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# PRIORITIZATION OF HALAL PRODUCT AREAS IN BANGKALAN REGENCY

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## Abstract

The halal industry is one of the sectors that has the opportunity to be developed along with the increasing number of world Muslim populations, especially in Indonesia. One of the districts with a majority Muslim population that places halal products as a top priority is Bangkalan Regency, so it has the potential to develop halal product areas. This research aims to find out the priority strategy for choosing the location for the development of halal product areas in Bangkalan Regency. The method used is *Analytical Hierarcy Process* (AHP) with *Expert Choice* 11 analysis tools. The subjects in this study are experts who know the implementation of halal certification according to Law No. 33 of 2014 totaling 6 people. The results of processing research data obtained a *Consistensy Ratio* (CR) value of 0.05 where this value is less than 0.1, so the pairwise comparison on the matrix is consistent. The AHP calculation shows that the priority level of alternative locations for the development of halal product areas is highest in Bangkalan District (0.524), Socah District (0.340), and Tanjung Bumi District (0.136).

**Keywords:** *AHP, Halal Product Area, Halal Product, Strategy*

## INTRODUCTION

Indonesia ranked fourth after Malaysia, Saudi Arabia, and the United Arab Emirates on the *Global Islamic Economy* Indicator (Shafaki, 2022). Indonesia's ranking in the world's halal economy had increased from fifth to one rank in 2021. However, in 2022 Indonesia experienced stagnant conditions with the same position as the previous year. Even so, according to Shafaki (2022) Indonesia experienced a significant increase in the *halal food* sector.

In the *halal food* sector, Indonesia occupies the second position worldwide after Malaysia. Indonesia's economic growth in the halal *food* sector will continue to increase in line with digitalization through halal certification imposed by the government. The

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condition of Indonesia's halal economic growth is also shown by the increase in export value in 2016 which reached 16% with the aim of OIC countries (Ministry of Industry, 2022).

The halal food and beverage industry is one of the sectors that has opportunities to be developed. This great opportunity is certainly supported by the segmentation of consumers who are Muslims. There are approximately 1.57 billion Muslims in the world living in more than 100 countries (Setiawan & Hasanah, 2023). The *Global Muslim Travel Index* 2022 report by Mastercard-CrescentRating states that in 2022 the total Muslim population in the world will reach 2 billion people (Santika, 2023). This number increased from the previous year by 25%, with the largest percentage of gen Z born 1995-2012 with 27%. Based on World *Population Review* data, Indonesia is the country with the largest number of Muslims in the world in 2021 which reached 231 million amounting to 86.7% of its population (World Population Review, 2023)
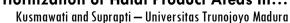
High Muslim population growth will certainly affect the demand for halal products. According to the SGIE Report Muslims around the world spend $2 trillion on food, medicine, *fashion*, travel and media (DinarStandard, 2022). This expenditure will lead to economic growth of 8.9 percent and will reach 2.8 trillion dollars by 2025 (Shafaki, 2022). In Indonesia in 2022, household consumption expenditure also experienced growth from the previous year of 4.93%, with expenditure on food and beverages other than restaurants reaching 3.42% (BPS, 2023b). The existence of a large market is a great potential for the development of the *halal food* industry in Indonesia in the future.

At the regional level, such as Bangkalan Regency, economic growth in the processing industry sector in 2021 reached 2.66% (Bangkalan Regency Industrial Office, 2022a), with the average per capita expenditure in 2020 for the food category reaching Rp. 480,793.15 (BPS, 2022). The growth of this sector is certainly inseparable from the high population growth of Bangkalan Regency (BPS, 2023a), The population ofBangkalan Regency is Muslim. According to data from the Ministry of Religious Affairs of the Republic of Indonesia (2014) The number of adherents of Islam in Bangkalan Regency reached 945,472 people.

The residents of the district which gets the nickname of the City of Dhikr highly uphold Islamic values, and the concern for religion makes halal products a top priority

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(Apridia & Dahruji, 2022). Of course this is an opportunity to develop halal products. Moreover, it is supported by the existence of inter-island crossing ports and the suramadu bridge connecting Bangkalan Regency and Java Island (Apridia & Dahruji, 2022). The existence of economic growth in the processing industry sector accompanied by the readiness of business actors in carrying out halal legality is an opportunity for the development of halal product areas in Bangkalan Regency.

