

## HALAL FOOD INDUSTRY DEVELOPMENT STRATEGY IN INCREASING MEDAN COMMUNITY CONSUMPTION ACTIVITIES

Ahmad Kurnia<sup>1</sup>

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia  
[ahmadkurnia224@gmail.com](mailto:ahmadkurnia224@gmail.com)

Marliyah<sup>2</sup>

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia  
[marliyah@uinsu.ac.id](mailto:marliyah@uinsu.ac.id)

Juliana Nasution<sup>3</sup>

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia  
[juliananasution@uinsu.ac.id](mailto:juliananasution@uinsu.ac.id)

Maryam Batubara<sup>4</sup>

Universitas Islam Negeri Sumatera Utara, Medan, Indonesia  
[maryam.batubara@uinsu.ac.id](mailto:maryam.batubara@uinsu.ac.id)



---

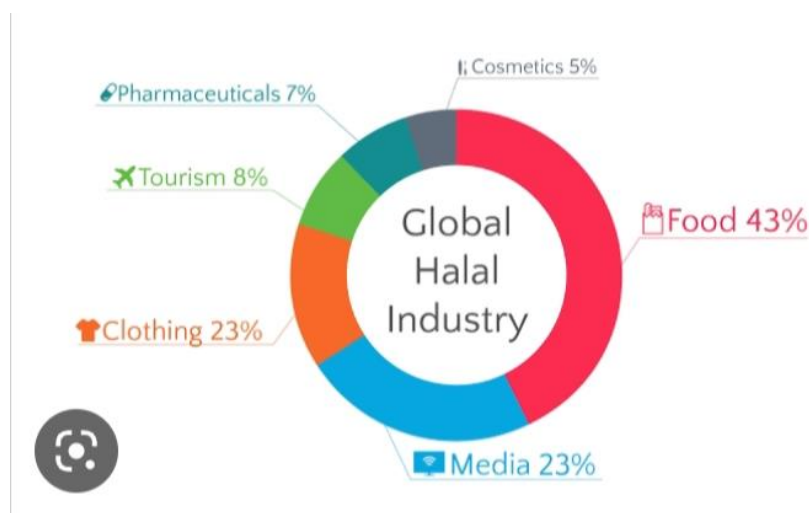
### Abstract

This study aims to find out how the main priority strategy for the development of the Halal Food Industry is to increase the consumption activities of the people of Medan City by presenting the internal and external conditions that have been carried out so far. Then in addition, the researcher also explained several handling urgency that needed to be implemented so that the development of the Halal Food Industry could be more focused. The method used is a qualitative method using SWOT analysis and QSPM. The number of respondents who filled out the questionnaire was 5 respondents from SMEs in Medan City and 5 respondents from experts. Based on the results of the SWOT analysis, the strategy quadrants obtained after being processed in the IFE and EFE matrices are in Quadrant I. This indicates that the strategy used is a progressive strategy. This strategy means that the Halal Food industry has strengths and opportunities. Furthermore, in the QSPM analysis, the results show that the main priority strategy that must be carried out is Utilizing Halal Product Companion Training so that the Halal Industry has the opportunity to enter the Global Market.

**Keywords:** Strategy, Halal Food Industry, Consumption, SWOT, QSPM

## INTRODUCTION

The halal industry has experienced rapid development in recent years. The halal lifestyle that is synonymous with Muslims has spread to various countries, even to countries with minority Muslim populations. Halal is a universal indicator for product quality assurance and living standards (Khan, 2016). Halal is usually only associated with material-related matters. However, in Islam halal includes deeds and work or commonly referred to as Muamalah (Qardhawi, 1993). Halal can be defined as a quality standard that complies with Islamic Sharia law and is used in every activity carried out by Muslims (Bohari & Fuad, 2020).



**Figure 1**  
**Global Halal Industry Chart**

From Figure 1. it can be concluded that the largest percentage for the Halal Industry is in Food and Beverage Products by 43% of the total. Which mean, The development of the halal food industry needs to be carried out in an inclusive manner by optimizing the potential of MSMEs, which are currently estimated at 64.2 million business units. The development of the Halal Food Industry to increase consumption levels will be a major force that will have a significant impact on improving the national economy and people's welfare. Consumption is basically spending something in order to meet needs. According to Islam, consumption is divided into two, namely consumption due to needs and consumption due to desires (Utomo & Baratullah, 2022). Consumption itself is a human activity in reducing or spending the use value of goods and or services to meet needs.

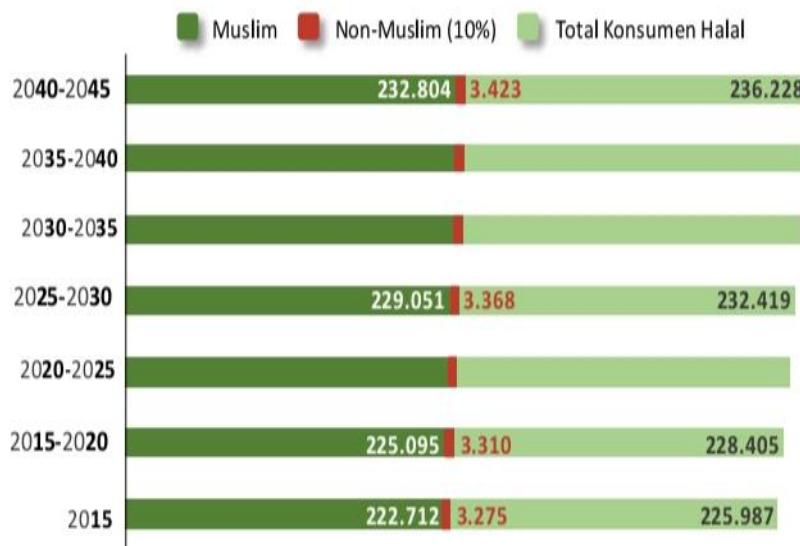
Halal products and services are chosen by Muslims as a form of adherence to Islamic sharia law. Even though halal is closely related to Muslims, it does not mean that consumers of halal products only come from Muslims. Consumers of halal products originating from countries with a minority Muslim population have experienced a significant increase in recent years. One of them is Russia which is ranked 9th as a consumer of halal food in the world with an achievement of \$ 37 billion in 2015 (State of The Global Islamic Economy, 2017). Halal product quality, or commonly known as *Halal Thoyyiban*, is the reason for Muslims to use halal products because there is a guarantee of cleanliness, safety, and product quality for the entire production chain (Samori and Khalid, 2016).

**Table 1**  
**Estimated Number of Indonesian Halal Consumers in 2015-2045**

No.	Year	Million Souls
1.	2015	194,761 million people
2.	2015-2020	258,195 million people
3.	2020-2025	260,310 million people
4.	2025-2030	262,733 million people
5.	2030-2035	264,002 million people
6.	2035-2040	266,921 million people
7.	2040-2045	267,038 million people

Source: processed from BPS data

The issuance of Law No. 33 of 2014 concerning guarantees for halal products, provides fresh air for the Muslim community to obtain guarantees for halal products. BPS data shows that from 2015 there were 194,761 million people, then in 2015-2020 there were 258,195 million people, and finally, Indonesian Halal consumers will reach 262.733 million people in the 2025-2030 period, and 267.038 million people in the 2040-2045 period. this shows that the opportunity and potential of Indonesia's Islamic economy is wide open. The Muslim population is not less than 256.82 or 86.39% of the total population, making the market for Halal products in Indonesia very large. This share does not take into account non-Muslim residents who also consume existing Halal products.



