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Evaluation of the implementation of the halal assurance system for mininori products at cv panda food, special region of yogyakarta

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ABSTRACT

Halal is one of the essential requirements for seasonal consumers in consuming food products. CV Panda Food is one of the snack manufacturers that requires a halal certification for products to be distributed. This observation aims to determine whether the raw materials used have received a halal certificate and to analyze the suitability of the Halal Assurance System (SJH) application based on the HAS 23000 standard. The methods used in data collection are observation, interviews, direct practice, documentation, and literature study. The evaluation was carried out by checklist analysis and adjusted to 11 HAS 23000 LPPOM MUI requirements. The results are that all raw materials have received Halal approval from the MUI. After conducting a suitability analysis of the CV Panda Food Halal Assurance System implementation, there are still deficiencies; the requirement that must be corrected first are written procedures for critical activities, training, halal management team, and halal policies.

Keywords: Halal, Halal certification, HAS 23000.

INTRODUCTION

Halal is one of the essential requirements for seasonal consumers in consuming food products. The suitability of the production process determines the success of a food product, from raw materials to transportation from the initial stage to the end of the product to the hands of consumers (Ma'rifat & Sari, 2017). According to Islamic law, it is stated in one of the verses of the Al-Qur'an which explains natural food, namely in the letter An-Nahl verse 114, which means: "Then eat that which is better than the sustenance that Allah has given you; and be grateful for the favors of Allah, if you only worship Him."

Indonesia has a majority Muslim population, reaching up to 89% of the total population (Central Bureau of Statistics, 2019). This is very influential in the policies or laws that exist in Indonesia. Law No. 33 of 2014 concerning HaIaI Product Guarantees. This law is a form of protection for seasonal consumers against the uncertainties of various natural food products that are spread across Indonesia. Not only the Law but the Indonesian government 2021 issued Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Guarantee Sector and Minister of Religion Regulation No. 20 of 2021 concerning Halal Certification for Micro and Small Business Actors.

The halal guarantee system must be implemented by producers wishing to apply for halal certification to LPPOM MUI as an institution with authority to issue halal certificates. Recognition of natural guarantees is needed by producers as guarantees for food safety, quality, and other essential characteristics that are enjoyed by both seasonal and non-muslim consumers (Susihono & Febianti, 2018).

Stages or procedures for obtaining a halal certificate, the first application for business actor applying for halal certification, examination of BPJPH (Halal Product Assurance Organizing Agency), examination of application documents (maximum ten working days), determination of BPJPH determines IPH (Halal Inspecting Agency) based on the choice of application (maximum five working days), IPH testing conducts product inspection and testing (40/60 working days), checks BPJPH receives and verifies documents of IPH inspection and testing results (5 working days), MUI fatwa holds halal fatwa sessions

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and issues decisions determination of product halalness, and finally the issuance of BPJPH issues certificates based on the decision to determine product halalness determined by the MUI (Kamsari, 2019).

We are applying the HAS 23000 Halal Assurance System to the food industry guarantees that the products produced are safe and will increase the company's competitiveness in the global market. Food manufacturing companies implement the HAS 23000 Halal Assurance System to increase efficiency, productivity, and product quality (Purwanto et al., 2020).

Mininori is a snack made from fried nori and then seasoned with chicken and roast beef spices. Mininori products also require product halalness certification to assure consumers that mininori products are halal for consumption. CV Panda Food obtained a Halal certificate from LPPOM MUI with certificate ID34110000209860222 from April 1, 2022, to April 1, 2026. The evaluation was carried out to ensure the implementation of the halal guarantee system in CV Panda Food and that the halal guarantee system has been carried out correctly according to the requirement HAS 23000 standard.

RESEARCH METHOD

The data used to evaluate the implementation of the guarantee system for minor products at CV Panda Food are primary and secondary data. The primary data was taken by observation, interview, direct practice, and documentation methods. Meanwhile, secondary data was taken through literature studies that support the ideas in the research that has been done. The research method used in this research is a descriptive method using a checklist form by evaluating the data obtained following the conditions of the company. It will adjust to the 11 requirements for the halal guarantee system in the HAS 23000 guideline of LPPOM MUI, namely halal policy, halal management team, training, material, production facilities, products, written procedures for critical activities, traceability, handling of products that do not meet the requirement, internal audits, and management reviews.

