST) approach can be used to determine what strategic assumptions should be taken [13] (Wiguna et al., 2020). To visualize the relative importance and level of certainty of each assumption, the findings of SAST are presented in a four-quadrant graph. The rankings are based on several criteria and expert judgment. The significance and confidence of an assumption are shown in Figure 1, where a study states that the SAST method is applied to generate and test strategic assumptions, which are the ideal conditions or requirements that a system must meet. The limitation of the SAST method is that it is difficult for respondents to express assumptions in solving problems. This initial problem often arises when identifying problems with a system. Thus, the SAST approach is the first step in completing system modeling. Many implementations of this method are used to integrate the analytical modeling and structural approaches. This approach helps policymakers formulate system improvement strategies [14],[15] (Daulay, 2020; Zlatanovic, 2016).

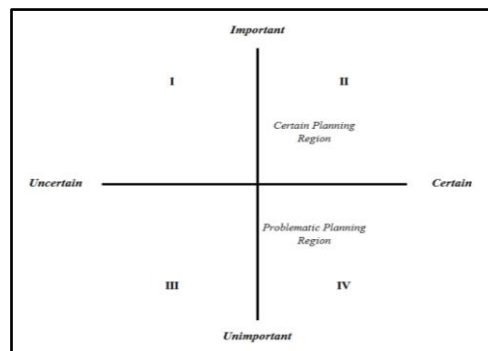


Figure 1. Assumption Rating Chart

Research Method

This study used a quantitative approach. The location of this research was Rupert Island, Bengkalis Regency, Riau Province. The data source used was primary data, which was obtained from 20 respondents who are MSME business actors. The Strategic Assumption Surfacing and Testing (SAST) instrument had 22 statements covering five indicators: commitment and responsibility, materials, halal product processes, products, and monitoring and evaluation.

Results and Discussion

The first stage in implementing a Halal certificate strategy using SAST is identifying basic assumptions through Halal Product Assurance System (SJPH) indicators, including commitments and responsibilities, ingredients, halal product processes, products, and monitoring and evaluation. Criteria (attributes) become a critical factor in considering assumptions, and attributes are selected from the results of weighting the selection of alternative strategies. The results obtained based on the Halal Product Assurance System indicators found 22 strategic assumptions, which were then made from these assumptions. Coding was used to ease the researchers' descriptions of assumptions into graphs. The following is the design of assumptions in the halal certificate implementation strategy.

Table 2. Designing Assumptions for Halal Certificate Implementation Strategy

No	Assumption	Code
1	Business actors socialize to commit and be responsible for producing halal products consistently and sustainably for all employees.	A1
2	Business actors have written proof of commitment and responsibility for halal implementation.	A2
3	Train and encourage employees to participate in halal supervisor activities.	A3
4	Through the quality of products, they are intensifying halal product campaigns to consumers by business actors.	A4
5	Participate in the Halal certification assistance program conducted by the Government.	A5
6	Business actors use halal certificate raw materials marked by the Halal logo on the pack.	A6
7	Business actors use supporting natural materials that are not classified as critical materials.	A7
8	Business actors have a document listing materials used for production	A8
9	Business actors have material purchase record documents, including materials, quantity, location, and time of purchase.	A9
10	Business actors have material storage documents to determine the expiration period.	A10
11	Business actors have SOPs, such as documents related to making products from raw materials to finished.	A11
12	Business actors have distribution documents, production amounts, or sales proceeds.	A12
13	Business actors conduct periodic internal audits	A13
14	Halal inspection agencies provide alternative solutions to replace raw materials with unclear halal legality.	A14
15	Halal certification agencies appointed by the Government (BPJPH and LPH) are directed to facilitate financing so as not to be mistargeted.	A15
16	Coaching and mentoring of halal product certification business actors by <i>Self Declare</i>	A16
17	The Government socializes with the public due to the importance of consuming halal-certified products.	A17
18	Socialization of the obligation of halal certification (<i>mandatory</i>) by the Government by implementing a <i>punishment</i> system for business actors who do not certify or extend the validity period of their certificates of products halal.	A18
19	Implement the regulations for the validity period of halal certification for four years (PP 39 of 2021)	A19
20	The Government helps promote or distribute products that are certified halal widely.	A20
21	Promoting Indonesian halal products can be accepted in the global (international) market.	A21
22	They are making halal certification a competitive advantage for business actors to compete locally and internationally.	A22

Furthermore, group assessments were conducted, and the assessment results were combined by looking at the mode (values that often appear) of each assumption assessment by respondents, then visualized in the form of a cartesian diagram with four categories of assessments: important, unimportant, certain, and uncertain. The selection of assumptions is done using a cartesian diagram that illustrates the relationship between variables. This diagram depicts a transverse line on a plane divided into four parts by two opposite axes. The vertical axis usually represents one variable, while the horizontal axis represents another. The values for each pair of variables can be shown as dots on the chart.

