

SIANTAR TOP AND HALAL AS COMPANY MISSION

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Abstract

This study aims to see halal as the company mission of PT Siantar Top Tbk. The qualitative approach in this research is a case study at PT Siantar Top Tbk. by using content analysis techniques in annual reports and the company's official website. The results show that halal is the direction of concern for management policies and impression management of the company. This research has the implication that halal is part of corporate social responsibility towards society and the environment.

Keywords : *Halal, Mission, Impression Management*

INTRODUCTION

The potential for industrial development that considers halal aspects has become a lifestyle choice for both Muslims and non-Muslims. By the end of 2023 based on the Global Islamic Economy Report 2016/2017 survey, the halal food industry will be worth US\$1.8 trillion, the halal tourism industry will be worth US\$274 billion, and the halal fashion industry will be worth US\$361 billion (Reuters, 2016). This potential must be supported by anticipatory steps with halal industry governance and proper regulations. This is intended to realize the commitment to always try to produce halal goods and services.

Efforts to achieve this goal have started in 2014, the government has drafted Law Number 33 of 2014 concerning Guaranteed Halal Products (Law Number 33 of 2014 Concerning Guaranteed Halal Products (JPH), 2014). Then in 2019, through Government Regulation (PP) number 31 of 2019 issued Regulations for Implementing Law Number 33 of 2014 concerning Guarantees for Halal Products in more detail (Government Regulation Number 31 of 2019 Concerning Regulations for Implementing Law Number 33 of 2014 Concerning Guarantees for Halal Products, 2019). In addition, the Ministry of Religion also issued Decree of the Minister of Religion (KMA) Number 982 of 2019 to clarify the implementation of halal certification services in Indonesia (Decree of the Minister of Religion (KMA) Number 982 of 2019 Concerning Halal Certification Services, 2019). In 2021, the government issued Government Regulation (PP) number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field (Government Regulation



Number 39 of 2021 Concerning Implementation of the Halal Product Guarantee Field, 2021).

Indonesia is a country with the largest Muslim population in the world. Indonesia's population, which is Muslim, reaches 87.2 percent of the total population of Indonesia or a number of 207 million (C. B. of S. Republic of Indonesia, 2015). The number of Indonesian Muslim population on a global scale is 13.1 percent of the total Muslim population in the world, which is a promising market share. Indonesia needs to develop the halal industry, especially in terms of food and beverages (Hidayat, 2016).

Siantar Top as a company that is established and domiciled in Indonesia fills the halal industry in terms of Indonesian food and beverages. Siantar Top not only fulfills domestic needs for halal food and beverages, especially snacks, but has also exported its products abroad. On December 12, 2007, Siantar Top received an award recognition from the Governor of East Java for its export performance (Top, 2019, 2020, 2021).

In 2019, the government through Government Regulation Number 31 of 2019 elaborated the regulations contained in Law Number 33 of 2014 concerning Guarantees for Halal Products (Government Regulation Number 31 of 2019 Concerning Regulations for Implementing Law Number 33 of 2014 Concerning Guarantees for Halal Products, 2019). The Government Regulation explains in detail the duties, authorities and functions of the institutions involved in halal certification. Also in 2019, the Ministry of Religion of the Republic of Indonesia issued Decree of the Minister of Religion Number 982 on 12 November 2019 to clarify the implementation of halal certification services in Indonesia (Decree of the Minister of Religion (KMA) Number 982 of 2019 Concerning Halal Certification Services, 2019).

In 2020, it was a tough year not only for the Indonesian economy but also for the world to contract and cause an economic recession (Handoyo, 2020). Indonesia as one of the developing countries in facing these challenges has declared the COVID-19 pandemic as a disaster that has a national scale which affects economic stability and productivity as stipulated in Presidential Decree Number 12 of 2020 concerning Stipulation of Non-Natural Disasters against the Spread of Corona Virus Disease 2019 (COVID-19) as a National Disaster (Presidential Decree No.12 of 2020 Concerning Stipulation of the Non-Natural Disaster of the Spread of Corona Virus Disease 2019 (COVID-19) as a National Disaster, 2020). Also in 2020, the Indonesian government issued the Job Creation Law or Law Number 11 of 2020 concerning Job Creation which also amended several provisions of Law Number 33 of 2014.