Source: National Islamic Finance Committee (KNEKS)

**Figure 2**  
**Potential Consumers of Indonesian Halal Products in 2015-2045**

A food that can be categorized as halal food in accordance with the provisions is as follows: halal in substance, which this food is basically halal for consumption. such as beef, chicken, goat, buffalo, and so on; Halal from how to get it, for example, buying, working, and so on; Halal from the way it is served, for example not using cooking utensils that were previously or used to cook unclean food (pork, dog, and so on); Halal in the process, for example, the process of obtaining it is not by stealing, robbing, and so on (Muharman et al., 2015).

The trend and development of halal food can be observed in the size of the healthy food market, in line with a number of consumer preference survey results at the global level. Along with this, the trend of halal food consumption is also increasing because it offers safe, clean and healthy food branding and the trend of consumption of halal and healthy food is expected to still be a preference for the global community in the future, therefore Indonesia should continue to improve the halal food industry. in an effort to increase economic growth.

Halal certification is one of the instruments that must be considered by the government so that Indonesia can compete in the halal industry. In addition, there are still pros and cons of halal certification between the government and the Research Institute for

Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI) causing the current halal certification process to not be optimal.

**Table 2**  
**Medan Household Expenditure Consumption Data**

Year	Medan City Household Consumption Expenditures
2018	102 297 232 659.97
2019	110 402 847 234.43
2020	106 209 556 742.98
2021	108 899 964 563.83
2022	119 529 752 095.55

Source: BPS Medan

From the table above, it is illustrated that in the 2018-2022 period, Medan City residents' spending on food continues to increase. It is known that the total consumption of the people of the city of Medan in 2022 is IDR 120 billion, experiencing a continuous increase from the previous year. This means that people's consumption patterns can be more diverse, not only consuming food they make themselves but also utilizing the services of restaurants, restaurants, and cafes.

Medan City as the capital of North Sumatra province is the largest city in the eastern region of the island of Sumatra. The city of Medan is the first city to make obtaining halal certificates free for MSMEs. It is hoped that this effort can encourage MSME actors in the capital of North Sumatra Province to immediately apply for halal certificates for their respective businesses, especially in the culinary field. From the data table above, there are 50 out of 179 business data for the Halal Food Industry in Medan that have been certified as halal from the Indonesian Ulema Council (MUI) in Medan.

According to Bobby Nasution as Mayor of Medan, the MSME sector receives special attention, moreover MSME empowerment is included in the priority program set by the Medan City Government. Apart from accommodating and facilitating MSME actors, Bobby Nasution also provided convenience, namely making it free of charge for obtaining halal certificates for MSME players in Medan City. The Head of the Medan City Cooperatives and UKM Office, Benny Iskandar Nasution, explained that since the establishment of free halal certificates last November, his party has continued to encourage businesses to take care of these halal certificates (Pemkomedan, 2022).

Based on BPS data, there are around 57 million Micro, Small and Medium Enterprises (MSMEs) in Indonesia and very few of them have halal certificates. Based on data from the Indonesian Ulema Council (MUI) as the institution authorized to issue halal certification, in the 2014-2015 period national halal certificates have been issued for 6,231 companies and MSMEs.

The theory of consumer behavior that is built on Islamic law has fundamental differences from conventional theory. This difference concerns the basic values that form the foundation of the theory, the motives and purposes of consumption, to the technique of choice and budget allocation for consumption.

In the concept of Islamic economics, satisfaction for a consumer is very dependent on religious values that are implemented in every consumption activity. This is reflected in the money spent to meet their needs in the form of consumption. Meanwhile, from an economic perspective, a consumer's satisfaction can be achieved and maximized as long as he has financial capacity. In this case, consumers have alternative choices that can fulfill their satisfaction. So, satisfaction is an important and main thing to fulfill according to this concept (Ilyas, 2019).

Thus, the consumption carried out by a Muslim consumer does not only focus on meeting worldly needs, but also pays attention to fulfilling spiritual needs to achieve inner satisfaction and achieve the welfare of the hereafter (Arief, 2018).

Based on several explanations of the meaning and understanding of consumption, it can be concluded that consumption in Islam is a human activity in fulfilling their needs. Activities to fulfill these needs are carried out by implementing the limits outlined by Islam in consumption, which are oriented towards worldly and hereafter satisfaction and well-being. Therefore, consumption is an economic activity that is routinely carried out by every human being and cannot be avoided.

The gap in this study is the result of several studies proving that the large consumption of the Muslim community is in fact not based on or influenced by halal certification, we as adults who understand religion should protect consumption, even though we have BPJPH but the application of public consumption is still not an issue halal and haram, it is necessary to carry out more in-depth research, as education for the

community because we are based on the word of Allah in surah Al Baqarah verse 168, “O human beings, eat from halal and good food that is found on earth”.

In the process of developing products for the halal food industry, there are several strategies that can support the progress of the halal food industry both in the form of promotion and education, including the following: First, promote research with themes related to the halal industry. Second, awareness of the importance of choosing and consuming needs to be part of the education curriculum at all levels of education. Third, producers who are key actors in the halal food value chain can be the main subject as well as objects of halal promotion and education activities.

## **REVIEW OF LITERATURE**

### **Development Strategy**

The root word for strategic is “strategy” which has several “enteries”, including the art and science of planning and directing large-scale military operations (the art and science of planning and directing large-scale military operations). As is the case with military operations aimed at winning wars or defeating opponents. Companies need a strategy because some say that competition between companies is in fact a battlefield or battle (battle field type) so companies must be ready to beat their competitors. If not, he himself will be defeated (Prawirosentono and Primasari, 2014).

Meanwhile, according to Johnson and Scholes, strategy is the direction and scope of an organization in the long term that achieves benefits for an organization through the configuration of resources in a challenging environment, to meet market needs and meet stakeholder expectations (Imsar et al, 2021).

In Marliyah’s dissertation, according to Mamduh, strategy is the determination of basic long-term goals of an organization and the selection of alternative actions and allocation of resources or determining plans for leaders needed to focus and achieve these goals. Strategy is an overall approach related to the implementation of ideas, planning, and execution of an activity within a certain period of time. The strategy emphasizes action or actions to achieve goals. Strategy is distinguished from tactics which have a narrower scope and shorter time, although in general the two words are often confused. Strategy is a set of

overall ways related to the implementation of ideas, a plan within a certain period of time (Marliyah, 2016).

Development strategy according to Bryson is a strategy said to be a development strategy if the strategy tries to create a new, better future (Muhammad, 2013).

In Law Number 33 of 2014 concerning Guarantees for Halal Products, it has been amended by Law Number 11 of 2020 concerning Job Creation, wherein the amended articles insert an Article requiring micro and small business actors to have a halal certificate for their processed products (jdih.kalteng.go.id accessed January 12, 2023). Halal product guarantees for the Indonesian Muslim community are also part of the constitutional rights guaranteed by the 1945 Constitution. The existence of regulations governing the implementation of halal product guarantees in our country, will create a force that can develop the domestic halal product industry (Yulia, 2015). Irman Putra Sidin emphasized, getting guaranteed halal products for the Muslim community is a strength in the development of the halal product industry (Sidin, 2014).

The Halal Product Assurance Law is a device that strengthens the implementation of halal product guarantees for the Muslim community. The government views that the Halal Product Assurance Law is the answer to the public's need to obtain guaranteed availability of halal products for the sake of physical and spiritual well-being. With the availability of halal products, the community will also be protected from products that are harmful to health (Yulia, 2015).

