

## Analysis of Public Perceptions of Halal Certification at Mie Gacoan Pekalongan Branch

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**ABSTRAK:** Sertifikasi halal menjadi hal yang sangat penting dalam industri makanan di Indonesia, khususnya di kalangan masyarakat yang mayoritas beragama Islam. Produk Mie Gacoan sempat diragukan kehalalannya karena belum adanya sertifikasi halal pada produk tersebut. Permasalahan sertifikasi halal Mie Gacoan terletak pada penamaan menunya yang dianggap kurang tepat, seperti mie iblis dan mie setan. Penelitian ini bertujuan fokus pada pemahaman dan pengetahuan masyarakat sebelum dan sesudah adanya sertifikasi halal produk Mie Gacoan karena banyak persepsi yang muncul setelah isu belum adanya sertifikasi halal. Metode yang digunakan pada penelitian ini adalah metode kualitatif dengan jenis penelitian deskriptif kualitatif. Data yang digunakan yaitu data primer dan sekunder. Data primer melalui observasi langsung dengan wawancara, sedangkan data sekunder diperoleh dari buku, artikel, atau laporan-laporan lain yang relevan. Analisis data dilakukan setelah digabung menjadi satu. Hasil penelitian menunjukkan pemahaman mengenai sertifikasi halal sudah sangat baik dikalangan masyarakat terhadap suatu produk, namun masih belum optimal dalam penerapannya. Melihat antusias besar masyarakat dari produk Mie Gacoan sebelum dan sesudah sertifikasi halal tetap sama. Namun, masih terdapat juga beberapa konsumen yang lebih berhati-hati dalam membeli sesuatu. Bahkan ada beberapa konsumen Mie Gacoan yang mulai membeli setelah Mie Gacoan mendapatkan sertifikasi.

**Kata kunci:** Sertifikasi Halal, Mie Gacoan, Konsumen.

**ABSTRACT:** Halal certification is essential in the food industry in Indonesia, especially among people who are predominantly Muslim. It was doubtful that Mie Gacoan's product was halal because there was no certification. The problem with Mie Gacoan's halal certification lies in the menu naming, which is considered inappropriate, such as devil's noodles and devil's noodles. This research aims to focus on the public's understanding and knowledge before and after halal certification for Mie Gacoan products because many perceptions emerged after the issue of the absence of halal certification. The method used in this research is qualitative with a qualitative descriptive research type. The data used are primary and secondary. Primary data is obtained through direct observation through interviews, while secondary data is obtained from books, articles, or other relevant reports. Data analysis was carried out after being combined into one. The research results show that the public's understanding of halal certification is excellent regarding a product, but its implementation still needs to be improved. The public's enthusiasm for Mie Gacoan products before and after halal certification remains the same. However, some consumers are still more careful when buying something. Some Mie Gacoan consumers even started buying after Mie Gacoan received certification.

**Keywords:** Halal Certification, Mie Gacoan, Consumers.

## **1. INTRODUCTION**

Indonesia is one of the countries that has popularity resident high and majority its population religious Islam. Besides doing business be one of the work that becomes choice Indonesian society. Doing business can become an alternative for the public to get a job (Nuraeni, 2022). That is because of the narrow field of existing jobs, so the unemployed public chooses to do field work alone while doing business (Suryadi, 2019). Business culinary has become one of the amount growing business moments. Business culinary become the field in progress Lots public develop. Culinary become a field business with excess Alone offering product needs (Hokianto, 2023). This is because of the culinary part of life that must be filled the body in the form of food and drink.

Plenty of food is popular in Indonesian society, namely food spicy (MUNIR et al., 2018). Drinking cold is also the best choice for the public when eating (Harsana & Triwidayati, 2019). So, lots of business food is popping up, and one of them is Mie Gacoan. Mie Gacoan offers various noodle and drink menus. Mie Gacoan gives affordable prices and unique products, so making Mie Gacoan capable of interesting interests Indonesian society for buy product However, as a country with a majority Muslim population. This Has become a challenge alone for the country of Indonesia in ensuring halal products marketed food. Therefore, halal certification has become very thing important in the food industry in Indonesia, especially among the majority of the society who are Muslims (Syafitri et al., 2022). For Muslim consumers, certification guarantees that the products consumed fulfil standard halal in accordance with the provision of Islamic law (Ulfin et al., 2022). In several years, public awareness of the importance of halal certification has increased, especially after a case of questionable food halalness (Mirdhayati et al., 2020).