In 2021, the government issued Government Regulation (PP) number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field (Government Regulation Number 39 of 2021 Concerning Implementation of the Halal Product Guarantee Field, 2021). This regulation revokes Government Regulation Number 31 of 2019 concerning Regulations for Implementing Law Number 33 of 2014 concerning

Guarantees for Halal Products. These provisions are expected to realize "Indonesia Towards the World Halal Center."

Therefore, research will focus on how Siantar Top responds to halal policies. This research takes the background of Siantar Top in 2019, 2020 and 2021. This is because Siantar Top, which has been registered as an issuer or public company, has implemented a halal policy for its production, even stated in the company's mission.

Furthermore, the formulation of the problem from this research is "How will Siantar Top implement halal policies in 2019, 2020 and 2021?" This research emphasizes detailed and in-depth studies regarding "Siantar Top" and "Halal" in 2019, 2020 and 2021. Furthermore, this study aims to see how Siantar Top's interest in responding to halal policies before the pandemic and during the first and second year of the COVID-19 pandemic.

LITERATURE REVIEW

HALAL

The concept of halal means that everything must be free of components that are prohibited for consumption or use by Muslims. The term halal is universal and applies to all activities of Muslim life (Elasrag, 2016). Halal based on QS. Al Baqarah: 186, halal orders are for all humans. Therefore, currently many types of halal industry sectors are developing besides food, such as finance, services, tourism, fashion, cosmetics, medicine, media, entertainment, health and education (Hameeda et al., 2016).

Law Number 33 of 2014 concerning Halal Product Guarantee (JPH) states that halal products are products that have been declared halal according to Islamic law, including goods and/or services related to food, beverages, medicines, cosmetics, chemical products, biological products, genetic engineering products, as well as goods used, used, or used by the community (Law Number 33 of 2014 Concerning Guaranteed Halal Products (JPH), 2014). Based on this Law, the materials used in the process of halal products consist of raw materials, processed materials, additives, and auxiliary materials originating from animals, plants, microbes, or materials produced through chemical processes, biological processes, or genetic engineering processes. Materials from animals that are forbidden include carrion, blood, pigs, or animals slaughtered not according to the Shari'a. This does not include ingredients from plants that are intoxicating or harmful to the health of those who consume them.

MISSION

In an effort to develop a business or reformulate the direction of what the company will be, strategic decision makers must consider the basic objectives, characteristics, and philosophies that will shape the strategic posture of the company.



The outcome of these strategic activities is referred to as the company mission, which will provide guidance for future executive actions (Perce II, 1982).

A company mission can be a valuable tool for strategic management of a company. The company's mission is a powerful medium for communicating company policies (Yamauchi, 2001). Statements in the company's mission can help companies address company goals that differentiate their business from other businesses (Perce II, 1982).

IMPRESSION MANAGEMENT

According to the impression management literature, organizations use various tactics to influence stakeholder perceptions in order to protect or enhance the image of the organization (Bansal & Clelland, 2004; Bansal & Kistruck, 2006). This communication tactic is especially important when an organization faces social pressures that might threaten the social legitimacy of the organization, such as external criticism regarding environmental impacts (Bansal & Clelland, 2004; Bansal & Kistruck, 2006; Cho et al., 2012). Bansal and Kistruck (2006) and Bansal and Clelland (2004) have explored the impression management tactics used by companies to increase the social legitimacy of companies with respect to environmental issues and the ways in which stakeholders can respond to those tactics. Impression management appears to be a cheap and easy alternative to more substantial actions to increase social legitimacy. In general, impression management is used to restore conformity between an organization's image and social expectations or to provide a moral justification for management's actions (Fooks et al., 2012).

RESEARCH METHOD

TYPES OF RESEARCH

This research was conducted using a qualitative approach. This research emphasizes a detailed and in-depth study of "Siantar Top" and "Halal" as the company's mission.

DATA

The data used in this research is secondary data. This data includes the 2019, 2020 and 2021 annual reports of PT Siantar Top Tbk. as well as the company's official website PT Siantar Top Tbk. Existing data were obtained from the websites www.idx.co.id and www.siantartop.co.id. The data is then observed to explore in detail and depth related to Siantar Top and Halal as the company's mission.