### **Halal Products**

The definition of Halal in Arabic is permissible (legal) in accordance with Islamic law. Halal is indoctrinated with the word *halalan toyyib* (halal and good) effectively and operationally it can be informed to everyone about the adequacy of all existing facilities and infrastructure. There is a governing law, which is centralized and non-discriminatory, namely with the law of halal guarantees. In Islamic teachings, obtaining halal goods is highly recommended, because to fulfill life's needs one must consume halal goods, in order to be able to carry out worship properly (Rahayuningsih and Ghozali, 2021).

As an effort and implementation of strategic steps to protect the people from the invasion of various circulation of food products containing non-halal ingredients, the Indonesian Ulema Council (MUI) established the Institute for the Assessment of Food, Drugs and Cosmetics (LPPOM) through Decree No. 018/ MUI/I/1989 dated January 6

1989/26 Jumadil Awal 1409 H, this institution consists of competent scholars and scientists and a number of experts in the fields of food, chemistry, biochemistry, Islamic Jurisprudence and others. LPPOM MUI was originally intended as a response to the circulation of certain food ingredients originating from pigs. The issue of “lard” has sparked quite a large wave of protest among Muslims. On the producer side, the sales turnover of the product in question has dropped drastically.

Halal product certificate is a requirement to include a halal label. This means that before the perpetrator obtains permission to put a halal label on food products, he must first obtain a halal product certificate obtained by LPPOM MUI.

Logistics can be defined as the process of planning, implementing, and controlling related to the process of storing goods and services so that they can meet the needs of customers. All halal products must follow sharia law, including the logistics process. Therefore, it is necessary to have a logistics process that applies sharia principles in its implementation.

Various coaching efforts carried out have shown results that illustrate that small industries are capable of further development and are capable of developing other related sectors.

Internal factors are the basis for building goals and strategies to create strengths and overcome organizational weaknesses: a) Human Resources; b) Marketing; c) Finance.

External factors influence a company in determining the direction and actions to be taken by the company because these factors involve matters from outside the company: a) Social, Culture, Economy; b) government policy; c) Role of related Institutions; d) Halal food industry; e) The scope of halal products; f) Development of Economic Aspects of Halal Products

### **Consumption**

Broadly speaking, the definition of consumption takes terms from two different languages, namely Dutch and English. In terms of Dutch, consumption comes from the word *consumptie*, namely all activities used with the aim of taking advantage of a product or service.

In the field of consumption, Islam does not advocate the fulfillment of unlimited desires, the Islamic norm is to fulfill human needs, in which to fulfill these needs, Islam suggests that humans act in the middle (moderity) and modestly (simplicity).

Consumption targets in the Islamic economy are (Wahyuni, 2013): a) consumption for themselves and their families; b) consumption as a social responsibility; c) savings; d) investment.

The main purpose of consumption for a Muslim is as a means of helping to worship Allah. In fact, consuming something with the intention of increasing stamina in obedience to Allah will make that consumption worth worship by which humans will be rewarded. Consumption from a conventional economic perspective is considered the greatest goal in life and all forms of economic activity.

### **Consumer Behavior Concept**

According to Kotler Armstrong, consumer behavior is the buying behavior of final consumers, both individuals and households who buy products for personal consumption. Muslim consumer behavior is the attitude of a consumer who must reflect his relationship with Allah. Muslim Consumer Behavior is an attitude that is carried out by a Muslim in fulfilling his needs not only fulfilling individual needs, but also meeting social needs (Suprayitno 2008).

Muslim consumer behavior according to Misanam (2004), is influenced by the problem of blessings/blessings. Because the wisdom of this blessing/blessing has been promised by Allah as written in QS. al-A'raf (7) verse 96,

كَذَّبُوا وَلَٰكِنَّ الْأَرْضَ السَّمَاءِ مِّنْ بَرَكَاتٍ عَلَيْهِمْ لَفَتَحْنَا وَاتَّقُوا ءَامِنُوا الْقُرَىٰ أَهْلَ أَنْ وَلَوْ  
يَكْسِبُونَ كَانُوا بِمَا فَآخَذْنَاهُمْ

“If the inhabitants of the lands had believed and were pious, We would have surely bestowed upon them blessings from the heavens and the earth, but they denied (Our verses), then We punished them for their actions). The blessings given by God that come from the earth as mentioned in the verse above, are in the form of welfare received by the community. The level of welfare of consumers who pay attention to the problem of blessing is greater than those who do not pay attention to this matter. Misanam further explained that the behavior of Muslim consumers in choosing goods to be consumed is

largely determined by the content of the blessings contained in these products and not a matter of price (Misanam, 2004).

## **RESEARCH METHOD**

The research methodology used in this study is the Qualitative. Qualitative research aims to obtain a complete picture of a matter from the point of view of the human being studied. Qualitative research deals with the ideas, perceptions, opinions, or beliefs of the people being studied. This type of research does not compare variables but rather focuses on solving problems using descriptions or explanations using sentences about the research being conducted (Nawawi, 2002). Meanwhile, the analysis used in this research is SWOT analysis and QSPM (Quantitative Strategic Planning Matrix).

The goal is to determine the attractiveness relative (attractive relativeness) of the various strategies that have been selected to determine which strategy is considered the best to implement (Davids, 2020).

The reason researchers chose SWOT analysis is that SWOT analysis can be the main cause in the continuity of a company. This is because this analysis will produce various recommendations to highlight strengths, reduce weaknesses, take advantage of existing opportunities, and anticipate threats that may arise in the future. As for the QSPM analysis, the researcher chose to use this analysis because this QSPM method is a method for determining the priority of alternative strategies obtained from SWOT analysis. So, the two are interconnected because the SWOT analysis is only one stage of business planning, and to continue a separate, more in-depth special analysis to make decisions, the QSPM Method is needed so that the varied strategies resulting from the SWOT analysis,

## **RESULTS AND DISCUSSION**

### **SWOT Analysis Weight Calculation and Rating**

Before obtaining the final results of the IFE and EFE SWOT analysis, the researcher will first input the questionnaire data that has been collected from 5 respondents. There are 2 calculation processes that researchers calculate, namely determining the weight value and the relative rating value.

In calculating the weight and rating values, the researcher added up all input numbers per indicator item using Microsoft Excel software. Then later, the sum is divided

by the number of respondents (5 people) to get the average value. The average result of the whole is calculated by category (strengths-weaknesses-opportunities-threats). Next, the average value per item is divided by the total number of average values. Then the final results of the weight values can be obtained which will be inputted in the IFE and EFE tables. As for the rating value, it is calculated only on the average value per item. Each final weight value that is generated, when added up, must be worth 1 and this value is inputted into the relative column.

Based on table 4.2, it can be seen that the relative weight values are in accordance with the theory, namely the total number per category is one. This weight calculation will later be used as a reference to find out how the current internal and external conditions are. Then, in table 4.3 it is explained about the urgency of handling which is averaged as a reference for how to deal with internal and external problems first in the future.