Mie Gacoan had time to doubt its halalness because its products have no halal certification. The problem with the halal certification of Mie Gacoan lies in the naming of the menu, which is considered not precisely enough, like noodles devil and noodles setan. That makes it difficult for Mie Gacoan to get halal certification because there is a rule in the Decree of LPPOM-MUI No. SK 46/Dir/LPPOM MUI/XII/14 states that products containing a lousy name or name demon are not allowed to get halal certification (Syarif, 2024). Therefore, the Mie Gacoan party has now changed the name of the food and drink menu to get its halal certification. So on November 16 2022, the Indonesian Ulema Council (MUI) and the Food, Drug and Cosmetics Research Institute (LPPOM) agreed, and on June 20 2023, PT Pesta Eternal Pora, which produces Mie Gacoan products got halal certification officially from BPJPH Kemenag (Hidayat et al., 2024).

Halal certification becomes something that can made to consumers as protection from prohibited substances consumption by the muslim community. Many studies have been conducted to discuss halal certification, as has been conducted by Winarto and Hendri Budi Santoso in 2024. The research explains that halal certification can impact consumers' trust in buying goods, especially food (Winarto & Santoso, 2024). Research conducted by Winarto and Hendri Budi Santoso focuses on the Sehati program (free halal certification ) in the Village Earth Ayu. Program This is filled with socialization about halal certification and manufacturing halal certification for free for MSMEs entrepreneurs. Sehati program is a form of cooperation between the government area, party private sector, the ministry of religion, and agencies related others (Winarto & Santoso, 2024).

Besides That, there is also research conducted by Harmen et al. in 2022. Research conducted by Hermen et al. focused on the development of MSMEs in Bangkalan. In Bangkalan, halal certification can assist in increasing consumer trust so that consumers have high loyalty (Harmen et al., 2022). Besides that, the existence of halal certification gives images from MSMEs products a name that pushes good. However, awareness of the importance of halal certification is still can it is said low (Qomaro, 2023). Compared to the second research conducted, this research has its differences. Difference study This is located in place research compared to the second research mentioned. Place research conducted researcher is placed eat with name Mie Gacoan branch Pekalongan. Mie Gacoan branch Pekalongan This is interesting to investigate, because of own range of sufficient consumers. Its consumers are not only from the City or Regency Pekalongan only, but also from some areas around, like Peralang, Batang, and Brebes. Apart from the matter, That's Mie Gacoan branch Pekalongan this is always seen by Lots of consumers queuing For buying, good For eating right away or at take home.

Election Topic Study This study aims to show how the public perceives the issues circulating about noodle champions. Beginning to know that Mie Gacoan does Not yet own direct halal certification concerns the community that previously Already Once consumed Mie Gacoan. Purpose study This focuses on understanding and knowledge of the public before and after the existence of halal product certification Mie Gacoan. Many perceptions are caused by the community Alone after circulating issue halal product Mie Gacoan. The halal certification aims to determine halal products and convince consumers (Oktaviani & Sunarmo, 2023). The majority of the population of Indonesia is religious muslim, so every product, especially product food, should own the halal label. Then, the emergency problem of the study was started. This tries to answer the problem.

Study this wants to discuss the public perception of Halal certification at the Mie Gacoan branch in Pekalongan in more detail. This is because of Mie Gacoan branch Pekalongan own interest buy high. Even though Mie Gacoan does not yet own community halal certification, lots of people once ate at the Mie Gacoan branch in Pekalongan. In the end, the researcher is interested in discussing the perception of public certification more deeply, especially at the Mie Gacoan branch of Pekalongan. Researchers want to understand public halal certification and the public perception of products that do not have their own halal certification and products that have their own halal certification. Also, we want to see halal certification become the reason the leading consumer buys products or not.