RESULT AND DISCUSSION

HAS 23000 is a requirement for halal certification of a product determined by LPPOM MUI. These requirements contain HaIaI Assurance System (SJH) requirements, such as policies and procedures for halal certification. There are 11 requirements for a halal Assurance System covered in HAS 23000, namely halal policies, halaI management team, training, materials, production facilities, products, written procedures for critical activities, traceability, handling of products that do not meet the requirement, internal audits, and management reviews.

Halal Policy

The halal policy is a written statement in the form of top management's commitment to consistently produce halal products, including consistency in the use and procurement of raw materials, additives, and supporting materials, as well as consistency in the halal production process (MUI, 2013). The checklist for implementing the halal policy can be seen in table I.

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Table I. Halal policy checklist

No.	Requirement	Application		Description
		Yes	No	
1.	A sheet of commitment to implementing SJH	√		Commitment sheet for implementing SJH in writing by the company leadership in the SJPH manual.
2.	Outreach (training, briefing)		√	Dissemination is only orally; there is no written evidence.
3.	Maintenance of evidence of the dissemination of halal policies	√		This evidence is maintained in posters and written commitments in the company's SJPH manual.

(Source: CV Panda Food, 2022)

Based on the results of the observations that have been made, CV Panda Food has implemented a halal policy that shows the company's commitment to producing halal products. The implementation is still not optimal because the dissemination is only done orally from the company leadership to all employees, and there is no written evidence. The written statement of the Halal policy is only found in the company's Halal Guarantee System Manual. Written evidence should be affixed in the factory area to inform employees about the company's fairness policy.

Halal Management Team

The Halal Management Team is a group of people responsible for the planning, implementation, evaluation, and improvement of SJH in a company (A. Yuwana et al., 2021). The checklist for implementing the halal management team can be seen in table II.

Table II. Halal management team implementation checklist

No.	Requirement	Application		Description
		Yes	No	
1.	Written proof of the determination of the halal management team.	√		The stipulation is written in the halal assurance system manual, which the company's head has signed.
2.	Fulfillment of requirements (position, religion).	√		According to the head of the company, all halal management teams are Muslim
3.	The responsibilities of the halal management team should be described.	√		The responsibilities of the halal management team have been clearly described, such as the name, parts of the company, and their respective duties.
4.	The halal management team must be certified HAS 23000 training fee (external/internal)		√	There is no evidence that the halal management team has obtained the HAS 23000 training license certificate.
5.	Results of work evaluation related to the competency of the healing supervisor		√	There is no work evaluation related to the competence of halal supervisors.
6.	Provision of required resources by the top halal management team	√		The top management has provided the required resources by the halal management team.

(Source: CV Panda Food, 2022)

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CV Panda Food has had a Halal management team that has been determined by the company owner in writing in the Company's Title Assurance System Manual, which the company owner has signed. All of CV Panda Food's halal management team were declared Muslim. The halal management team must have a HAS 23000 training license certificate (external or internal); there is no evidence that the halal management team has obtained the HAS 23000 training license certificate. CV Panda Food has not conducted a work evaluation related to the competency of the halal supervisor. Top management fully supports the halal management team.

Training

Training is part of the organized activities and aims to increase the knowledge, skills, and behavior of all people or personnel involved in critical activities (MUI, 2014).

According to LPPOM MUI (2018), training is divided into internal and external training. Internal training is training on HAS 23000 conducted by trainers from internal companies. External training is the training held by LPPOM MUI. A checklist of training applications can be seen in table III.

Table III. Training application checklist

No.	Requirement	Application		Description
		Yes	No	
1.	The company has written procedures for implementing training for all personnel involved in critical activities, including new employees.		√	Procedures for implementing training are only entrusted to the head of production and employees, and there is no written documentation.
2.	Participate in external training that must be attended by one of the halal management teams at least once a year	√		The halal management team participated in external training through a zoom meeting held by LPPOM MUI DIY on March 10, 2022.
3.	The responsibilities of the halal management team should be described.		√	Internal training has not yet been carried out.
4.	The halal management team must have a HAS 23000 training certificate (external/internal)		√	There are no internal trainers yet.
5.	Results of work evaluation related to the competence of BAL supervisors		√	Because internal training has not yet been carried out, there is no internal training evaluation.
6.	Provision of required resources by the top halal management team	√		The company informs all employees involved in the product halves guarantee if LPPOM MUI DIY or other parties hold a halal assurance system training.

(Source: CV Panda Food)

The implementation of training at CV Panda Food this year is still not optimal because it has not conducted internal training, and there is no internal trainer. Internal training at the company is conducted once a year at the end of the year. The company's halal management team conducted external training by participating in training from LPPOM MUI DIY in March 2022.

