

Strategies for Increasing the Legal Awareness of East Java Business Owners and People to Accelerate the Success of Indonesian Halal Products in the Global Market

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Abstract: - With its diverse nature and supported by thousands of delicious foods and beverages, East Java Province, Indonesia has the potential to be promoted as a center of tourism and culture. The East Java Governor targets all food products to have halal certification by 2024. Therefore, the East Java government targets that 1.5 million Micro, Small, and Medium enterprises (MSMEs) must have halal certification. Unfortunately, the halal certification achievement is still currently far from the target. Thus, how to increase the legal awareness of business owners and the population of East Java to care for Indonesian halal products? And what are the strategies carried out to achieve these targets? This was qualitative research with an empirical approach. It employed the descriptive-explorative analysis of the researched issues. From this research, it was shown that the legal awareness of business owners on halal product certification and labeling from the aspects of legal knowledge, understanding, and compliance is already relatively good, although 42% of them are still in the process of registering for halal certification. Meanwhile, the East Java residents' legal awareness of using halal products is still 45%, which is quite low. In achieving the target of increasing legal awareness of halal products, the provincial and city/regency governments and campus halal institutions carried out some efforts by facilitating the registration of halal certification, providing free halal certification, as well as establishing socialization, seminars, and guiding.

Key-Words: - strategy, legal awareness, halal products, business owners, East Java, Indonesia.

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1 Introduction

Indonesia is the fourth largest importer of halal products in the world [1] Up to 2018, it has not become the main player in the global Sharia economy. Ironically, when we consider the abundant natural resources available and that most foods are halal, added to the fact that the majority of its population is Muslim, Indonesia should be the leader

in the trade of Asian halal products. It should be able to penetrate the global market. The strengthening of the halal chain has been intensified to accelerate Indonesia's vision as a Global Islamic Economy [2].

The issue of the halal status of products and services will always be attached to Muslim consumers. For them, a halal certification that is proven by the halal logo shows that the product has

fulfilled requirements determined by the Sharia law, which is *halal thoyyiban* (halal or permissible and good). Therefore, such products are consumable. Meanwhile, for non-Muslims, the halal logo represents the symbol of cleanliness, quality, purity, and safety [3].

The enactment of Law No. 33 of 2014 on the Guarantee of Halal Products strengthened the urgency of the issue of halal and haram in the production chain, starting from the creation of the products by business actors, its distribution to end consumers, and up to its consumption by consumers [4]. The definition of halal products is regulated in Article 1 point (2) of the Law on the Guarantee of Halal Products: "Halal products are products that have been stated as halal according to the Islamic sharia." For Muslim consumers, consuming and using halal and guaranteed products are non-negotiable, except under emergency conditions [5].

East Java has various culinary that are special to this region, spread in all cities and regencies, such as *proll tape* (cake from fermented cassava) from Jember, *bagiak* (cookies with sago flour and grated coconut as the main ingredients) from Banyuwangi, *sambal pecel* (salad dressing made of peanuts, chili, sugar, garlic, and tamarind) from Madiun, *kue pudak* (a type of snack made of rice flour, sugar, and coconut milk) from Gresik, *Soto* (yellow chicken soup) from Lamongan, *Sate Ayam* (grilled chicken in skewers) from Ponorogo, *Soto* from Madura, *cuka apel* (apple cider) from Malang and many more. The availability of various foods becomes an opportunity for increasing tourism and culture in East Java. The Head of the Industry and Trade Service of East Java Province, Drajat Irawan, stated that East Java has brilliant potential to become the center of the halal industry. It can become the center of integrated halal industries based on supreme commodities, products, and services. East Java has a great number of Micro, Small, and Medium Enterprises (MSMEs). Sixty percent of these MSME businesses work in the foods and beverages (F&B) sector [6].

The data in the years 2020 and 2021 showed that the production of foods and beverages drastically increased to 80%, even amid the Covid-19 pandemic. From this data, 40% of these MSMEs have obtained halal certification, dominated by the F&B sector. Based on the data from the Indonesian Islamic Scholar Assembly (*Majelis Ulama Indonesia*), the East Java industry has obtained 2039 halal certification from this Assembly (before being issued by the Halal Product Assurance Organizing Agency/HPAOA). The HPAOA has issued 184 halal certificates. Meanwhile, from 2017 to 2019, the Industry and Trade Service of East Java Province

facilitated the halal certification of 385 small and medium industries in this province [6]. In East Java, the HPAOA has issued 184 halal certificates since October 17, 2019. In 2021, the halal certification facility quota for business units was 428 [7].