**Table 3**  
**Weight Calculation (Current Condition)**

Strategic Factors	Respondents					Total Weight	Average Weight	Relative Weight
	1	2	3	4	5			
<b>Strength</b>								
1. Muslim consumers will consistently buy business products if there is a halal certification.	5	4	4	6	5	24	4,8	0.172
2. Guaranteed Products for Public Consumption	5	6	5	4	5	25	5	0.206
3. Providing a sense of calm to consumers because they are protected from products that contain Haram elements	4	5	4	3	5	21	4,2	0.142
4. The resulting product is guaranteed to be halal in accordance with LLPOM MUI	4	5	6	5	6	26	5,2	0.137
5. Reaching a Wider Market	5	6	6	4	6	27	5,4	0.206
6. Have a Unique Selling Point	4	4	5	4	5	22	4,4	0.137
<b>Total</b>						<b>145</b>	<b>29</b>	<b>1</b>
<b>Weakness</b>								
1. There is no Halal certificate that applies globally.	2	4	5	5	4	20	4	0.137
2. Lack of Halal Awareness in the people of Medan City.	5	4	5	5	6	25	5	0.142
3. There are still problems with Law No. 33 of 2014 concerning the implementation of Halal product guarantees	2	3	2	3	2	12	2,4	0.206

4. There is still a lack of training/seminars on the theme of the Halal Industry	5	4	4	5	5	23	4,6	0.172
5. Lack of socialization between communities such as religious studies on the concept of Halal	4	5	4	5	5	23	4,6	0.206
6. The cost of applying for certification and the Halal Logo is expensive	5	2	4	4	4	19	3,8	0.137
<b>Total</b>						<b>122</b>	<b>24,4</b>	<b>1</b>
<b>Opportunity</b>								
1. Halal products have the opportunity to enter to Global Markets	4	4	3	6	5	22	4,4	0.206
2. Increased community consumption activities	1	2	1	5	2	11	2,2	0.206
3. Can cooperate with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar).	5	3	5	4	5	22	4,4	0.172
4. Established wider business relations between Cities	4	5	5	5	4	23	4,6	0.137
5. Increasing Number of Consumers	5	4	3	4	5	21	4,2	0.137
6. The Halal industry has a great opportunity to increase the value of Indonesia's exports	4	3	4	4	3	18	3,6	0.142
<b>Total</b>						<b>117</b>	<b>23,4</b>	<b>1</b>
<b>Threat</b>								
1. The Number of Competitor Countries in the Halal Industry	4	4	3	6	5	22	4,4	0.206
2. Lack of public knowledge about the halal industry	1	2	1	5	2	11	2,2	0.206
3. Lack of Halal industrial raw materials	5	3	5	4	5	22	4,4	0.172
4. Products cannot be received in other cities or in other countries	4	5	5	5	4	23	4,6	0.137
5. Poor public perception	5	4	3	4	5	21	4,2	0.137
6. There are administrative sanctions from legal protection for Halal certification and labels	4	3	4	4	3	18	3,6	0.142
<b>Total</b>						<b>117</b>	<b>23,4</b>	<b>1</b>

**Table 4**  
**Calculation of Rating (Urgency of Handling)**

Strategic Factors	Respondents					Total Weight	Average Weight
	1	2	3	4	5		
<b>Strength</b>							

1. Muslim consumers will consistently buy business products if there is a halal certification.	1	2	1	2	1	7	1,4
2. Guaranteed Products for Public Consumption	2	3	3	4	1	13	2,6
3. Providing a sense of calm to consumers because they are protected from products that contain Haram elements	2	3	2	4	3	14	2,8
4. The resulting product is guaranteed to be halal in accordance with LLPOM MUI	4	3	2	4	3	16	3,2
5. Reaching a Wider Market	4	3	4	3	3	17	3,4
6. Have a Unique Selling Point	2	1	2	2	2	9	1,8
<b>Total</b>						<b>76</b>	<b>15,2</b>
<b>Weakness</b>							
1. There is no Halal certificate that applies globally.	2	3	2	4	2	13	2,6
2. Lack of Halal Awareness in the people of Medan City.	4	3	3	4	3	17	3,4
3. There are still problems with Law No. 33 of 2014 concerning the implementation of Halal product guarantees	3	2	2	4	3	14	2,8
4. There is still a lack of training/seminars on the theme of the Halal Industry	3	3	4	2	4	16	3,2
5. Lack of socialization between communities such as religious studies on the concept of Halal	4	3	4	4	4	19	3,8
6. The cost of applying for certification and the Halal Logo are expensive	3	4	2	2	3	14	2,8
<b>Total</b>						<b>93</b>	<b>18,6</b>
<b>Opportunity</b>							
1. Halal products have the opportunity to enter to Global Markets	2	4	3	3	4	16	3,2
2. Increased community consumption activities	1	2	2	1	2	8	1,6
3. Can cooperate with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar).	3	1	2	2	3	11	2,2
4. Established wider business relations between Cities	4	3	4	4	3	18	3,6
5. Increasing Number of Consumers	3	4	3	3	3	16	3,2
6. The Halal industry has a great opportunity to increase the value of Indonesia's exports	3	2	2	4	3	14	2,8

<b>Total</b>							<b>83</b>	<b>16,6</b>
<b>Threat</b>								
1. The Number of Competitor Countries in the Halal Industry	2	2	3	4	1		12	2,4
2. Lack of public knowledge about the halal industry	2	2	2	3	2		11	2,2
3. Lack of Halal industrial raw materials	2	2	3	2	3		12	2,4
4. Products cannot be received in other cities or in other countries	2	3	2	4	3		14	2,8
5. Poor public perception	5	4	3	5	5		22	4,4
6. There are administrative sanctions from legal protection for Halal certification and labels	5	5	5	5	6		26	5,2
<b>Total</b>							<b>97</b>	<b>19,4</b>

### Ranking Weight and Rating

The next step is to make a weight ranking and rating to see how the current condition is assessed. The results from highest to lowest can be seen in table 4.4

**Table 5**  
**Current Condition Assessment Ranking**

No	Score	Strength Indicator	Evaluation
1	5,4	Reaching a Wider Market	Very good
2	5,2	The resulting product is guaranteed to be halal in accordance with LLPOM MUI	
3	5	Guaranteed Products for Public Consumption	
4	4,8	Muslim consumers will consistently buy business products if there is a halal certification.	
5	4,4	Have a Unique Selling Point	
6	4,2	Providing a sense of calm to consumers because they are protected from products that contain Haram elements	
		<b>Weakness Indicator</b>	
1	5	Lack of Halal Awareness in the people of Medan City.	Very weak
2	4,6	There is still a lack of training/seminars on the theme of the Halal Industry	

3	4,6	Lack of socialization between communities such as religious studies on the concept of Halal	
4	4	There is no Halal certificate that applies globally.	Weak
5	3,8	The cost of applying for certification and the Halal Logo are expensive	
6	2,4	There are still problems with Law No. 33 of 2014 concerning the implementation of Halal product guarantees	
<b>Opportunity Indicator</b>			
1	4,6	Established wider business relations between Cities	Very Opportunity
2	4,4	Can cooperate with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar).	
3	4,4	Halal products have the opportunity to enter to Global Markets	
4	4,2	Increasing Number of Consumers	
5	3,6	The Halal industry has a great opportunity to increase the value of Indonesia's exports	Opportunity
6	2,2	Increased community consumption activities	
<b>Threat Indicator</b>			
1	4,6	Products cannot be received in other cities or in other countries	Highly Threatened
2	4,4	Lack of Halal industrial raw materials	
3	4,4	The Number of Competitor Countries in the Halal Industry	
4	4,2	Poor public perception	Threatened
5	3,6	There are administrative sanctions from legal protection for Halal certification and labels	
6	2,2	Lack of public knowledge about the halal industry	

Likewise, the same thing is done on rating rankings to see the urgency of handling. The ranking results are listed in table 6.