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Material

Material is one of the elements used to make or produce a product. The requirement for a product to obtain a halal certificate is that all materials used must avoid *haram*/unclean materials (Milda et al., 2021). A checklist for the application of materials can be seen in table IV.

Table IV. Material application checklist

No.	Requirement	Application		Description
		Yes	No	
1.	Materials may not originate from *haram*/unclean materials, free from contamination by *haram*/unclean materials and their derivative products.	√		The materials used in Mininori's production do not come from *haram*/unclean materials.
2.	Critical materials must be accompanied by sufficient supporting documents (halal certificate)	√		Critical materials such as oil, spices, and nori have halal certification.
3.	Mechanisms to guarantee the validity of material supporting documents	√		Material supporting documents in the form of halal certification from the governing body can be accessed at halalmui.org to check the document's validity.

(Source: CV Panda Food, 2022)

The raw materials used by CV Panda Food are nori (Yaki Sushi Nori), cooking oil, and seasoning. All raw materials used in CV Panda Food have received a halal certificate from LPPOM MUI and a BPOM RI distribution permit. Nori products with certificate number Halal 00190121330721, cooking oil with certificate number 00080022300902, and seasoning with certificate number 00060115350221. The raw materials for nori are processed using a roasting machine. 2 times with seasoning and baking at 280°C. The critical point for nori is in the seasoning and silica gel preservatives used in the packaging. The critical point in cooking oil raw materials is the addition of a stabilizer to cooking oil, and the filtering process usually uses activated carbon. The material will directly contact the activated carbon in the filtering process. The critical points for the seasoning powder are the content of monosodium glutamate (MSG), disodium inosinate (IMP), and disodium guanylate (GMP). These three materials are usually produced through a fermentation process.

Products

Products have been registered for certification, including intermediate and final products sold in retail or bulk (MUI, 2018). The product application checklist can be seen in table V.

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Table V. Product application checklist.

No.	Requirement	Application		Description
		Yes	No	
1.	Product name (do not use the name of an alcoholic drink, the name of a pig/dog and its derivatives, the name of the devil, and does not lead to things that cause kufr/evil)	√		The product's name does not use the name of an alcoholic drink, a pig/dog and its derivatives, or the name of a devil and does not invoke kufr/evil.
2.	Product characteristics should not tend to smell or taste, leading to haram products.	√		Product characteristics do not tend to smell or taste, leading to haram products.
3.	Products with the same brand must have been certified halal before distribution.	√		Mininori products with seasoned chicken and roast beef flavors have received halal certification from LPPOM MUI.

(Source: CV Panda Food, 2022)

The products at CV Panda Food are free from unclean or unclean ingredients; the products being distributed do not violate Islamic law: the products do not have an odor or taste that leads to haram products; the packaging used for the product does not use the shape of a pig or dog; the packaging or label does not depict an erotic, vulgar or pornographic nature; products and brands with the same brand have received Halal certification before being distributed. CV Panda Food's products have a halal certificate from LPPOM MUI with certificate number LPPOM DIY-12100000780322, valid until April 1, 2026. They have a distribution permit from BPOM RI, valid until December 4, 2022.

Production facility

Production facilities are all production lines and auxiliary equipment used to produce products, either owned by the company itself or hired by other parties (MUI, 2018). The checklist for implementing production facilities can be seen in table VI.

Table VI. Checklist of production facility application

No.	Requirement	Application		Description
		Yes	No	
1.	The production facility must be free from uncleanness.	√		According to the head of the production, the production facility is free from uncleanness.
2.	There is washing in production facilities before being used in product production.	√		Company employees are divided into picket schedules for washing production facilities two times a day before and after the production process is complete.
3.	Product facility registration	√		The company has registered its production facilities.

(Source: CV Panda Food, 2022)

The production facilities at CV Panda Food are stated and ensured they are free from uncleanness. In addition, there is the washing of production facilities before and after they are used in the production process and registration of production facilities. Product manufacturing is done in the production room with the door closed, but an empty gap is directly connected to the packaging room. Production employees are

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required to wear aprons, head coverings, and gloves; this is done to keep them clean. Every day employees clean the production site three times before the production process begins, after the 1st shift production is complete, and after the 2nd shift production is complete. The production facilities at CV Panda Food are stated and ensured that they are free from uncleanness; in addition, there is the washing of production facilities before and after they are used in the production process and registration of production facilities. Product manufacturing is done in the production room with the door closed, but an empty gap is directly connected to the packaging room. Production employees are required to wear aprons, head coverings, and gloves. This is done to keep them clean. Every day employees clean the production site three times, before the production process begins, after the 1st shift production is complete, and after the 2nd shift production is complete.