The legality of the business, especially halal certification, is able to increase consumer purchasing confidence, especially in Muslim consumers. Where every Muslim has an obligation to consume halal food (Adriani & Ma'ruf, 2020), The existence of halal certification on products is a guarantee of halal (Nur Fadilah et al., 2020). The process of implementing halal products in Indonesia has been regulated on Undang-Undang Republik Indonesia Nomor 33 Tahun (2014) With the aim of providing a sense of comfort, security, safety, and certainty of the availability of halal products for the community, as well as increasing added value for business actors to produce and sell halal products (Aziz et al., 2019).

Until 2021, there are only 1,513 SMIs that have legal business licenses (Bangkalan Regency Industrial Office, 2022a). According to an interview (12/10/2023) with the Head of Agro Division of the Industry and Manpower Office of Bangkalan Regency until 2023 there are still industries that have not obtained halal certification. Research on the halal industry in Bangkalan Regency is still very low, especially in knowing the priorities for the development of halal food and beverage industrial areas. Therefore, this research is one of the steps to develop the halal food and beverage industry in Bangkalan Regency using the *Analytical Hierarchy Process* (AHP). This study aims to determine alternative strategies for choosing locations for the development of halal product areas in Bangkalan Regency.

## LITERATURE REVIEW

### Strategy Management

Strategy is a tool that is used to achieve goals and that is able to bring the organization forward. Chandler (1962) in the book written by (Purwanggono, 2021) Explain that strategy is what is used to achieve organizational goals over a long period

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of time, through sustainable programs, and there is a prioritization of resources. Strategy as an important action taken to achieve the success of organizational goals (Sakina, 2020). The management process in strategy is needed to organize so as to be able to carry out the mission and achieve the vision.

Subianto (2019) defining management is the art and skill, namely management is an art and skill in solving problems, which is part of the management activities carried out by managers (Watunglawar, 2021). Management becomes part of the stages of the management process and function, namely planning, *organizing*, *actuating*, and *controlling*. Strategy management consists of a series of processes in making comprehensive decisions by company leaders (Sihombing, 2021), according to (Purwanggono, 2021) decisions are taken to achieve the goals and must be implemented by all parts of the organization.
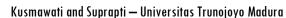
**Halal Industry**

Halal has an etymological sense as an activity commanded by the Quran and Sunnah. While industry has a sense as an economic activity where all goods and services are processed and produced. Muis (2020) Explain the halal industry as a sharia industry or Islamic industry that produces halal goods and services. At first the term halal was only given to food and beverages, but today it is also used in kitchens, dress codes, food utensils, logos, and halal certificates (Arsil et al., 2022). The scope in the halal industry in Indonesia is based on UU No. 33 Tahun 2014 about Halal Product Guarantee, covering food and beverages, medicines, cosmetics, chemical products, biological products, genetic engineering products, use goods used, used or utilized by the community (Sulistiani, 2018) .

**Halal Products**

Products are goods or services (Muis, 2020), that can be bought and sold in the market (Salam & Makhtum, 2022). Product is something produced from the production process whose use is to meet the needs and desires of consumers. Products circulating in the community, according to Muis (2020) relating to food, beverages, drugs, cosmetics, chemical products, biological products, genetically modified products, and use goods used, used, or utilized by the community. Halal products have the meaning of

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products that have been declared halal in accordance with Islamic law (Undang-Undang Republik Indonesia Nomor 33 Tahun 2014).