**Table 6**  
**Handling Urgency Ranking**

No	Score	Strength Indicator	Evaluation
1	3,4	Reaching a Wider Market	Very Urgent
2	3,2	The resulting product is guaranteed to be halal in accordance with LLPOM MUI	
3	2,8	Providing a sense of calm to consumers because they are protected from products that contain Haram elements	Urgent
4	2,6	Guaranteed products for public consumption	
5	1,8	Have a Unique Selling Point	
6	1,4	Muslim consumers will consistently buy business products if there is a halal certification.	
<b>Weakness Indicator</b>			
1	3,8	Lack of socialization between communities such as religious studies on the concept of Halal	Very Urgent
2	3,4	Lack of Halal Awareness among the people of Medan City.	
3	3,2	There is still a lack of training/seminars on the theme of the Halal Industry	
4	2,8	The cost of applying for certification and the Halal Logo are expensive	Urgent
5	2,8	There are still problems with Law No. 33 of 2014 concerning the implementation of Halal product guarantees	
6	2,6	There is no Halal certificate that applies globally.	
<b>Opportunity Indicator</b>			
1	3,6	Established wider business relations between Cities	Very Urgent
2	3,2	Increasing Number of Consumers	
3	3,2	7. Halal products have the opportunity to enter to Global Markets	
4	2,8	The Halal industry has a great opportunity to increase the value of Indonesia's exports	Urgent
5	2,2	Can cooperate with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar).	

6	1,6	Increased community consumption activities	
<b>Threat Indicator</b>			
1	5,2	There are administrative sanctions from legal protection for Halal certification and labels	Very Urgent
2	4,4	Poor public perception	
3	2,8	Products cannot be received in other cities or in other countries	Urgent
4	2,4	The Number of Competitor Countries in the Halal Industry	
5	2,4	Lack of Halal industrial raw materials	
6	2,2	Lack of public knowledge about the halal industry	

### IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) Matrix

Furthermore, the researcher will present the final results of calculating the weights and ratings based on an assessment of the current condition and the urgency of handling it according to the respondents from the MSME actors themselves from the indicators of strengths, weaknesses, opportunities, and threats as explained previously in details of the calculations. These indicators are presented in the IFE and EFE matrices.

The table below shows the overall total score based on strength and weakness indicators. Referring to table 4.6, the value of each indicator is 3.237 for the strength indicator and 2.936 for the weakness indicator.

**Table 7**  
**IFE Matrix**

No	Strength Indicator	Weight	Relatively	Ratings	Score
1	Muslim consumers will consistently buy business products if there is a halal certification.	4,8	0.172	3	0.516
2	Guaranteed Products for Public Consumption	5	0.206	3,5	0.721
3	Providing a sense of calm to consumers because they are protected from products that contain Haram elements	4,2	0.142	3,4	0.482

4	The resulting product is guaranteed to be halal in accordance with LLPOM MUI	5,2	0.137	2,5	0.342
5	Reaching a Wider Market	5,4	0.206	3.85	0.793
6	Have a Unique Selling Point	4,4	0.137	2,8	0.383
	<b>Total</b>	<b>29</b>	<b>1</b>		<b>3,237</b>
<b>No</b>	<b>Weakness Indicator</b>				
1	There is no Halal certificate that applies globally.	4	0.137	2.45	0.335
2	Lack of Halal Awareness in the people of Medan City.	5	0.142	2	0.284
3	There are still problems with Law No. 33 of 2014 concerning the implementation of Halal product guarantees	2,4	0.206	2,5	0.515
4	There is still a lack of training/seminars on the theme of the Halal Industry	4,6	0.172	2,9	0.499
5	Lack of socialization between communities such as religious studies on the concept of Halal	4,6	0.206	4	0.824
6	The cost of applying for certification and the Halal Logo are expensive	3,8	0.137	3,5	0.479
	<b>Total</b>	<b>24,4</b>	<b>1</b>		<b>2,936</b>

While in table 8, the value of each indicator is 3.422 for the opportunity indicator and 3.003 for the threat indicator.

**Table 8**  
**EFE Matrix**

No	Opportunity Indicator	Weight	Relatively	Rating	Score
1	Halal products have the opportunity to enter to Global Markets	4,4	0.206	3.92	0.807
2	Increased community consumption activities	2,2	0.206	3.35	0.691
3	Can cooperate with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar).	4,4	0.172	2.87	0.493
4	Established wider business relations between Cities	4,6	0.137	3.53	0.483
5	Increasing Number of Consumers	4,2	0.137	3.95	0.541

6	The Halal industry has a great opportunity to increase the value of Indonesia's exports	3,6	0.142	2.87	0.407
	Total	<b>23,4</b>	<b>1</b>		<b>3,422</b>
<b>No</b>	<b>Threat Indicator</b>				
1	The Number of Competitor Countries in the Halal Industry	2,6	0.141	2.85	0.401
2	Lack of public knowledge about the halal industry	3	0.172	3.45	0.593
3	Lack of Halal industrial raw materials	2,6	0.206	2,15	0.442
4	Products cannot be received in other cities or in other countries	5	0.137	3,7	0.506
5	Poor public perception	4,6	0.132	2.65	0.349
6	There are administrative sanctions from legal protection for Halal certification and labels	4,8	0.212	3.35	0.712
	Total	<b>22,6</b>	<b>1</b>		<b>3,003</b>

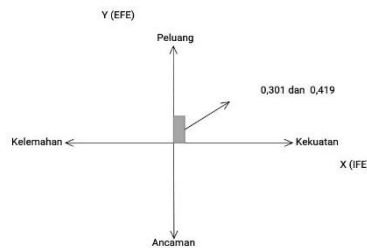
**SWOT Quadrant**

From the final score, IFE (Internal Factor Evaluation) and EFE (External Factor Evaluation) calculations are also carried out, with the formula:

IFE value (Score of Strength - Score of Weakness) = 3.237 - 2.936 = 0.301

EFE value (Opportunity - Threat Score) = 3.422 - 3.003 = 0.419

Based on the results of the IFE and EFE calculations above, a position for SWOT analysis can be determined, namely in quadrant I (Positive, Positive), as shown in Figure 3 below:



**Figure 3**  
**Positioning Results of SWOT analysis**  
 Source: data processed by researchers (2022)

The quadrant above shows that the MSME development strategy in Medan City is in quadrant I, namely between strengths and opportunities, indicating that an organization is strong and has opportunities. That is, the strategy recommendations given are progressive, the Halal Industry in Medan City is in prime and steady condition so that it is very possible to continue to expand, increase growth and achieve maximum progress. Even though it is in good condition and has opportunities, there are a number of big challenges so that it is estimated that the wheels of the organization will have difficulty continuing to rotate if only relying on the previous strategy.

From the SWOT matrix above, several alternative strategies are obtained that can be implemented in the Halal Industry development strategy to increase consumption activities in Medan City, namely:

**SO Strategy (Strength – Opportunity)**

- a. Improving Product Quality so that Consumers consistently buy Halal-certified products.
- b. Increasing Muslim consumer confidence so that community consumption activities for Halal food increase.
- c. Utilizing Halal Product Companion Training so that the Halal Industry has the opportunity to enter the Global Market.
- d. There is collaboration with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar) to attract the people of Medan city.
- e. Utilizing training on Halal Awareness so that the consumption level of the people of Medan City increases.

**WO Strategy (Weakness – Opportunity)**

- a. Guarantee with a Halal Certificate to ensure that the products produced are truly Halal for consumption.
- b. Increasing public knowledge with Halal Awareness seminars to increase business competitiveness.
- c. Increasing socialization between communities about Halal food so that consumption of Halal food increases.
- d. Utilizing seminars with the theme of the halal industry to increase public knowledge

about the Halal Industry.

**ST Strategy (Strength – Threat)**

- a. Improving the quality of Halal products so that they can compete in the Global Market.
- b. Follow the latest developments regarding the Halal Industry in order to increase the level of public consumption.
- c. Increasing public knowledge with Halal Awareness seminars to increase business competitiveness.