## **2. METHOD**

This research uses qualitative research methods and the type of research This research uses qualitative research methods and the kind of research is descriptive qualitative. The data used in this research are primary data and secondary data. Primary data comes from interviews and direct observation of sources. The interview was carried out by asking the resource person several questions. The sources we interviewed were consumers of Mie Gacoan who had purchased it at least three times. Secondary data comes from books, articles or other relevant reports. Furthermore, the data that has been collected will be analyzed further to find out how the public perceives the halal

certification of Mie Gacoan. The data that has been collected will be combined into one and analyzed. After analyzing the data it will be concluded into one.

### **3. RESULT AND DISCUSSION**

Halal certification has a vital role for consumers, namely to protect against ingredients that are less beneficial for the body. Halal certification can help detect which products are consumed, especially for Muslim consumers. Apart from that, a consumer must have sensitivity and accuracy regarding the products purchased or consumed. So this research will discuss consumers' understanding of halal certification, as well as consumers' perceptions of before and after Mie Gacoan had official halal certification.

#### **3.1 Consumer Understanding Regarding Halal Certification**

Consumption is something essential to fulfil human needs. Consuming something must be halal, especially the item consumed into the body. Halal can mean whether or not it is permissible to violate religious rules. Indonesia, with a majority Muslim population, should have a perception about the halalness of a product that is often encountered (Ramadhan & Handayani, 2024). Halal certification is a written fatwa issued by the MUI to declare the halalness of a product through specified conditions (Munawarman & Rianto, 2023). Halal certification has become an obligation for businesses and products in Indonesia. Halal certification is essential for consumers to prove that it is halal (Rahayu & Rohman, 2024). Most consumers agree that halal certification reflects that the product or business is safe and reliable for consumption. The source said this.

*"Halal certification is essential and good for a product because most of our society is Muslim, so it should be present in every product."*

Most consumers are aware of the importance of halal certification. This is in line with most Indonesian people who are Muslim. However, not all businesses or products have to have halal certification. As one of the sources said.

*"A product does not have to have halal certification; it depends on how big or small the product is."*

The size or size of a product is a consideration for consumers when choosing a product with halal certification (Prihatini & Devi, 2023). Consumers think that products or businesses that are already big and well-known, such as Mie Gacoan, must have halal certification because if they don't, it will be a big question for users. However, for products or small businesses such as street vendors, you don't have to have one because you can see the manufacturing process directly and judge whether it is halal and safe. Halal certification is the primary thing consumers need when choosing and using products (Maulana et al., 2023). Halal certification shows that a product has received permission to circulate on the market with guaranteed safety. A source gave his opinion.

*"Very important, yes. Moreover, I am a Muslim."*

For the majority of Muslim communities, the halal label is the main thing when using products. However, some don't think about the halal label because they see how many of these products are used and the existing reviews guarantee they are halal. Perceptions regarding the public's understanding of halal certification are very diverse

and broad (Azizah & Winarno, 2023). The ease of obtaining certification should not be an obstacle for a business to get it.

### **3.2 Consumer Perceptions Before Mie Gacoan Get Halal Certification**

Indonesia is a country with a majority Muslim population (Sultan, 2023). According to data from the Central Statistics Agency, the number of Muslims in Indonesia has reached 207 million or 87.2% of the population in Indonesia is Muslim. It can be seen that the Muslim community has a percentage of more than 50% of the population in Indonesia, making the halal industry in Indonesia a trend in itself. This causes the industry engaged in the culinary field to really pay attention to the halalness of the products being marketed. Moreover, culinary is a field that focuses on products that the body will consume. Many culinary products focus on obtaining halal certification, including Mie Gacoan. Halal certification proves that Mie Gacoan has been guaranteed halal and was officially issued by the Indonesian Ulema Council in 2023.

However, it turns out that halal certification or halal assurance provided by Mie Gacoan is not the primary reason consumers buy food and drinks. This can be seen from the high interest in buying from the community before Mie Gacoan had halal certification. Social media is a medium that is very capable of attracting consumers to buy Mie Gacoan. In addition, noodles and spicy flavours are a combination of food and flavours with many fans at all levels of Indonesian society. Moreover, you can also get a side menu at a reasonably affordable price. Compared to other noodles, Mie Gacoan has its characteristics. So before Mie Gacoan had halal certification, it attracted consumers and wanted to buy products provided by Mie Gacoan again. There are primary and other reasons for consumers of Mie Gacoan, Pekalongan branch to buy. Price is the main reason why consumers are interested in buying Mie Gacoan. This is as stated by the source.