The acquisition of halal certification for the products produced goes through several stages of checking such as raw materials, production processes, and the Halal Assurance System (SJH) meeting LPPOM MUI standards. The purpose of enacting this halal certificate is to provide halal quality assurance for consumers so as to increase the percentage of product purchases. Initially, the process of applying for a halal certificate was carried out voluntarily according to Undang-Undang Republik Indonesia Nomor 33 Tahun (2014) about Halal Product Guarantee, but since there is Peraturan Pemerintah Republik Indonesia Nomor 31 (2019) regarding the submission of halal certification is mandatory (Agustina et al., 2019). Referring to the law, the submission of halal certification on each product in circulation is mandatory. Halal product certification can be done periodically, with the aim of confirming and providing instructions for product authenticity, with the aim of being accepted by all circles of society (Salam & Makhtum, 2022).

**Process Hierarchy Analysis (AHP)**

AHP is a model used to support decisions by breaking down complex problems into hierarchies (Supriadi et al., 2018). This model was developed by Thomas L. Saaty in the 1970s, citing in a book written by Supriadi et al. (2018) that the problem is described in a multi-level structure where the first level is the goal, followed by the level of factors, criteria, sub-criteria, and so on down to the last level of alternatives. According to (Arsil et al., 2022) AHP is a quantitative form of relative importance of several sets of criteria, this model is also able to give a very large weight to alternatives (Budianta, 2021). This method uses alternative rankings to consider objective and subjective factors. In addition, this method is considered very effective because it is able to break down a complex problem into a hierarchy for making decisions.

**Previous Research**

The phenomenon of differences in consumer perceptions regarding halal labels in research conducted by (Alfaini & Suprapti, 2023) raising two views, namely some care about halal certification on products and some still do not care about it. Halal labeling in this study is considered able to add value to consumer confidence in making

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purchases. The results showed that there was a positive and significant influence of halal labels and P-IRT on purchasing decisions.

Research on the halal industry needs to be done to find out the development strategy for the future. Such research conducted by (Adirestuty et al., 2023), to determine strategic priorities in the process of developing the food and beverage industry in Tasikmalaya Regency. This study uses AHP analysis by obtaining priority aspects of problems and solutions consisting of policies/regulations, human resources, infrastructure, marketing and Islamic finance. In the infrastructure aspect, there are problems such as difficulties in obtaining halal certification, and logistics in the halal environment that has not been integrated. This is in line with the results of the study (Gumelar & Heksaputra, 2023) That there are 20 halal tourism as the top priority with a weight of 0.23605, this assessment is obtained from 8 main categories, one of which is accessibility / infrastructure regarding easy access to information about halal tourism will help the development of the halal industry.

The human resource aspect is also one of the alternative strategies for the development of the halal industry, as in the research entitled "Halal Restaurant Development Strategy as a Support for Sharia Hotels (Case Study at Unida Gontor Inn, Universitas Darussalam Gontor Ponorogo)" by (Nurmaydha & Mustaniroh, 2019). This research determines three factors that influence development strategies, one of which is HR. Gumelar & Heksaputra (2023) in his research also listed HR criteria that obtained a weight of 7. This criterion has an alternative strategic priority, namely increasing the knowledge and ability of human resources in developing the halal industry (Arsil et al., 2022; Gumelar & Heksaputra, 2023).

The development of the halal industry is also inseparable from the role of the Halal Center as an implementer of halal policy. On research conducted by (Arsil et al., 2022) Factors that affect Halal Center cooperation / partnership consist of capital, agency and market policies, consumer trust. The results of his research obtained alternative strategies, namely cooperation in government utilization, cooperation with the private sector, and LSP. The capacity of the Halal Center is financially limited for innovation and development, so that cooperation with other institutions can help access capital, investment and increase credibility (Arsil et al., 2022).

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## RESEARCH METHODS

### Types of Research and Data Collection Techniques

This research uses qualitative and quantitative approaches. The types of data used include primary and secondary data. Primary data are obtained from interviews with *experts*, while secondary data comes from literature sources on the problem to be studied from the Department of Industry and Manpower, the Cooperative and MSME Office, the Ministry of Religious Affairs of Bangkalan Regency, books, relevant journals and government websites.