**WT Strategy (Weaknesses – Threats)**

- a. Increasing socialization of the community with Halal Awareness seminars so that they are ready to compete in the Global Market.
- b. Improving product quality so that products can be accepted in other countries.

**The results of the Priority Strategy in the Development of the Halal Food Industry in increasing Consumption activities for the people of Medan from the QSPM Matrix**

Attractiveness score/AS (Attractiveness Score) is given to each strategy to show the relative attractiveness of one strategy to another strategy. To get the average value per item, the researcher divided the total score by the number of respondents as many as 5 people. So that the final weight value is obtained which will be input into the QSPM matrix. The final weight value when added together must also be equal to one. Then calculate the Total Attractiveness Score (TAS) defined by multiplying the weight by the value (AS) in each row. And it is the highest TAS value which is the earliest choice alternative strategy implemented in a certain company condition.

**Table 9**  
**QSPM Weight Calculation**

No	Internal Strategic Factors	Respondents Strategy 1					Respondents Strategy 2					Respondents Strategy 3					Respondents Strategy 4					Respondents Strategy 5					Total	Average	Weight
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5			
1	Muslim consumer confidence	3	4	3	4	4	3	3	3	2	3	2	3	3	2	2	3	4	4	4	4	3	3	3	2	2	76	3.04	0.071
2	Halal products are guaranteed to be consumed	4	4	4	4	3	3	4	4	3	3	4	4	3	4	4	2	1	1	2	1	3	4	3	3	3	78	3,12	0.089
3	Free from Haram Elements	3	4	3	3	3	2	2	1	1	2	4	3	4	4	4	3	3	3	3	3	4	4	3	3	4	76	3.04	0.079
4	Peace of mind in Society	4	3	3	3	4	3	3	3	4	4	4	3	3	3	4	3	4	3	3	3	3	3	4	4	4	85	3,4	0.082
5	Wide market reach	4	4	4	4	3	3	4	4	3	3	4	4	3	4	4	2	1	1	2	1	3	4	3	3	3	78	3,12	0.078
6	According to LLPOM MUI	3	3	3	4	4	4	3	3	3	4	3	3	3	4	3	3	3	4	3	3	3	2	3	2	1	77	3.08	0.089
7	Guaranteed quality	3	4	3	3	3	2	2	1	1	2	4	3	4	4	4	3	3	3	3	3	4	4	3	3	4	76	3.04	0.082
8	Fair Price	4	4	4	4	3	3	4	4	3	3	4	4	3	4	4	2	1	1	2	1	3	4	3	3	3	78	3,12	0.071
9	High Muslim Consumer Interest	4	4	4	4	3	3	4	4	3	3	4	4	3	4	4	2	1	1	2	1	3	4	3	3	3	78	3,12	0.083
10	There is no Global Halal Certificate yet	4	3	3	3	2	3	3	4	4	3	3	4	4	4	3	3	4	3	3	3	2	2	3	3	4	80	3,2	0.072
11	Lack of Halal Awareness in the people of Medan City.	3	4	3	3	3	2	2	3	4	2	4	3	4	4	4	3	3	3	3	3	4	4	3	3	4	81	3,24	0.055
12	Lack of Halal	3	3	4	4	3	3	4	4	3	4	4	3	4	3	3	1	3	3	3	3	4	4	3	3	4	83	3,32	0.071





					2							
			US	BAG	US	BAG	US	BAG	US	BAG	US	BAG
	<b>Strength</b>											
1	Muslim consumer confidence	0.071	3,6	0.255	2,8	0.198	2,4	0.17	3,8	0.269	2,6	0.184
2	Halal products are guaranteed to be consumed	0.089	3,8	0.338	3,4	0.302	3,8	0.338	1,4	0.124	3,2	0.284
3	Free from Haram Elements	0.079	3,2	0.252	1,6	0.126	3,8	0.301	3	0.237	3,6	0.284
4	Peace of mind in society	0.082	3,4	0.278	3,4	0.278	3,4	0.278	3,2	0.262	3,6	0.295
5	Wide market reach	0.078	3,8	0.297	3,4	0.265	3,8	0.296	1,4	0.109	3,2	0.249
6	According to LLPOM MUI	0.089	3,4	0.302	3,4	0.302	3,2	0.284	3,2	0.284	2,2	0.195
7	Guaranteed quality	0.082	3,2	0.262	1,6	0.131	3,8	0.311	3	0.246	3,6	0.295
8	Fair Price	0.071	3,8	0.267	3,4	0.241	3,8	0.269	1,4	0.099	3,2	0.227
9	High Muslim Consumer Interest	0.083	3,8	0.315	3,4	0.282	3,8	0.315	1,4	0.116	3,2	0.265
	<b>Weakness</b>											
1	There is no Global Halal Certificate yet	0.072	3	0.216	3,4	0.244	3,6	0.259	3,2	0.23	2,8	0.201
2	Lack of Halal Awareness in the people of Medan City.	0.055	3,2	0.176	2,6	0.143	3,8	0.209	3	0.165	3,6	0.198
3	Lack of Halal Industry Training	0.071	3,4	0.241	3,6	0.255	3,4	0.241	2,6	0.184	3,6	0.255
4	Problems with Law No. 33 of 2014 concerning the implementation of Halal product guarantees	0.078	3,2	0.249	1,6	0.124	3,8	0.296	3	0.234	3,6	0.28
	<b>Opportunity</b>											
1	Opportunity to enter to Global Markets	0.089	3	0.267	2,8	0.249	3,2	0.284	2,8	0.249	3,6	0.32
2	Increased community	0.093	3,4	0.316	2,4	0.223	2,6	0.241	3,2	0.297	3,2	0.297

	consumption activities											
3	Can cooperate with the Halal Product Assurance Organizing Agency in the Sharia Economic Festival	0.071	3,2	0.227	1,6	0.113	3,8	0.269	3	0.213	3,6	0.255
4	Established wider business relations between Cities	0.082	3,4	0.278	3,4	0.278	3,8	0.311	1,4	0.114	3,2	0.262
5	Increasing Number of Consumers	0.089	3	0.267	3,2	0.284	2,6	0.231	2,8	0.249	3,6	0.32
6	The Halal industry has the opportunity to increase the value of Indonesia's exports	0.079	2,6	0.205	2,2	0.173	3,6	0.284	2,8	0.221	1,8	0.142
	<b>Threat</b>											
1	The Number of Competitor Countries in the Halal Industry	0.082	3,2	0.262	1,6	0.131	3,8	0.311	3	0.246	3,6	0.295
2	Lack of public knowledge about the halal industry	0.078	1,4	0.109	3,2	0.249	1,8	0.14	3,4	0.265	3,2	0.249
3	The lack of raw materials for the Halal industry	0.081	2,6	0.21	2,2	0.178	3,6	0.291	2	0.162	3,4	0.275
4	Products cannot be accepted in other countries	0.076	3,2	0.243	1,6	0.121	3,8	0.288	3	0.228	3,6	0.273
5	Poor public perception	0.087	1,8	0.156	2,6	0.226	2,2	0.191	3,6	0.313	3	0.261
6	There are administrative sanctions from legal protection	0.093	3,2	0.297	1,6	0.148	3,8	0.353	3	0.279	3,6	0.334
		<b>2</b>		<b>6,285</b>		<b>5,264</b>		<b>6,761</b>		<b>5,395</b>		<b>6,233</b>

**Information :**

Strategy 1 = Improving Product Quality so that Consumers consistently buy products that are Halal certified.

Strategy 2 = Increasing Muslim consumer confidence so that community consumption activities for Halal food increase.