From 2022 up to 2024, the East Java Governor targets that 1.5 million MSMEs must already have halal certification [8]. This obtains serious attention from city and regency governments in East Java as they also support the goal of the East Java Governor. However the facts in the field show that from the several areas that become the research object, the achieved number of certificates is still far from the target. For instance, Ponorogo targets 3500 MSMEs, but only 250 have obtained halal certification. Malang City targets 30.000 MSMEs, but only 378 have obtained halal certification. Then, out of Madiun City's target of 4000 MSMEs, only 200 have received halal certification. Next, out of the target of 5000 MSMEs in Jember, only 393 have obtained halal certification. This data was obtained from questionnaires spread to Heads of MSME forums in Ponorogo, Malang, Madiun, Jember, and Lumajang on July 20th, 2022.

2 Problem Formulation

This paper aims to study: (1) methods needed to increase the legal awareness of business owners and the society in East Java towards Indonesian halal products and (2) the strategies of the East Java government in accelerating the success of halal products both in the domestic and international markets. This paper used the juridical sociological approach, with the field research type of study, where it included interviewees from business actors and society. Business actors that became the subjects of this study were 20 large companies, 30 medium companies, as well as 50 micro and small companies in East Java province. The samples were taken from several cities, i.e., Surabaya, Pasuruan, Ponorogo, Madiun, Malang, and Jember. The authors obtained data through direct interviews and questionnaires via Google Forms that were shared with the East Java MSME forum. Then, the researchers also took samples from the East Java people from these cities, where the researchers obtained 300 respondents who answered Google Form questionnaires. Then, the results of these data were analyzed using the descriptive-explorative method to answer the research problems.

3 Problem Solution

3.1 The Concept of Legal Awareness

Awareness refers to mental interdependence and interpenetration that both orient towards the “I” -ness of humans as well as to their “we” -ness [9]. An understanding also needs to be given to the term “law”. This is not a definition. Thus, as what was said by Van Apeldorn by mentioning Kant, Apeldoorn in Soerjono Soekanto’s book stated “[The quote] 'the lawyers are still looking for a definition of their concept of law', still applies... This can be explained, at least in part, by the versatility... the greatness of law: it has so many sides that one cannot satisfactorily summarize it under a formula.”

Thus, now an issue arises. Is legal awareness a combination of these two definitions? In legal studies, legal awareness and legal feelings are sometimes differentiated, as stated by van Schmid as follows, “A sense of justice should be preached in the case of a spontaneous, immediately established as truth legal valuation, while with a sense of justice one has to deal with valuations that are first made plausible immediately, through reflection, reasoning, and argumentation [10].”

Legal awareness tends to be more of a formulation among law on that assessment, that has been conducted through scientific interpretation, because, “The immediate sense of justice is related to the well-considered consciousness of law, if in everyday life the subjective sense of the truth of numerous opinions and assertions is related to the well-considered legal conviction [11].”

Legal awareness is human awareness of existing laws or laws that are hoped to exist [12]. Legal awareness indicators are a concretization of the system of values that apply in society. An idealized condition is the accordance between the law and the system of values. In consequence, on the one hand, changes in the system of values must be followed by legal changes. On the other hand, the law must be able to be used as a facility to create changes in the system of values [13]. Therefore, the issue of legal awareness is an issue of values. Thus, legal awareness is abstract conceptions in humans on the accordance between the idealized order and harmony [9]. The indicators of these legal awareness issues are [14]:

- a. law awareness;
- b. law acquaintance;
- c. legal attitude; and
- d. legal behavior.

Each indicator refers to the level of legal awareness, starting from the lowest to the highest [9]. Zainudin Ali concludes that legal awareness issues in society regard factors on whether or not certain legal stipulations are known, understood, complied with,

and respected. If society only knows the existence of a legal stipulation, their level of legal awareness is lower than those who understand it and so on [15]. This is what is called the *legal consciousness* or knowledge and opinion about the law. Things that concern legal awareness are as follows [16]:

- 1) Legal knowledge: If a regulation has been enacted and issued, juridically, this regulation applies, and it is assumed that society knows it.
- 2) Legal understanding: Through legal understanding, society hopes to understand the aim and benefits of the laws.
- 3) Legal compliance: A person in the community complies with the law for various reasons, for instance: (a) he is afraid of being imposed with negative sanctions, (b) to maintain a good relationship with those in power, (c) to maintain a good relationship with their colleagues, (d) because the law is according to the values he embraces, and (e) his interests are guaranteed due to this law [17].
- 4) Idealization towards law: Society will respect a legal norm if they know, understand, and follow it [18].
- 5) The increase in legal awareness: The increase in legal awareness should be carried out through orderly legal enlightenment and socialization based on thorough planning [19].