The selection of respondents was carried out purposively which are agencies or government parties related to mandatory halal policies such as the Head of the agro (food and beverage) Disperindag, the Head of the UTM Halal Center, UTM Lecturers, Bapeda Kab. Bangkalan, PIC Task Force Halal Bangkalan Regency, and PPH Bangkalan Regency who will be asked about the priority location for the development of halal food and beverage industrial areas. The determination of the number of respondents in this study is in accordance with the analysis requirements using AHP, which is at least 4 respondents (Arsil et al., 2022; Sucipto et al., 2017)

### Location and Time of Research

This research was conducted in Bangkalan Regency in September-December 2023. The consideration of choosing this location is based on the fact that Bangkalan Regency has a high growth of SMIs in 2022, reaching 43.17%, with the number of business units reaching 5,325 (Bangkalan Regency Industrial Office, 2022). This is also supported by high population growth (BPS, 2023a) With the majority being Muslim (Ministry of Religious Affairs of the Republic of Indonesia, 2014). Based on this, it is assumed that Bangkalan Regency has the potential to be developed into a halal industrial area.

### Data Analysis

This research uses the method *Analitycal Hierarcy Process* (AHP) and *Expert Choice 11* software analysis tools. The use of the AHP Method makes it possible to combine qualitative with quantitative (Adirestuty et al., 2023; Aripin et al., 2020; Sukri, 2021).

Stages in conducting data analysis using AHP, according to Kusrini (2007) in (Pribadi et al., 2020) can be done through :

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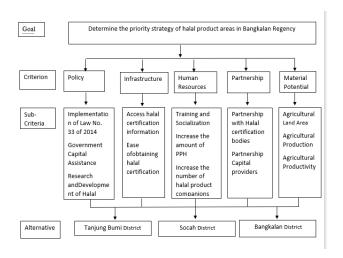
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a.  Identifying problems and determining solutions by creating a hierarchy canbe seen in Figure 1.

Figure 1

Hierarchy of Determining Priority Alternatives for the Development of Halal Product Areas



b.  Define goals at the top level and then there are criteria and subcriteria, can be seen in table 1 on the next level. As well as alternative locations for the development of halal product areas in Bangkalan Regency to be the lowest level. The selection of alternative locations in 3 sub-districts in Bangkalan Regency is based on data Bangkalan Regency Industrial Office (2022) which shows the sub-districts with the largest number of IKM centra.

Table 1

Criteria and Subcriteria for Halal Product Development Location

| No | Criterion | Subcriteria |
|---|---|---|
| 1 | Mandatory Halal Policy | Implementation of Halal Product Assurance Law Nomor 33 of 2014. |
| | | Capital assistance by the government. |
| | | Research and development of halal product industry. |
| 2 | Infrastructure | Access halal certification information. |
| | | Ease of obtaining halal certification. |
| 3 | Human Resources | Training and socialization. |
| | | Increase the number of halal auditors. |

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| | | Increase the number of halal product companions. |
|---|---|---|
| 4 | Partnership | Partnership of halal certification bodies. |
| | | Partnership of capital provider institutions. |
| 5 | Raw Material Potential | Area of farmland. |
| | | Agricultural production. |
| | | Agricultural productivity. |

c. Construct a pairwise comparison matrix with each criterion, subcriterion, and location alternative using weights on a scale of 1-9 (See Table 2).

Table 2

Paired Comparison Scale

| Interests | Definition |
|---|---|
| 1 | Equally important between Element A and Element B |
| 3 | Element A is slightly more important than Element B |
| 5 | Element A is more important than Element B |
| 7 | Element A is very important from Element B |
| 9 | Element A is absolutely/definitely more important than Element B |
| 2, 4, 6 | Values between two adjacent values |
| Opposite | If activity 1 gets a number against j, then j has an inverse value when compared to i. |

d. Perform eigenvalue calculations and perform consistency tests. The consistency index formula can be calculated through :

$$CI = \frac{(\lambda \text{ maks} - n)}{n-1}$$

Where n = many elements

The formula for calculating the Consistency Ratio is:

$$CR = \frac{CI}{RI}$$

Di mana :

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CR = *Consistency Ratio*

CI = *Consistency Index*

RI = *Random Index*

e. Perform a hierarchical consistency check, if the consistency ratio (CI/IR) value is less or equal to 0.1, then the calculation results can be said to be correct. However, if it is more than 0.1, the data assessment must be corrected.