Strategy 3 = Utilizing Halal Product Companion Training so that the Halal Industry has the opportunity to enter the Global Market.

Strategy 4 = Existence collaboration with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar) to attract the people of Medan city.

Strategy 5 = Utilize Training on Halal Awareness so that the level of consumption of the people of Medan increases.

So, the strategy alternative that has the highest total attractiveness value is strategy number 3 with a TAS value of 6.761.

**Table 11**  
**QSPM Matrix Analysis Results Strategy Sequence**

<b>Order</b>	<b>Strategy</b>	<b>BAG Value</b>
1	Utilizing Halal Product Companion Training so that the Halal Industry has the opportunity to enter the Global Market.	6,761
2	Improving Product Quality so that Consumers consistently buy Halal-certified products.	6,285
3	Utilize Training on Halal Awareness so that the level of consumption of the people of Medan City increases.	6,233
4	There is collaboration with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar) to attract the people of Medan city.	5,395
5	Increasing Muslim consumer confidence so that community consumption activities for Halal food increase.	5,264

## **The results of the SWOT Analysis in the Development of the Halal Food Industry in increasing the consumption activities of the people of Medan City**

The following describes in detail the internal and external conditions of how the development of the halal food industry can increase the consumption activities of the people of Medan City.

### **Current strength**

The development of the halal food industry in increasing good consumption activities cannot be separated from the existence of good human resources. Halal certification in the food industry has a big influence on Muslim consumers.

### **Current weakness**

In the context of weaknesses, there are a number of current shortages that need to be underlined for the development of the halal food industry in increasing public consumption activities. First, there is still no halal certificate that applies globally. Second, there is still a lack of halal awareness in the people of Medan City. Where halal awareness is the level of consumer understanding of halal consumption knowledge. There are still many people who are confused about how to determine the concept of halal, starting from preparing the material until it is used and enters the body. Third, there are still problems with Law No. 33 of 2014 concerning the implementation of halal product guarantees which are considered to hinder the ease of doing business in Indonesia for those involved in selling related products. Fourth, lack of training or seminars with the theme of the halal industry which causes many mistakes in the community regarding the concept of halal itself.

Fifth, lack of outreach among communities such as religious studies on the concept of halal, so people often experience confusion about how and where to find information about halal products, how to make products and provide halal labels. Sixth, the cost of applying for halal certification and logos is expensive, where traders who want to register their products to get a halal label often complain about financial problems that hinder licensing.

### **Current opportunities**

There are so many opportunities in the development of the halal food industry in the future. This can be viewed from the large opportunity for halal products to enter the

global market is due to the increasingly widespread understanding of the concept of halal food that is good for the body. As well as the increasing spread of Muslims throughout the world who still need halal products for their survival. This will also open opportunities for the export of Indonesian halal products abroad, where the halal certification issued by Indonesia is already well known to neighboring countries such as Malaysia, Singapore and so on where this has the potential to expand to other countries.

Another opportunity is to be able to work together with the Halal Product Assurance Organizing Agency (BPJPH) at the Bank Indonesia Sharia Economic Festival (FESyar), in line with promotional efforts to spread halal products being marketed. This will become a forum for expanding business relations from one city to another.

### **Current Threat**

The threat that is currently happening is that the biggest trigger is the many competing countries in the halal industry which causes people who have more money to choose imported food rather than consuming local food. Next is the existence of administrative sanctions from legal protection of halal certification and labels where traders must constantly and periodically renew halal certificates. Because the administrative sanctions imposed will burden the sword. Another threat is the lack of halal industrial raw materials. This means that there is still a lot of food that is sold that has not been granted a halal certificate permit, both in terms of ingredients, processing, naming and so on. The next threat is that the people of a city or country still don't accept a product, making it difficult to promote halal products in an area.

### **Priority Strategy in the Development of the Halal Food Industry in increasing the consumption activities of the people of Medan City using the QSPM Method**

To find the top priority strategy, further data processing is required using the QSPM method. And after being processed by presenting 5 priority strategies. The 5 priority strategies presented are: a) Utilizing Halal Product Companion Training so that the Halal Industry has the opportunity to enter the Global Market; b) Improving Product Quality so that Consumers consistently buy Halal-certified products; c) Utilizing training on Halal Awareness so that the consumption level of the people of Medan City increases; d) There is

cooperation with the Halal Product Assurance Organizing Agency (BPJPH) in the Bank Indonesia Sharia Economic Festival (FESyar) to attract the people of Medan city; e) Increasing Muslim consumer confidence so that community consumption activities for Halal food increase.

## CONCLUSION

The results of the SWOT analysis show that the Halal Food Industry Development Strategy in increasing the consumption activities of the people of Medan City is in Quadrant I, namely between Strengths and Opportunities and the recommended strategy given is a progressive strategy. The strategies used so far include internal and external factors, as well as the urgency of handling the

The results of the QSPM Method show that the Halal Food Industry Development Strategy in increasing the consumption activities of the people of Medan City is utilizing halal product companion training so that the Halal Industry has the opportunity to enter the Global Market.

## REFERENCES

- Adisasmito, Wiku. (2008). *Analisis Kebijakan Nasional MUI dan BPOM dalam Labeling Obat dan Makanan*, Makalah Fakultas Kesehatan Masyarakat Universitas Indonesia.
- Amin, Ma'ruf. (2011). *Fatwa dalam sistem Hukum Islam*. Jakarta: Elsas.
- Anggraeni, Dewi, et al. (2023). Edukasi “Halal Food” pada Pelaku Usaha Mikro Kecil Menengah (UMKM) di Desa Kedawung Banyuputih Batang Jawa Tengah. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 4(1).
- Arief, S. (2012). Konsumen Rasional dalam Perspektif Islam. *Islamic Economics Journal* 1(1), 17-30. <https://doi.org/10.21111/iej.v1i1.155>
- Bohari, A. M., Cheng, W. H., & Fuad, N. (2013). An Analysis on the Competitiveness of Halal Food Industry in Malaysia: An Approach of SWOT and ICT Strategy. *Malaysia Journal of Society and Space*, 9(1).
- Dagang Asia Net. (2011). *The Emerging of Global Halal Market*. <http://www.dagangasia.net/articles>.
- Eika. (2012). *Sertifikasi halal di Inggris*. Rubrik Dunia Islam Majalah Percikan Iman edisi Maret 2012.