DATA ANALYSIS

The qualitative research method used in this research is a case study through content analysis. Case studies are used to explore and understand the meaning of the research studies raised (Yin, 2009). The research strategy used is "how." The focus of the research is a contemporary phenomenon, namely related to halal issues which is also the mission of the company PT Siantar Top Tbk.

Content analysis can be done by searching words and then calculating the frequency of the number of words in certain literature (Dicle et al., 2018). In this study, content analysis was carried out by searching for words related to "halal" and then calculating the number of frequencies of these words in the company's annual report and the company's official website. Next, the annual report is reviewed in detail and in depth to confirm as well as review the "halal" activities carried out by the company. It is hoped that this content analysis can provide an overview of PT Siantar Top Tbk's policies regarding halal.

RESULT AND DISCUSSION

Analysis of company performance in supporting the implementation of halal can be done, one of which is by conducting content analysis in the annual report. The annual report contains an explanation regarding company policies in detail. Halal activity analysis in the company's annual report from 2019 to 2021.

HALAL ACTIVITY ANALYSIS IN THE COMPANY'S 2019 ANNUAL REPORT

In 2019, Siantar Top in its annual report mentions the word "Halal" 7 times. This means that halal issues are considered important for companies to implement in a halal policy. Siantar Top also mentions halal in the company's mission which is a statement of Siantar Top's commitment to providing halal products.

Table 1
Description of the 2019 Annual Report Content Analysis Result Data Tabulation

Annual Report	Halal (f)	Mission
2019	7	YES

Source: processed data, 2023

Halal implementation at Siantar Top has been carried out by management during 2019. This is reinforced by Halal being one of the company's missions. The company's mission also provides guidance for future executive actions.

Siantar Top is committed to providing products that are competitive in price, guaranteed quality, halal and legality. This was stated in the company's mission for 2019.

Halal is also a company concern in terms of consumer health and safety. The Halal Assurance System or better known as the Halal Assurance System (HAS) 23000 has been implemented by the company. HAS 23000 is a management system that is



developed, implemented, and maintained by companies holding halal certificates. The company regulates materials, production processes, products, human resources, and procedures in ensuring the sustainability of the halal production process in accordance with the provisions of the Indonesian Ulema Council (LPPOM MUI) Research Institute for Food, Drugs, and Cosmetics.

Halal is also part of the company's product responsibility area. Halal is part of corporate social responsibility towards society and the environment. Halal is becoming an impression management used by companies to enhance their social legitimacy with respect to environmental and stakeholder related issues.

HALAL ACTIVITY ANALYSIS IN THE COMPANY'S 2020 ANNUAL REPORT

In 2020, Siantar Top in its annual report also mentions the word "Halal" 7 times. This means that halal issues are still considered important for companies to implement in a halal policy. Siantar Top also mentions halal in the company's mission which is a statement of Siantar Top's commitment to providing halal products.

Table 2
Description of the 2020 Annual Report Content Analysis Result Data
Tabulation

Annual Report	Halal (f)	Mission
2020	7	YES

Source: processed data, 2023

Halal implementation at Siantar Top has been carried out by management during 2020. This is reinforced by Halal being one of the company's missions for 2020. The company's mission also provides guidance for future executive actions.

The pandemic condition has not dampened Siantar Top's enthusiasm to support halal policies. The implementation of the halal policy is considered a strategic effort that is in line with the recovery of the national economy that has been affected by the pandemic. It is hoped that the amendment to Law Number 33 of 2014 with the Job Creation Law will also further accelerate the growth of the halal industry in Indonesia.

Siantar Top is committed to providing products that are competitive in price, guaranteed quality, halal and legality. This was stated in the company's mission for 2020.

Halal is also a company concern in terms of consumer health and safety. The Halal Assurance System or better known as the Halal Assurance System (HAS) 23000 has been implemented by the company. HAS 23000 is a management system that is developed, implemented, and maintained by companies holding halal certificates. The company regulates materials, production processes, products, human resources, and procedures in ensuring the sustainability of the halal production process in accordance

with the provisions of the Indonesian Ulema Council (LPPOM MUI) Research Institute for Food, Drugs, and Cosmetics.