3.2 General Description of the Research Data

This research employed the field research type that was systematically conducted by elevating field data [20]. The research was carried out through interviews and observation of business actors and society in East Java Province, Indonesia. Researchers obtained data from 111 business owners in East Java, spread over various cities. Respondents consisted of 15 business owners from Jember, 23 business owners from Malang and Batu, 35 business owners from Surabaya, 10 business owners from Sidoarjo, 13 business owners from Pasuruan, 5 business owners from Madura Island, 17 business owners from Ponorogo, and 11 business owners from Madiun. The criteria of analyzed business owners were as follows: the researchers analyzed 35 owners of large businesses, 37 owners of medium businesses, and 39 owners of small and micro businesses. The authors conducted direct interview and observation research techniques with 90 business actors. Then, the authors obtained information from 21 business owners through questionnaires via the Google Form application. From the 111 business owners in East Java that were subjects of this research, the types of business products were as follows:

- 1) Producers and distributors of packaged foods and beverages, consisting of 28 large business owners and 74 medium, small, and micro business owners.
- 2) Producers and distributors of medical products, consisting of 4 large business owners.
- 3) Producers and distributors of cosmetic products, consisting of 2 large business owners.
- 4) Owners of middle-level businesses on local batik fabric products, consisting of 3 business owners. In Ponorogo it was the owner of Lesung batik, in Malang it was the owner of Garuda Kencana premium batik, and in Jember it was the owner of Rolla Batik House.

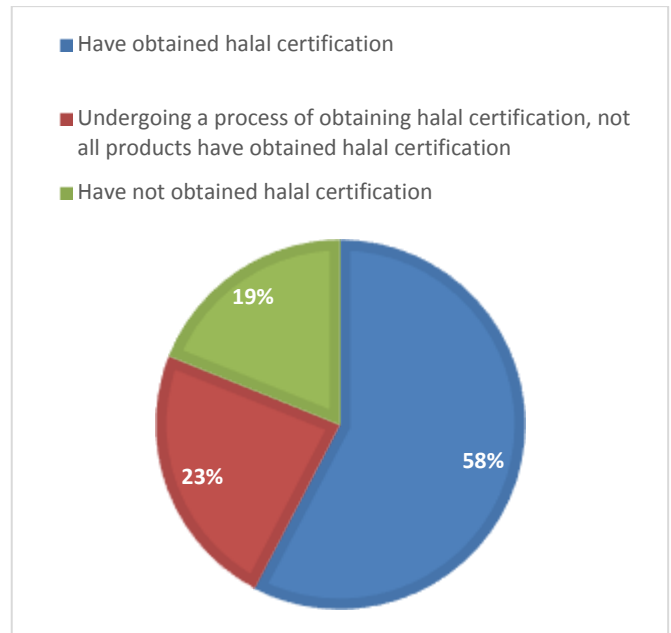
Concerning the legal awareness of society on halal products in East Java, the researchers obtained data from 450 respondents in this province. These respondents filled in questionnaires through the Google Form application that were distributed through Whatsapp chat groups. The respondents came from Jember, Surabaya, Malang, Pasuruan, Madiun, and Ponorogo. The occupations of these 450 respondents varied: 171 of them were housewives, 180 of them were high school and college students, and 99 of them had other occupations (teachers, lecturers, civil servants, private business employees). The education of these 450 respondents also varied. Some were junior high school and senior high school graduates, while others have obtained bachelor's degrees, master's degrees, and doctorate degrees.

3.3 Special Description of the Research Data

3.3.1 Processed data on the legal awareness of 111 business owners in East Java on the halal certification and labeling of their products

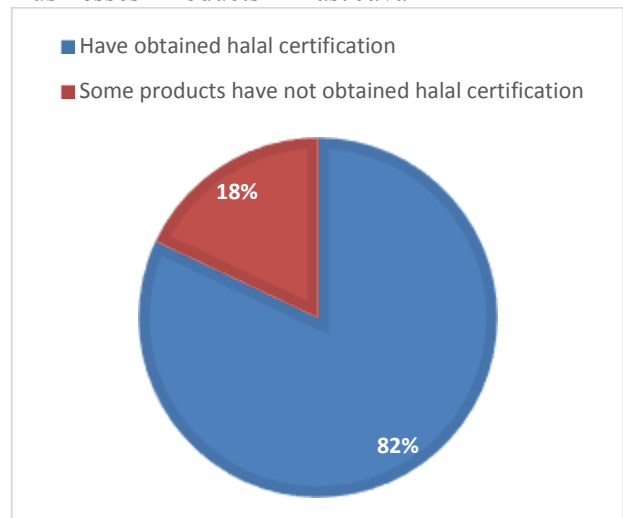
Based on the processed data from 111 business owners in East Java who became respondents in this research, it was found that:

Figure 1. Halal Certification of 111 Business Owners' Products in East Java



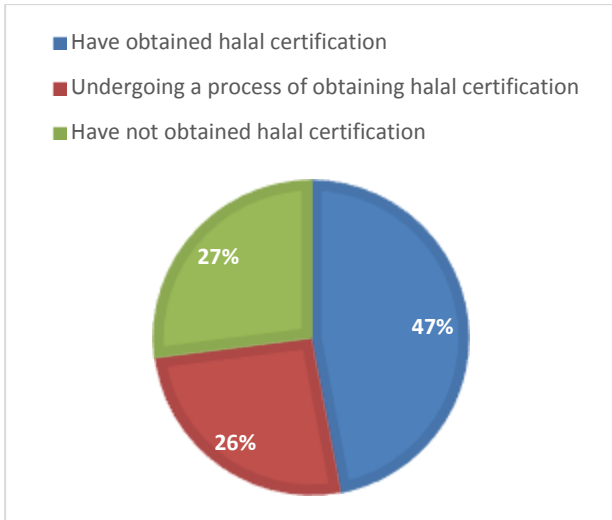
Of 34 large business owners, 28 of them have obtained halal product certification and labeling. Meanwhile, for the six businesses that sold cosmetics and medical products, not all of their products have obtained halal certification.

Figure 2. Halal Certification Obtainment of 34 Large Businesses' Products in East Java



Then, the researchers obtained data from 77 MSMEs, where 36 MSME business actors have obtained halal certification. Meanwhile, 20 MSME business actors are still in the process of obtaining halal certification. Then, the rest (21 business actors) have not registered for halal certification.

Figure 3. Halal Certification Obtainment of 77 MSME Owners' Products in East Java

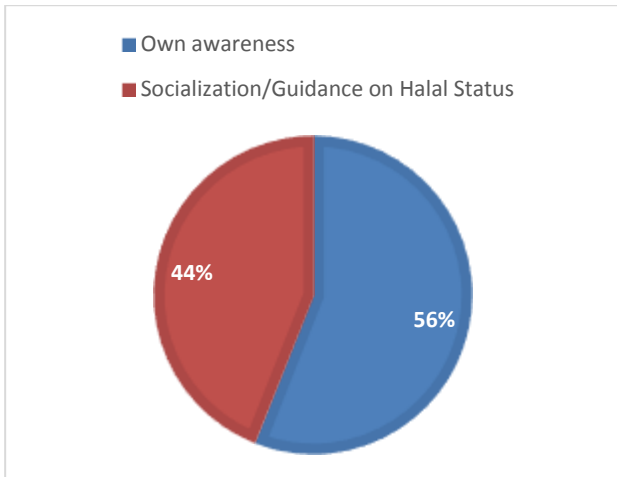


Therefore, from the total number of respondents, i.e., 111 business owners in East Java, it can be seen that 58% or 64 business owners have obtained halal certification for their products. Then, the rest, i.e., 42% or 47 business owners have not obtained halal certification for their products or are still in the process of registering to obtain halal certification.

Other data related to halal certification and labeling include:

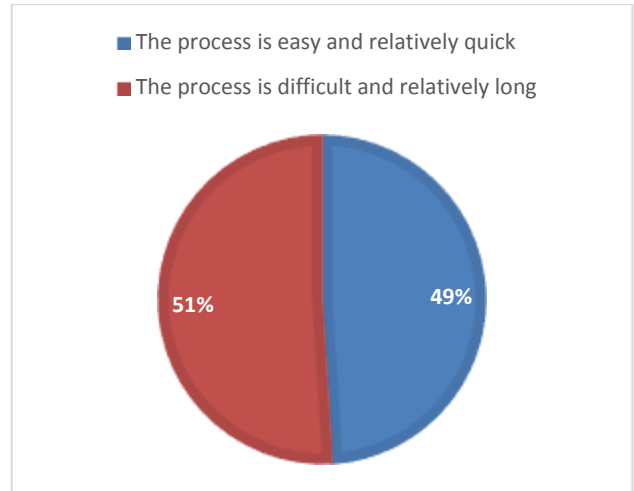
1) The motivations of 84 business owners (64 who have obtained certification and 20 who are in the process of registering for halal certification) in registering for halal certification for their products are as follows:

Figure 4. Motivation for Registering for Halal Certification



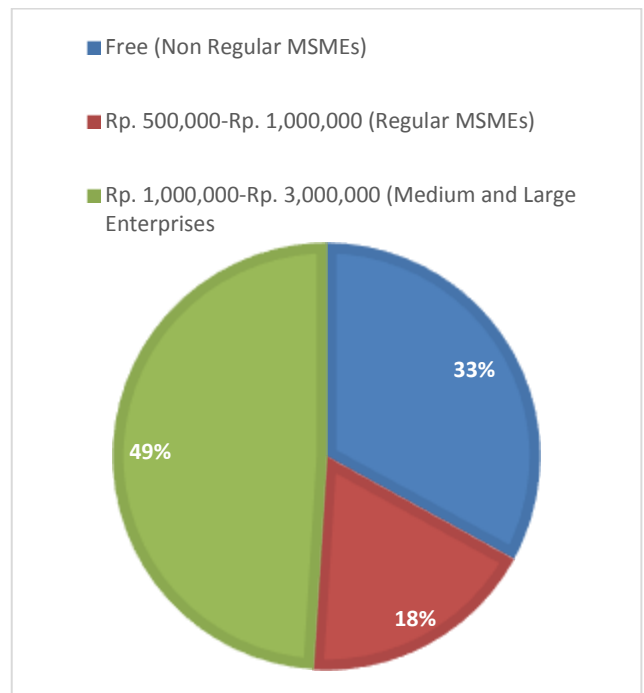
2) The following chart shows the opinion of 84 business owners out of the 111 businesses that have had halal labeling in the process of registering for halal certification:

Figure 5. The Process of Obtaining Halal Certification



3) The following chart shows the opinion of 84 business owners out of the 111 businesses that have had halal labeling on the cost of registering halal product certification:

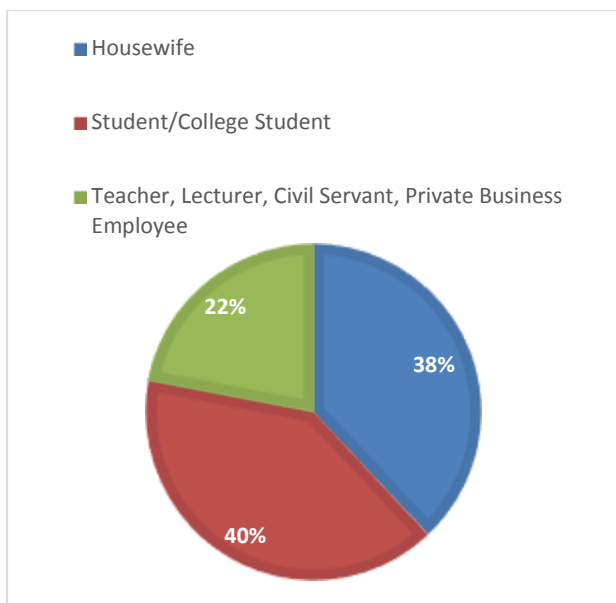
Figure 6. The Cost of Registering for Halal Certification



3.3.2 Processed data on the legal awareness of respondents which were 450 East Java residents on the halal certification and labelling of products

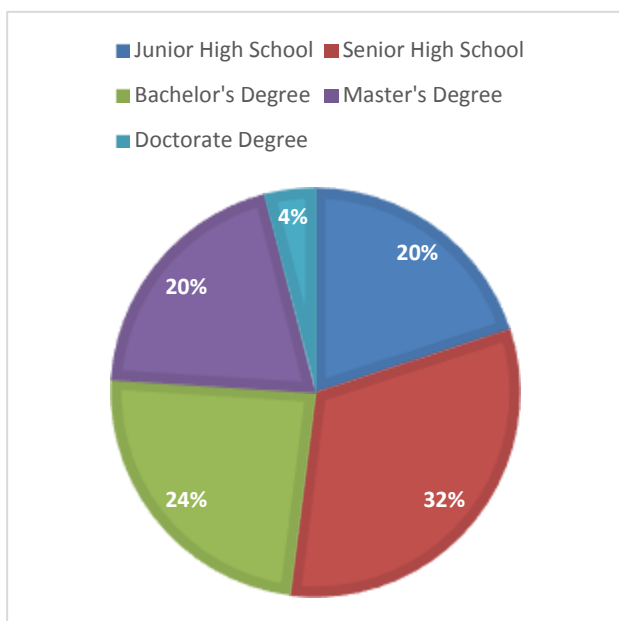
1) The diagram below shows the professions of 450 East Java residents as respondents of this research:

Figure 6. Occupations of 450 East Java Residents as Respondents



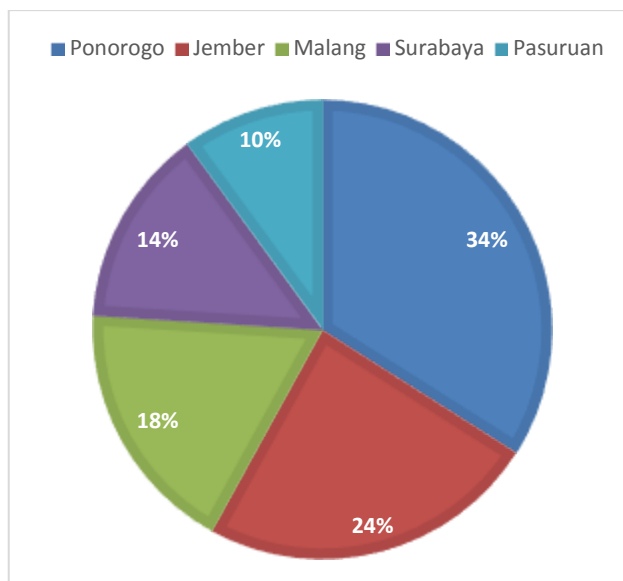
2) The diagram below shows the education level of 450 East Java residents as respondents of this research:

Figure 7. The Education Levels of the 450 East Java Residents as Respondents



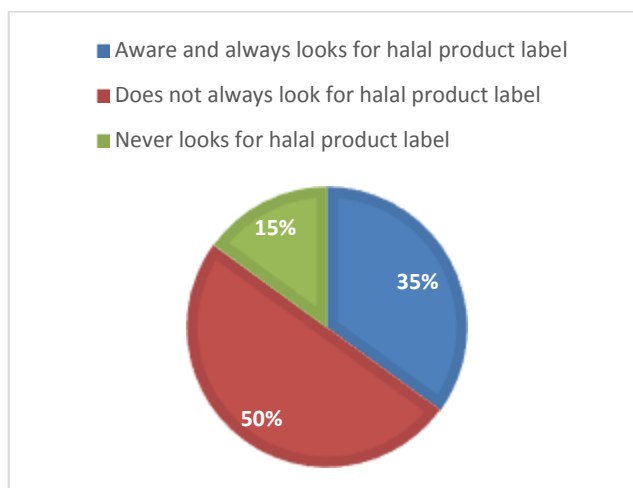
3) The diagram below shows the city of origin of 450 East Java residents as respondents of this research:

Figure 8. The City of Origin of the 450 East Java Residents as Respondents



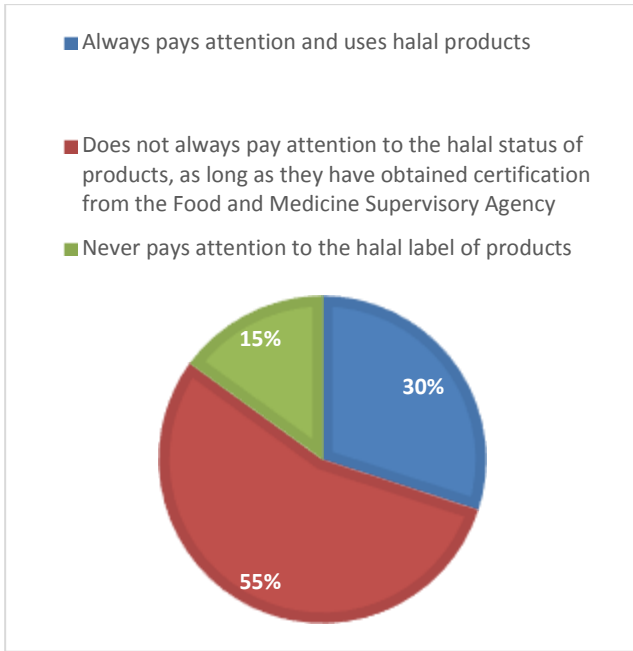
4) The diagram below shows the level of awareness of the usage of halal products by 450 East Java residents as respondents of this research:

Figure 9. The Level of Awareness of the 450 East Java Residents as Respondents on Halal Products



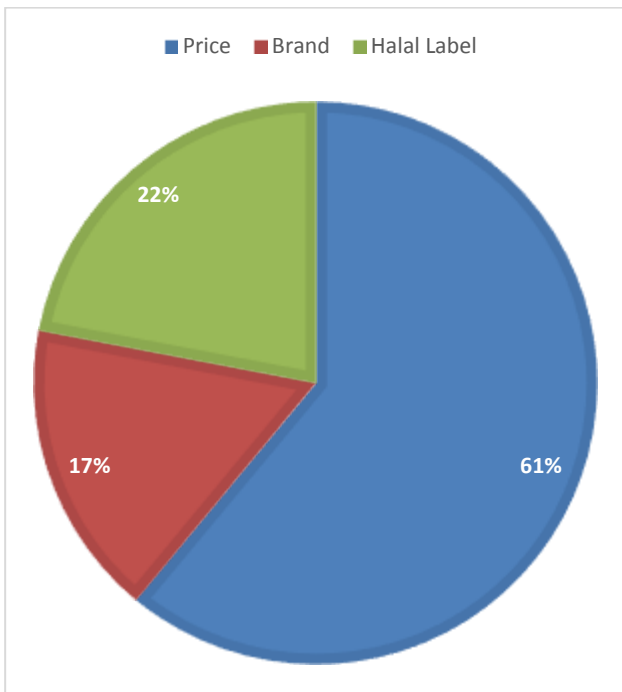
5) The diagram below shows the education on the halal product usage of 450 East Java residents' families:

Figure 10. The Level of Awareness on the Usage of Halal Products for Family



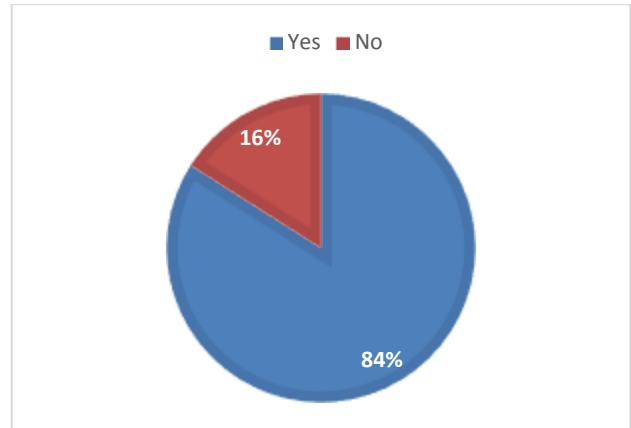
6) The diagram below shows what the 450 East Java residents as respondents pay attention to in buying products:

Figure 11. An Important Point Respondents Consider in Selecting Products



7) The diagram below shows the opinion of 450 East Java residents as respondents on whether or not street vendors, restaurants, food stalls, café, and *angkringan* (traditional Javanese food stalls) have halal certification for their products:

Figure 12. Respondents' Opinion on Whether or Not Restaurants, Cafés, etc. Have Halal Certification for Their Products



3.4 Data Analysis

The halal industry is experiencing rapid development [21]. The word “industry” is defined as the activity of processing goods using facilities and equipment. In the Indonesian context, the word “halal” means permissible, i.e., permissible by the Islamic sharia, not haram or valid [22]. The halal industry is the activity of processing goods using facilities and equipment that are permitted by Islamic sharia [23].

Based on the research conducted on 111 respondents who were large, medium, small, and micro business owners in East Java province, it was found that 58% or 64 business owners have obtained halal certification or labeling for their products. Then, 42% or 47 business owners are either in the process of obtaining halal certification or have not registered for halal certification at all.

Table 1. Summary of Halal Certification of Business Owners' Products

No.	Business owners	Percentage
1.	Have obtained halal certification or labeling for their products.	58%
2.	In the process of obtaining halal certification for their products.	23%
3.	Have not registered for halal certification for their products.	19%

For Muslim consumers, consuming halal products is a religious ruling that must be complied with [24]. They consume halal foods as this status reflects the food's safety, goodness, and quality. Halal products can also provide benefits and guarantee health. Thus, it can also be consumed by non-Muslim consumers. Based on the research conducted by spreading questionnaires via Google Form from July 15th to 30th, 2022 in Pasuruan, Madiun, Ponorogo, Malang, Surabaya, and Jember cities/regencies in East Java, with more than 450

respondents, it was shown that the people still have low legal awareness on the usage of halal products.

Table 2. Respondents' Opinion on the Importance of Indonesian Halal Products

No	Percentage	Opinion
1.	50%	Important
2.	35%	Not important
3.	15%	Don't know

Table 3. Respondents' Opinion on the Halal Labeling of Products

No	Percentage	Opinion
1.	55%	Always pay attention to halal labeling
2.	30%	Does not always pay attention to halal labeling
3.	15%	Does not pay attention to halal labeling
No	Percentage	Opinion
1.	84%	Very important
2.	16%	Not important

Response towards the importance of halal certification for restaurants, street vendors, cafés, etc.

Thus, concerning the legal awareness of East Java people and business owners based on the obtained data samples, it can be analyzed and concluded:

3.4.1 Legal Awareness Viewed from the Elements of Legal Knowledge and Understanding

a) Business Owners

Most business owners in East Java, i.e., 58% have had legal awareness of halal certification or labelling. This is because by having such certification, it is easier to market the products. Apart from that, the obligation to register for halal certification has been regulated in the law. This shows that 58% of business owners in East Java and 23% who are in the process of registering for halal certification know and understood the law on the obligation to obtain halal certification for the products they produce, distribute, or sell.

b) The people

Fifty-five percent or 247 out of 450 respondents stated that halal products are important and that they always pay attention to the halal status of the products they buy. They know and understood the law on consumer rights in consuming certain products that must have halal certification or labeling. Meanwhile, 133 or 30% do not always pay attention to the halal

status of the products they buy. This shows that they know of halal products, yet they have not reached an understanding of it. Then, 20% or 70 of respondents have no knowledge or understanding of the halal product labeling or certification.