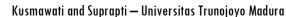## RESULTS AND DISCUSSION

### Characteristics of Respondents

The selection of expert respondents are experts in their respective fields who are considered to have knowledge and experience related to research. The respondents in this study amounted to 6 people consisting of the Bangkalan Regency Industry and Manpower Office, the Ministry of Religious Affairs of Bangkalan Regency, the Bangkalan Regency Regional Planning Agency, UTM Halal Center, UTM Lecturers, and Bangkalan Regency Halal Product Assistants. Where respondents have a relationship with institutions and have the authority and know the implementation of halal certification according to Law Number 33 of 2014 concerning Halal Product Assurance. This is in line with research by Nurmaydha & Mustaniroh, (2019) which states that in AHP research, respondents are competent parties and have influence in making policies and have knowledge of the information needed. Therefore, it is expected to be able to provide an assessment of the criteria, subcriteria, and alternative priority strategies for choosing the location for the development of halal product areas in Bangkalan Regency.

### Consistency of Respondent Ratio

Based on the processing of questionnaire data of expert / expert respondents, calculations are carried out by comparing hierarchies starting from comparisons according to goals / *goals*, criteria, subcriteria and alternative strategies obtained an average value of consistency ratio (CR). The results of the analysis show a CR value of 0.05, which means that the pairwise comparison value on the given matrix is consistent. This is in accordance with Thomas L. Saaty's assertion that the results of the analysis are acceptable (Budianta, 2021), and consistent when the CR value is less than 0.1 (Supriadi

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et al., 2018). Research by Nurmaydha & Mustaniroh, (2019) also stated that if the CR value is consistent, there is no need to take data again, so in this study there is no need to redistribute questionnaires.

**Criterion Level Weighting**

Table 3

Level Weighting of Halal Product Area Development Criteria in Bangkalan Regency

| No | Level Kriteria | Weight | Priority |
|----|----------------|--------|----------|
| 1 | Mandatory Halal Policy | 0,256 | 2 |
| 2 | Infrastructure | 0,100 | 5 |
| 3 | Human Resources | 0,291 | 1 |
| 4 | Partnership | 0,211 | 3 |
| 5 | Raw Material Potential | 0,142 | 4 |

Source : Processed Research Data

The top level of the AHP hierarchy is the goal level, below which there are five elements of criteria. In the five elements of this criterion, a pairwise comparison is carried out, namely between mandatory halal policies, infrastructure, human resources, partnerships and potential raw materials. The results of weighting the criteria level show the highest weight found in the human resource criteria can be seen in Table 5.  HR criteria are the main factor in the development of halal product areas in Bangkalan Regency because they have the ability to increase knowledge about the halal assurance system (Arsil et al., 2022), Muslim majority (Apridia & Dahruji, 2022), have concern for halal products (Adirestuty et al., 2023), able to support halal certification (Gumelar & Heksaputra, 2023), and human Resources skills (Nurmaydha & Mustaniroh, 2019).

This is in line with research by (Adirestuty et al., 2023; Apridia & Dahruji, 2022; Arsil et al., 2022; Gumelar & Heksaputra, 2023; Nurmaydha & Mustaniroh, 2019) which explains that the readiness of human resources in obtaining knowledge about the Halal Assurance System (SJH) is able to optimize halal certification policies, human resources in Bangkalan Regency which is majority muslim, The existence of Muslim human resources  in tourism management turned out to be  able to support the existence of

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halal certification / halal *tourism* in Bantul Yogyakarta so that the weight given to this criterion is high and highly prioritized, where the concern of food and beverage producers regarding halal products has become a support for the development of halal industrial estates in Tasikmalaya , skills Human resources turned out to be one of the alternative strategies for developing Halal Restaurants to support Sharia Hotels.

**Subcriterion Level Weighting**

Achievement of the goal level requires criteria with subcriteria as supporting factors to realize the priority strategy, this can be seen in Table 4. The results of the analysis show that the priority of subcriteria is the ease of obtaining halal certification (0.729) with the highest weight, then there are partnerships with capital providers (0.565), and high agricultural productivity (0.544).