Written procedures for critical activities

Critical activity written procedures are standard work procedures for controlling critical activities (MUI, 2018). A checklist for implementing written procedures for critical activities can be seen in table VII.

Table VII. Checklist application of written procedures for critical activities

No.	Requirement	Application		Description
		Yes	No	
1.	There is a selection of new materials (changes in the type of materials or changes in production) for products that have been certified.		√	The company has not had a selection of new materials because there are no new product variants.
2.	Fulfill written procedures for purchasing materials.	√		The company has complied with the procedure for purchasing materials.
3.	They are fulfilling written procedures for the inspection of incoming materials.	√		The company has complied with the incoming material inspection procedure.
4.	Fulfill production procedures.		√	The company already has a written production or SOP.
5.	They are fulfilling production facility washing procedures.	√		The company has complied with the procedures for washing production facilities by separating and keeping away from non-halal facilities.
6.	Comply with raw material storage procedures.		√	The procedure for storing raw materials is only memorized; no written documents exist.
7.	Fulfill material/product transportation procedures	√		The procedure for transportation of materials/products is only memorized; there are no written documents and no non-halal materials/products.
8.	Fulfill new product/menu development procedures.		√	There is no new product or menu development procedure.
9.	Comply with end rules and procedures.		√	There is no visitor procedure yet.
10.	Comply with end rules and procedures.	√		The company has complied with employee procedures, written employee procedures, and disseminated them through the employee WhatsApp group.

(Source: CV Panda Food)

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CV Panda Food does not yet have a selection of new ingredients, procedures for developing new menus or products, and procedures for visitor rules. CV Panda Food has complied with several procedures, such as procedures for purchasing materials in writing; procedures for inspection of incoming raw materials in writing; has written production Standard Operating Procedures (SOP) but are unwilling to provide documentary evidence; written employee procedures and disseminated through the employee WhatsApp group; washing procedures for production facilities, and transportation procedures are not written down but only memorized.

Traceability

Traceability is a system that can trace products throughout the distribution chain, provide information about raw materials, and understand and communicate the impact of production and distribution methods on food quality and safety (MUI, 2018). The checklist for implementing traceability can be seen in table VIII.

Table VIII. Checklist application of traceability

No.	Requirement	Application		Description
		Yes	**No**	
1.	The company has a written procedure that ensures traceability (derived from approved materials and produced in facilities that meet the requirement) of certified products.	√		The barcode on each product listed on the back makes it easier to trace a product.

(Source: CV Panda Food, 2022)

The search results at CV Panda Food have written procedures regarding the bookkeeping administration system. It includes an expiration date on the packaging to make it easier to trace back if there are problems in the implementation of product production. The central bookkeeping administration records the purchase of production raw materials in the material purchase record book. The Halal Management Team organization of CV Panda Food always asks the ingredients supplier when the MUI halal permit period for the material runs out.

Handling products that do not meet the requirement

Products that do not meet the requirements are Halal-certified products made from materials not approved by the LPPOM MUI and produced in facilities that are not free from pork or its derivatives (MUI, 2018). The checklist for implementing product handling that does not meet the requirement can be seen in table IX.

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Table IX. Checklist of product handling implementations that does not meet the requirement

No.	Requirement	Application		Description
		Yes	No	
1.	The company has procedures for handling products that do not meet the requirement.	√		The company already has procedures for handling products that do not meet requirements.
2.	The procedure contains a precise definition of this product and how to handle it.	√		The procedure contains a precise definition of the product.

(Source: CV Panda Food, 2022)

CV Panda Food Company already has procedures for raw materials or products that do not meet the criteria to be separated and not sold to consumers. For raw materials or products that do not meet the criteria, the raw materials and products are destroyed by destroying them and then burning them.

Internal audit

The Halal Management Team conducts an internal audit to assess the suitability of HAS implementation in the company with the requirements of the Halal MUI certification (MUI, 2018). The checklist for implementing an internal audit can be seen in table X.

Table X. Checklist of implementation of internal audit

No.	Requirement	Application		Description
		Yes	No	
1.	Verification of fulfillment of 11 criteria carried out by internal auditors from the company.	√		The company's internal auditors have verified the fulfillment of the 11 criteria of the Halal Assurance System.
2.	The company has written internal audit procedures.	√		The company already has written internal audit procedures.
3.	Internal audit implementation is carried out at least once a year.	√		The company conducts an internal audit once a year.