3.4.2 Legal Awareness Viewed from the Elements of Legal Compliance

a) Business Owners

Of the 111 business owners, 64 or 58% of business owners in East Java have obtained halal certification or labeling for their products. Then, 23% or 26 business owners are still in the process of registering for halal certification for their products. Next, the rest which is 19% or 21 business owners in East Java that were respondents of this research have not complied with the law.

a) The people

Based on the research conducted on 450 respondents which were East Java residents, it was found that 247 people have complied with the law in utilizing halal products, as they always pay attention to the halal label of the products they consume. Then, some were doubtful; 133 people lacked compliance on the importance of the law on halal products as they sometimes pay attention to the halal labeling, while at other times they do not. Then, 70 respondents do not comply with this rule.

3.5 The Strategies of the East Java Government in Making Business Owners And the People Aware of Halal Products as an Effort to Accelerate the Success of Indonesian Halal Products

The governor of East Java has expressed her plan to build the first halal industry area in Indonesia that is dedicated to MSME business owners and will be located in a safe and locked in Sidoarjo. Meanwhile, halal tourism centers are developed in Malang and Mojokerto. "If we were to develop a halal industry area, we surely hope to shift from becoming the largest halal product importer in the world to the largest halal product exporter in the world [25]." The East Java province has a target of making 1.5 million MSME products have halal certification by 2022, as an effort to encourage local economy through product certification [26].

From 2017 to 2019, the Industry and Trade Service of East Java Province facilitated the halal certification of 385 small and medium industries in East Java. Then, from 2020 to 2021, it facilitated the halal certification of 678 small and medium industries [6]. "HPOA has issued 184 halal certificates for East Java since October 17th, 2019. In

2020, it facilitated the halal certification of 428 business units. Then, in 2021, it facilitated the halal certification of 650 business units[6].”

The Islamic State University of Malang (UIN Malang) had a strategy where the food and beverage sellers around this university must have halal certification. The Halal Institution of UIN Malang conducted education and guidance to all F&B sellers. They processed and issued halal businesses and products for MSMEs starting from 2018 up to now. There are currently more than 100 MSMEs around the UIN Malang campus that have obtained halal certification from the UIN Malang halal institution said a staff of the Halal Institution in a personal communication on July 25th, 2022.

This was different from what was applied in Ponorogo. The Ministry of Religion of Ponorogo Regency issued the “One Heart Program” in 2020. According to the Head of the MSME forum in a personal interview on July 20th, 2022, HPAOA and the Industry, Trade, and Cooperative Service of Ponorogo Regency provided the free facility to register for halal product certification for 2500 MSMEs in Ponorogo. According to the Head of the MSME forum in a personal interview on July 20th, 2022, Madiun Regency had the strategy to facilitate the halal certification of 700 products in 2022. Meanwhile, according to an HPAOA employee in a personal interview on July 28th, 2022, the Provincial HPAOA had the target of providing 25000 free halal product certifications for MSMEs in East Java in 2022.

The strategies planned by the province, cities, and regencies can be successful and they can be realized through socialization, seminars, and guiding for MSMEs in East Java. For instance, the Industry, Trade, and Cooperative Service of Ponorogo Regency provided a halal certification program in 2019 through annual MSME fairs. Industry, Trade, and Cooperative Service of Ponorogo Regency establishes routine education and guidance on halal certification five times a year, said a staff of Industry, Trade, and Cooperative Service of Ponorogo Regency in a personal interview on July 26th, 2022.

To educate the East Java people, the government established MSME fairs that sell products with the halal label. The promotion of the halal lifestyle starts with the government that loves local products. Through this, Indonesian halal products can become globally famous, starting from making Indonesians use and love such products.

4 Conclusion

From this research, it was shown that the legal awareness of business owners on halal product certification and labeling from the aspects of legal knowledge, understanding, and compliance is already relatively good, although 42% of them are still in the process of registering for halal certification. Meanwhile, the East Java residents' legal awareness of using halal products is still 45%, which is quite low. In achieving the target of increasing legal awareness of halal products, the provincial and city/regency governments; HPAOA; and campus halal institutions carried out some efforts by facilitating the registration of halal certification, providing free halal certification, as well as establishing socialization, seminars, and guiding.

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Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)

Rofiah: Conceived the research, provided an original idea of the study, and provided materials and data for the research.

Sa'adah and Safira: Designed the methods, selected research data, analyzed and interpreted the data, and wrote the paper.

Roihanah and Chotib: Analyzed the data, provided a description, wrote the paper, and reviewed the paper.

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