- Ekonomi Islam. (2011). *Pusat Pengkajian dan Pengembangan Ekonomi Islam (P3EI) Universitas Islam Indonesia Yogyakarta*. Rajawali Pers.
- Fathoni, Muhammad Anwar dan Tasya Hadi Syahputri, (2020). Potrer Industri Halal Indonesia: Peluang dan Tantangan. *Jurnal Ilmiah Ekonomi Islam*, 6(3), 428. <https://doi.org/10.29040/jiei.v6i3.1146>
- Fitra, Aulhan Abu. (2015). *Makanan Menentukan Kualitas Generasi dan Peradaban*. Jurnal Halal No.113.
- Gillani, S. H., Ijaz, F., & Khan, M. M. (2016). Role of Islamic Financial Institutions in Promotion.
- Hakim, Lukmanul. (2014). *Bahan Seminar Nasional Halal dan Focus Group Discussion*. Universitas Djuanda Bogor.
- Hasanah, Miftahul dan Abd. Rohman Fahrudin. (2022). Edukasi Pengolahan Makanan Halal Untuk Meningkatkan Pemahaman Masyarakat Terhadap Makanan Halal. *Mujtama' Jurnal Pengabdian Masyarakat*, 2(1).
- Hasnah, Siti H & Hamdan, Haslenna. (2013). Experience of Non-Muslim Consumers on Halal as Third Party Certification Mark in Malaysia. *Asian Social Science: Canadian Center of Science and Education*, 9(15). <https://doi.org/10.5539/ass.v9n15p263>
- Henson, S. & Heasman, M. *Food safety regulation and the firm: understanding*
- Hervina, H. (2017). *Trend Halal Food di Kalimantan Timur*. Vol.9 N0.1.
- Hidayat, Asep Syarifuddin dan Mustolih Siradj. (2015). Sertifikasi Halal dan Sertifikasi Non Halal pada Produk Pangan Industri. *AHKAM: Jurnal Ilmu Syari*, 15(2).
- Huda, N., N. Rini, Y. Mardoni, P. Putra. (2012). The Analysis of Attitudes, Subjective Norms, and Behavioral Control on Muzakki's Intention to Pay Zakah. *International Journal of Business and Social Science*, 3(22), 271-279.
- Hutkins, R. W, et al. (2016). *Prebiotics: Why Definitions Matter*. Current Opinion In Biotechnology.
- Imzar, et al. (2021). Strategi Pemasaran Warung Kopi di Kota Medan. *Jurnal Studi Ekonomi dan Bisnis Islam*, 8(2).
- Karim, Adiwarmann A. (2010). *Ekonomi Mikro Islam*. Raja Grafindo Persada.
- Koeswinarni. (2020). *Sertifikasi Halal; Yes or No*. Jakarta: Litbangdiklat press.
- Lahsasna, A. (2010). *Understanding Shariah Financial Planning*. Financial 1<sup>st</sup> Journal, January 2010 Issue, Malaysia Financial Planning Council.
- Lembaga Pengkajian Pangan Obat-Obatan dan Kosmetik (LPPOM MUI), (2013-2014). *Indonesia Halal Directory*.

- Madjid, Sitti Saleha. (2022). Analisis Peluang, Tantangan dan Strategi Industri Halal di Indonesia (Pada Masa Pandemic Covid-19). *Jurnal Pilar: Jurnal Kajian Islam Kontemporer*, 13(1).
- Majelis Ulama Indonesia. (2015). *Sistem dan Prosedur Penetapan Fatwa Produk Halal Majelis Ulama Indonesia*. Himpunan Fatwa MUI sejak 1975. Jakarta: PT. Erlangga.
- Marliyah, (2016). *Strategi Pembiayaan Mudharabah sektor Usaha mikro, kecil, dan menengah (umkm): Studi kasus Perbankan Syariah di Sumatera Utara*. Disertasi: Universitas Islam Negeri Sumatera Utara.
- Mursidah, Ida dan Ade Fartini. (2023). Strategi Mengembangkan Gaya Hidup Halal di Banten: Pengembangan Industri Produk Halal dan Kesadaran Bersyariah. *Jurnal Ilmiah Ekonomi Islam*, 9(1).
- Nurdin, et al. (2019). Potensi Industri Produk Makanan Halal di Kota Palu. *Jurnal Ilmu Ekonomi dan Bisnis Islam*, 1 (1).
- Prawirosentono, Suyadi dan Dewi Primasari. (2014). *Manajemen Strategik dan Pengambilan Keputusan Korporasi*, Jakarta: PT Bumi Aksara.
- Pujiyono, Arif et al. (2018). Strategi Pengembangan UMKM Halal di Jawa Tengah Dalam Menghadapi Persaingan Global. *Indonesia Journal of Halal*, 1(1).
- Pujiyono, Arif. (2006). Teori Konsumsi Islam. *Dinamika Pembangunan*, 3(2).
- Purnomo, D. (2011). *Strategi Pengembangan Agroindustri Produk Halal pada Perdagangan Pangan Global*. Bogor: IPB.
- Qardhawi, Yusuf, *Halal dan Haram dalam Islam*, (terjemahan), Surabaya: Era Intermedia, 2000. Rambe, "Afrika Selatan Muncul Sebagai Pemimpin Industri Halal," <http://www.arahmah.com/news/2013/03/17/afrika-selatan-muncul-sebagai-pemimpin-industri-halal.html>, diakses pada 30 Desember 2022.
- Qardhawi, M. Y. (1993). *Halal dan Haram dalam Islam*. PT. Bina Ilmu.
- Rahmadiani, Fitria. 2014. *Malaysia Pimpin Standardisasi Sertifikasi Halal untuk Negara Muslim*. DetikOto diakses pada 12 Januari 2023.
- Rahmat, Biki Zulfikri, et al. (2023). Literasi Halal Food dan Sertifikasi Halal Bagi Pelaku Usaha Makanan Ringan di Desa Cukangkawung Kabupaten Tasikmalaya. *Jurnal Pengabdian Masyarakat Bumu Raflesia*, 6(1).
- Rahmat. (2014). *Tahun 2015 Waspada! Peredaran Produk Non Halal*. Rakyat Merdeka, diakses 30 Desember 2022.
- Ramadhan, Ahmad dan Fivi Rahmatu Sofiyah. (2016). Analisis SWOT sebagai landasan dalam menentukan strategi pemasaran studi kasus McDonald's Ring Road Medan. *Jurnal Informasi Manajemen*.

- Sari, Ratih Puspita, et al. (2021). Analisis Strategi Pengembangan Bisnis Melalui Matriks SWOT pada Startup Makanan Halal.id. *Journal of Manajemen and Business Review*, 18(3).
- Sarifah, Fathia. (2021). *Kewajiban Sertifikasi Halal Menurut Undang-undang Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal dan Undang-undang Nomor 11 Tahun 2020 tentang Cipta Kerja Pada Produk Pangan Olah*. jdih.kalteng.go.id. diakses pada 12 Januari 2023.
- Selected Asian Countries. *Tourism Management Perspectives*, 19, 131-136.
- Soon, J. M., Chandia, M., & Regenstein, J. M. (2017). Halal Integrity in the Food Supply Chain. *British Food Journal*, 119(1).
- Supriadi, Yayat, "Pengaruh kebijakan labelisasi halal terhadap hasil
- Suwarsono, Muhammad. (2013). *Strategi Pemerintah: Manajemen Organisasi Publik*. Jakarta: Erlangga.
- Talib, M. S., & Hamid, A. B. (2013). Halal Logistics in Malaysia: a SWOT Analysis. *Journal of Islamic Banking*, 23(1), 9-23. 1998.
- Tieman, M. 2013. Establishing The Principles In Halal Logistics. *Journal of Emerging Economies and Islamic Research*, 1(1).
- Waharini, Faqiatul Mariya dan Anissa Hakin Purwatini. (2018). Model Pengembangan Industri Halal Food di Indonesia. *Muqtasid*, 9(1).  
<https://doi.org/10.18326/muqtasid.v9i1.1-13>
- Wahyuni, Sri. (2013). Teori Konsumsi dan Produksi dalam Perspektif Ekonomi Islam. *Jurnal Akuntabel*, 10(1).
- Wigati, S. (2011). Perilaku Konsumen Dalam Perspektif Ekonomi Islam. *Maliyah*, 1(1): 22-39.
- Wilantara, F. Rio dan Susilawati. (2016). *Strategi dan Kebijakan Pengembangan UMKM*. Bandung: PT Refika Aditama.
- Yulia, Lady. (2015). Strategi Pengembangan Industri Produk Halal. *Jurnal Bimas Islam*. 8(1).
- Zakaria, Zalina. (2008). Tapping Into the World Halal Market. a SWOT Analysis. *Journal of Islamic Banking. Food Policy*, 23(1), 603–616.