The findings of the recapitulation show the respondent's perspective on existing assumptions. Assumption one (A1) states that businesses promote commitment and responsibility in consistently and sustainably producing halal products for all employees, which is important for strengthening the halal certificate strategy. Many respondents rated its importance as 7, indicating they believe it to be crucial. They also expressed confidence in its successful implementation, with ratings of 6 and 7. 9 respondents rated its certainty as 6, while some gave ratings of 4, 5, and 7. Assumption two (A6) received the same number of responses for certainty, with nine respondents each choosing 6 and 7. In terms of importance, 14 respondents rated it as 7. Therefore, an expert judgment analysis is needed, considering the findings of the Halal Product Assurance System and existing certification regulations. Twenty experts participated in selecting these strategic assumptions. A1 received a relatively high importance rating, with 14 respondents giving it a 7 and some rating it as 5 and 6. For certainty, 9 respondents rated it 6, while others rated 4, 5, and 7. Assumption A2, "Business actors have written evidence of commitment and responsibility in halal implementation," received a relatively high importance rating, with 12 respondents rating it as 7 and some rating it as 5 and 6. For certainty, 10 respondents rated it 7, while others rated 2, 5, and 6.

Table 3. Designing Assumptions for Halal Certificate Implementation Strategy

No	Assumption Code	The Importance Level							The Certainty Level						
		1	2	3	4	5	6	7	1	2	3	4	5	6	7
1	A1					2	4	14				1	3	9	7
2	A2					2	6	12	1				1	8	10
3	A3					1	8	11					1	5	14
4	A4		1			1	8	10					4	6	10
5	A5						7	13					2	8	10
6	A6						6	14					2	9	9
7	A7						12	8					2	7	11
8	A8				1	2	13	4				1	3	11	5
9	A9			1	1	1	9	8				1	2	7	10
10	A10				4	1	8	7	1		1		3	10	5
11	A11			1	4	2	5	8	1	1	1		2	8	7
12	A12			1	1	2	9	7	2			3	4	4	7
13	A13			1	2	2	10	5				2	2	10	6
14	A14				1	3	6	10					3	8	9
15	A15			4	3	3	11	2		1	1	2	4	9	3
16	A16					4	6	10					8	7	5
17	A17					1	7	12					1	7	12
18	A18			1	1	9	1	8			1		3	10	6
19	A19					3	10	7					5	10	5
20	A20				1		6	13					2	8	10
21	A21					1	5	14					3	9	8
22	A22					3	8	9				1	3	4	12

As it seen from the results of the recapitulation of assumptions, only 1 out of 22 assumptions given to respondents gave a value of 5 at the level of importance and 6 at the level of certainty, namely "Socialization of mandatory halal certification obligations by the government by applying a punishment system to business actors who do not certify or extend the validity period of their products' halal certificates." and from halal regulations, Currently, there is a program called self-declaration, which is a declaration of halal status of MSE products by business actors themselves, but there are still applicable procedures, one is for business actors who do not take care of their product halal certificates, then after October 17, 2024 they will be a sanctions and products will be withdrawn from the market, but from the results of respondents' recapitulation and current regulations, It can be concluded that this A18 assumption due to respondents based on the answers given by 9 people answered the level of importance 5 and some gave values of 3, 4, 6 and 7, as well as the level of certainty that answered 6 as many as 10 people and some answered 3, 5 and 7 means that respondents consider this assumption important but this assumption is also quite certain to be applied by Halal Product Assurance Organizing Agency (BPJPH), thus, business actors are obligate to take care of halal certificates of their products before the due date set. Based on the assessment results, importance level 7 certainty level 7 has more judgments than importance level 7, certainty level 6, importance 7, certainty level 5, importance level 6, certainty level 7, importance 6, certainty level 6, and importance level 5, certainty 6. Based on the explanation above, the assessment results of the overall assumptions are visualized in the form of cartesian diagrams.