(Source: CV Panda Food, 2022)

The company's internal auditors have verified the fulfillment of the 11 criteria of the Halal Assurance System. The company already has written procedures regarding internal audits, and the company has carried out internal audits once in one year but has not carried them out regularly at a predetermined time.

Review management

Management Review is an assessment conducted by top management or their representatives to examine the effectiveness of SJH implementation and formulate sustainable improvements (MUI, 2018). The checklist for implementing management reviews can be seen in table XI.

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Table XI. Checklist of review management.

No.	Requirement	Application		Description
		Yes	No	
1.	The company has a written management review procedure.	√		The company has a written management review procedure.
2.	Management review is carried out at least once a year.	√		The company has carried out a management review.
3.	Management review involves all sections related to the Halal Assurance System, including top management.	√		Management review at the company has been carried out by involving all sections related to the Halal Assurance System, including top management.

(Source: CV Panda Food, 2022)

At CV Panda Food, management reviews have been carried out regularly, involving all sections related to the halal assurance system, including top management. CV Panda Food Company has a written procedure regarding management reviews. The discrepancy between the implementation of the halal assurance system at CV Panda Food can be seen in Figure 1.
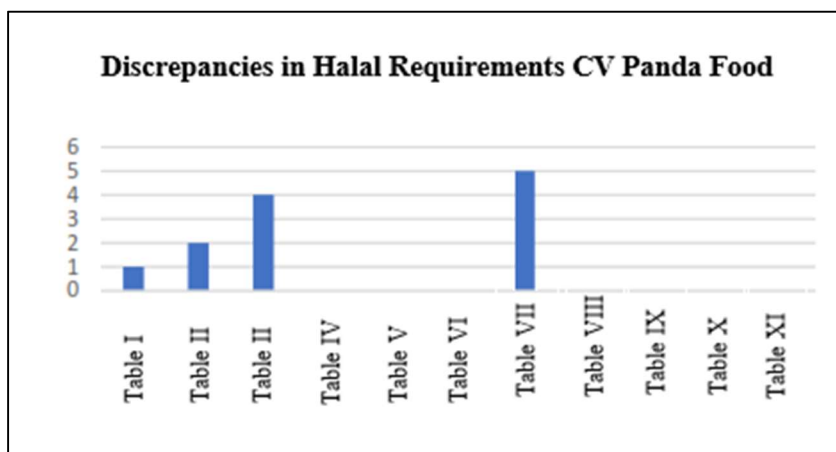

Figure 1. Bar chart of discrepancies in halal requirements CV Panda Food.

Recommendations for compliance with halal certification criteria

Recommendations for fulfilling the Halal Certification Criteria at CV Panda Food based on an evaluation of the implementation of the current halal assurance system at CV Panda Food with Halal Certification found several elements of incompatibility with the criteria for Halal Certification. Based on the explanations and explanations above, several recommendations can be formulated below, which can be fulfilled and implemented by CV Panda Food so that the business processes can comply with Halal Certification criteria.

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Table XII. Recommendations for compliance with halal certification requirements.

No.	Halal Requirements	Recommendations for Compliance with Halal Certification Requirements
1.	Halal policy	We are making a commitment sheet for the Halal Assurance System, making posters at the factory, and maintaining evidence of the dissemination of halal policies.
2.	Halal management team	The halal management team must pass training, have a HAS 23000 certificate, and carry out a work evaluation related to the competency of the halal supervisor and its maintenance.
3.	Training	Make written procedures for the implementation of training and maintenance. The company must have an internal trainer who has passed HAS 23000.
4.	Material	-
5.	Products	-
6.	Production facility	There is an inspection of the production facility free of unclean and its maintenance.
7.	Written procedures for critical activities	Written procedures are made for washing procedures for production facilities, methods for storing raw materials, guidelines for transporting materials or products, techniques for visitor rules, and their maintenance.
8.	Traceability	-
9.	Handling products that do not meet the requirement	-
10.	Internal audit	-
11.	Review Management	-

(Source: CV Panda Food)

CONCLUSION

The conclusions that can be drawn from implementing the halal assurance system based on the HAS 23000 standard criteria at CV Panda Food that raw materials used in the manufacture of Mininori products have received halal approval by the MUI have been verified on the LPPOM MUI website. There are still deficiencies in the evaluation of the implementation of the halal guarantee system at CV Panda Food. Discrepancies in the criteria that must be corrected first are written procedures for critical activities, training, Halal management team, and Halal policies.

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