Halal is also part of the company's product responsibility area. Halal is part of corporate social responsibility towards society and the environment. Halal becomes image management used by companies to increase their social legitimacy with respect to environmental and stakeholder related issues.

HALAL ACTIVITY ANALYSIS IN THE COMPANY'S 2021 ANNUAL REPORT

In 2021, Siantar Top in its annual report mentions the word "Halal" 7 times. This means that halal issues are considered important for companies to implement in a halal policy in 2021. Siantar Top also mentions halal in the company's mission which is a statement of Siantar Top's commitment to providing halal products.

Table 3
Description of the 2021 Annual Report Content Analysis Result Data Tabulation

Annual Report	Halal (f)	Mission
2021	7	YES

Source: processed data, 2023

Halal implementation at Siantar Top has been carried out by management for 2021. This is reinforced by Halal being one of the company's missions. The company's mission also provides guidance for future executive actions.

Siantar Top in 2021 is ready to become a supporter of the government's program to make Indonesia the world's halal center. Siantar Top products that have been exported and received recognition awards strengthen this position.

Siantar Top is committed to providing products that are competitive in price, guaranteed quality, halal and legality. This was stated in the company's mission for 2021.

Halal is also a company concern in terms of consumer health and safety. The Halal Assurance System or better known as the Halal Assurance System (HAS) 23000 has been implemented by the company. HAS 23000 is a management system that is developed, implemented, and maintained by companies holding halal certificates. The company regulates materials, production processes, products, human resources, and procedures in ensuring the sustainability of the halal production process in accordance with the provisions of the Indonesian Ulema Council (LPPOM MUI) Research Institute for Food, Drugs, and Cosmetics.

Halal is also part of the company's product responsibility area. Halal is part of corporate social responsibility towards society and the environment. Halal becomes image management used by companies to increase their social legitimacy with respect to environmental and stakeholder related issues.



HALAL ACTIVITY ANALYSIS ON THE COMPANY'S OFFICIAL WEBSITE

The company's official website has become an important impression management tool for companies because it represents a source of information that is always available to the public (Connolly-Ahern & S. Camille Broadway, 2007). The Siantar Top company website consists of Home, About Us, Gallery, Product, News, Contact Us, Investor, and Job Vacancy.

In the section "Home, Gallery, Product, News, Contact Us, and Job Vacancy" when typing the keyword "halal" is not found. In the "About Us" section, when typing in the keyword "halal", 1 is found. The word halal is contained in the Company's Mission which is presented in the "About Us" section. The Company's mission includes:

1. Become a pioneer company for products with Taste Specialist
2. Providing products that are competitive in price, guaranteed quality, halal and legality.
3. Contributing to the common welfare (Stakeholder's, employees and society)
4. Develop a variety of products/businesses according to the development of market or consumer needs
5. Open opportunities for other parties (investors), to work together by synergizing their capabilities to strengthen business development

Then in the "Investor" section in the "Financial Report" provides "Annual Report." The company's Annual Report, as previously reviewed, mentions the word "Halal" 7 times in the 2019, 2020 and 2021 annual reports. This means that halal issues are considered important for companies to implement in a halal policy.

Regulatory changes throughout 2019, 2020 and 2021 have not changed Siantar Top's commitment to implementing halal policies at the company. The pandemic condition has also not dampened the company's halal commitment. The company remains consistent in providing products that are competitive in price, guaranteed quality, halal and legal.

The company's website also reveals the company's commitment to halal policies. This commitment is presented in the company mission. A company mission can be a valuable tool for strategic management of a company. The company's mission is a powerful medium for communicating company policies.

Halal is also part of the company's product responsibility area. Halal is part of corporate social responsibility towards society and the environment. Halal becomes image management used by companies to increase their social legitimacy with respect to environmental and stakeholder related issues.

CONCLUSION

Siantar Top in consistently responding to halal policies before the pandemic and during the first and second years of the COVID-19 pandemic. Halal is also one of the company's missions. Halal becomes an impression management used by companies to increase social legitimacy with respect to environmental and stakeholder related issues.

Halal is the direction of concern for management policies and impression management of companies. This research has the implication that halal is part of corporate social responsibility towards society and the environment.

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