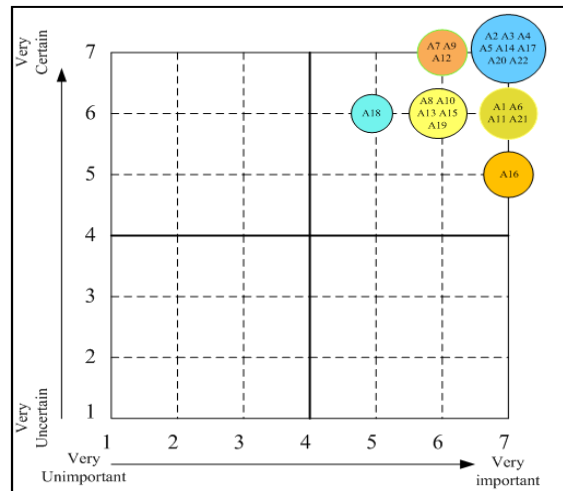


Figure 2. Cartesian Diagram of SAST Importance and Certainty

Figure 2 shows the position of 22 assumptions in quadrants, assumptions with an assessment of importance level 7 and certainty level 7 (7.7) which are in quadrant 1, those are A2, A3, A4, A5, A14, A17, A20, and A22, indicating these assumptions are the most ideal conditions or absolute prerequisites for implementing halal certificate strategy, followed by assumptions A1, A6, A11, A21 with assessment (7.6) which is the second priority assumption after the assumption in the assessment (7.7), followed by assumption A16 with assessment (7.5) which is the third priority assumption, following assumption A7, A9, A12 with assessment (6.7) being the fourth priority assumption, followed by assumption A8, A10, A13, A15, A19 with assessment (6.6) as the fifth priority assumption and Assumption A18 with assessment (5.6) being the sixth priority. As the location of assumptions finds out the highest to lowest levels of importance and certainty from the cartesian diagram, the following figure groups each assumption based on the Halal Product Assurance System (SJPH) indicator to determine the percentage of each indicator starting from commitment and responsibility indicators, material indicators, process indicators, product indicators, and evaluation indicators. The percentage of each indicator is obtained from the sum of the values of the level of importance and the level of certainty of each indicator that has been grouped. Then, the results are divided by the total value of seven so that the percentage results of each indicator are obtained. The following percentage results of each indicator can be seen in the chart image.

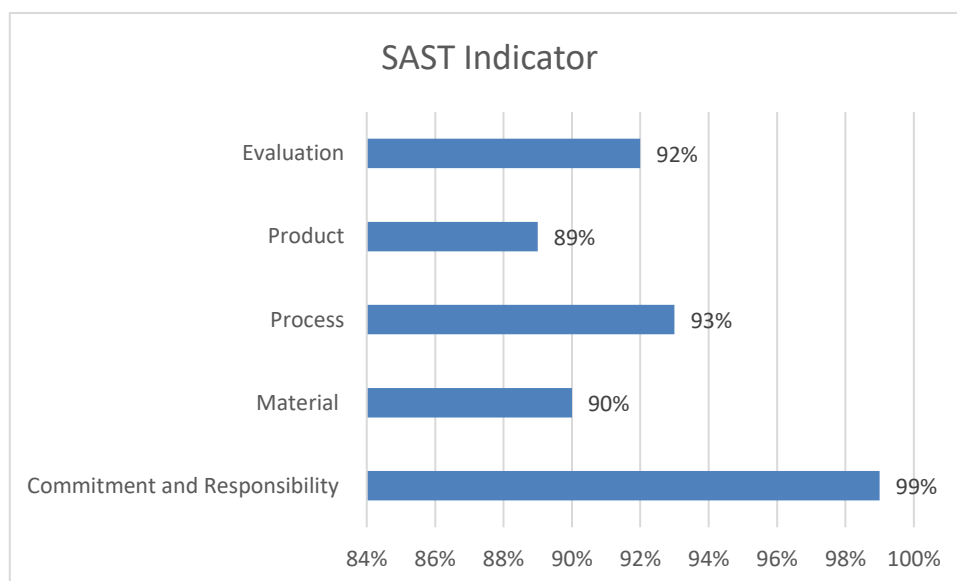


Figure 3. Cartesian Diagram of SAST Importance and Certainty

From the graphic of the indicators presented, it can be known that the percentage weight of each indicator is: commitment and responsibility indicators obtained 99%, material indicators with 90%, process

indicators with 93%, product indicators with 89%, and evaluation indicators with a 92%, it can be concluded that the commitment and responsibility indicators are the first alternatives that will be a reference module that will be given strengthening understanding to business actors, Followed by the process indicator becoming the second module alternative, the process indicator becoming the module 3 alternative, the evaluation indicator becoming the 4th alternative and the product indicator becoming the 5th module alternative. The results of this Diagram of SAST are a reference for managers of halal product assistants to provide priority provision for MSMEs in managing the self-declared halal certification program.

Conclusion

Activities conducted of mentoring the 3T (Least Developed, Frontier, and Outermost) regional communities with the collaboration of village managers using the SAST Approach in Teluk Lecah village office hall, Rupert District, have been socialized the government programs regarding mandatory halal certification of MSME business actors' products with Self Declare category and have explained the process of applying Halal Certificate, commitment and responsibility, introducing examples of Halal Policy implementation, examples of Halal Certification Submission in Halal System, providing knowledge related to ingredients and material categories, and Monitoring and Evaluation. Through collaboration between village officials and business actors, assistance has been provided to 25 businesses, with 20 attending the sessions. Initial questionnaire data related to all necessary information in obtaining halal certification through SIHALAL has been collected and inputted for each business. Based on the data processed using the SAST method, a proposal has been made to develop a module/support for the 3T (Least Developed, Frontier, and Outermost) halal certification, with the primary focus on commitment and responsibility indicators, which received a 99% and was selected as the main module proposal.

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