This highest weight gain means that the subcriteria must be prioritized. The ease of obtaining halal certification greatly influences the decision of producers to register their products to obtain halal certification. However, this is different from the conditions in the field which states that some MSMEs in Bangkalan Regency have not received information about the process of applying for halal certification and the assumption that the process will take a long time. Therefore, the ease of obtaining halal certification is something that must be prioritized by the government in order to be able to realize the development of halal product areas in Bangkalan Regency. This is developed in research Arsil et al. (2022) that a number of business actors feel that the halal certification registration process goes through long stages with the preparation of many documents, so this affects the decision of business actors to register halal certification.

Table 4

Weighting of Subcriteria Level for Development of Halal Product Areas in

Bangkalan Regency

| No | Criterion Level | Subcriteria | Weight |
|----|-----------------|-------------|--------|
|    |                 |             |        |

| No | | | Weight |
|---|---|---|---|
| 1 | Mandatory Halal Policy | Implementation of Halal Product Assurance Law No. 33 of 2014. | 0,428 |
| | | Capital assistance by the government. | 0,429 |
| | | Research and development of halal product industry. | 0,143 |
| 2 | Infrastructure | Access halal certification information. | 0,271 |
| | | Ease of obtaining halal certification. | **0,729** |
| 3 | Human Resources | Training and socialization. | 0,528 |
| | | Increase the number of halal auditors. | 0,106 |
| | | Increase the number of halal product companions. | 0,365 |
| 4 | Partnership | Partnership of halal certification bodies. | 0,435 |
| | | Partnership of capital provider institutions. | **0,565** |
| 5 | Potensi Bahan Baku | Area of farmland. | 0,110 |
| | | Produksi pertanian. | 0,346 |
| | | Agricultural productivity. | **0,544** |

Source : Processed Research Data

**Location Priority Alternate Level Weighting**

Table 5

Weighting of Alternative Levels Location of Halal Product Areas in Bangkalan Regency

| No | Alternate Level | Weight | Priority |
|---|---|---|---|
| 1 | Tanjung Bumi District | 0,136 | 3 |
| 2 | Socah District | 0,340 | 2 |
| 3 | Bangkalan District | 0,524 | 1 |

Source : Processed Research Data

Based on the results of the analysis of AHP calculations according to the level of alternative priority strategies shown in Table 5, where alternative strategies for selecting locations for the development of halal product areas in Bangkalan Regency sequentially include Bangkalan District, Socah District, and Tanjung Bumi District. As many as 83%

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of respondents in this study chose Bangkalan District as an alternative priority location for the development of halal product areas in Bangkalan Regency. This is because Bangkalan District is located in the center of Bangkalan Regency, this strategic location is able to be a liaison between cities throughout the island of Madura with the city of Surabaya. The existence of supporting infrastructure such as Syaikhona Kholil Bangkalan Religious Tourism which is able to absorb Muslim tourists from various regions, with the majority of the community being Muslim can be a high potential for religious human resources. Data from the Department of Industry also shows a high growth of SMIs in Bangkalan District totaling 1,506 with the highest number of halal applications in Bangkalan Regency (Bangkalan Regency Industrial Office, 2022a). Sehingga dalam proses pengembangan kawasan produk halal Kecamatan Bangkalan menjadi alternatif prioritas yang utama untuk dikembangkan.

## CONCLUSION

Researchshows the Consistency Ratio (CR) value obtained is 0.05 where this value is < 0.1 so that the results of the questionnaire data obtained are consistent and there is no need for re-collection. Data analysis obtained the highest criterion value found in HR criteria with a weight of 0.291, with the highest subcriterion in the ease of obtaining halal certification with a weight of 0.729. In the alternative strategy of choosing the location for the development of halal product areas, priority orders are obtained namely Bangkalan District (0.524), Socah District (0.340), and Tanjung Bumi District (0.136).
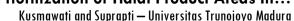
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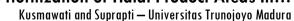
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