*"Yes, because the prices are cheap, delicious, and complete, you can buy food and drinks there."*

So, it is seen that price plays a vital role when consumers decide to buy Mie Gacoan. In addition to price, the strategic location, which is close to the city centre, is another reason consumers choose to consume Mie Gacoan. Mie Gacoan also provides side dishes and drinks. So, with the completeness of the products sold and the low prices offered, consumers prefer to buy at the Mie Gacoan Pekalongan branch. Moreover, the reason for the location being in the city centre. Compared to other places to eat in Pekalongan City, Mie Gacoan is cheaper. In addition, the average consumer who chooses to eat at Mie Gacoan is because it is a place to rest when visiting places in Pekalongan City. This data is seen from the results of interviews with informants.

*"After returning from events in Pekalongan City, I eat at Mie Gacoan and then choose to eat at Mie Gacoan."*

Consumers consider Mie Gacoan to be a place where they can stop while resting and ordering the menu offered by Mie Gacoan. Consumers also think that because of its location in the city, the price of Mie Gacoan is lower than that of other fast food products in Pekalongan City. Moreover, sometimes some consumers live outside the city. There is also the fact that all consumers of Mie Gacoan Pekalongan branch have yet to be sensitive to the guarantee of halal certification. Some consumers still need to learn that

Mie Gacoan only officially has halal certification in 2023. This is evident from the results of interviews with sources.

*"Yes, I thought it must be halal if it went viral on all social media."*

Consumers assume that products with high purchasing interest and many Muslim people visiting must be halal and have halal certification. However, several issues regarding the obstacles to the halal certification process at Mie Gacoan are discussed. For example, Mie Gacoan contains pork fat. Consumers tend not to take the issue seriously and consider it a rumour. So to give confidence to consumers, it is not only with halal certification, but also widely discussed on social media. However, there are also consumers who are more careful when consuming food or drinks. These consumers began to dare to come to Mie Gacoan Pekalongan branch and buy after Mie Gacoan had halal certification. This can be seen from the results of interviews with informants.

*"I bought it at Mie Gacoan after discovering it had halal certification from social media."*

Some consumers are more careful when buying products. Even though many issues were circulating before Mie Gacoan had halal certification, consumers did not believe 100% of the negative issues circulating in society. They want to be more careful in making decisions, especially since they are related to food products that will enter the body. The halal and haram of products consumed are not only limitations given by religion, but also for the good of human survival. On the other hand, halal certification positively impacts consumer perceptions of Mie Gacoan. Mie Gacoan consumers have increased after the halal certification. Halal certification comforts consumers who were previously careful when consuming products and creates consumer trust in Mie Gacoan. Trust is essential to maintain the sustainability and security of a business (Hilmi et al., 2023).

### **3.3 Consumer Perceptions After Mie Gacoan Get Halal Certification**

One of the essential things to be applied in food and beverage products is halal certification (Syahbudi et al., 2024). Halal certification can be a sign that the food or beverage has met halal standards in accordance with the provisions of Islamic law (Huda & Barat, 2024). Halal certification can be in the form of a logo, label or writing contained in the packaging issued by an authorized institution. The existence of halal certification can provide many benefits in increasing consumer confidence in the products being sold, without the exception of Mie Gacoan. It turns out that consumers feel more comfortable after halal certification. This is as said by the informant.

*"Yes, because having halal certification means that the ingredients used do not violate Islamic religious law."*

So it can be seen that consumers, especially consumers in the country of Indonesia with the majority of the population being Muslim, will feel comfortable and assured of the ingredients contained in the food after halal certification (Ekonomi et al., 2024). Halal certification can be an important factor that can create a positive image of the product, especially for consumers who prioritize halal (Ashfia, 2022). Before Mie Gacoan had halal certification, consumers felt hesitant to buy, after Mie Gacoan had halal certification, consumers felt more relieved and no longer worried about buying. This is evident from the results of interviews with sources.

*“Before having halal certification, I was still very hesitant to buy. But after there is halal certification, I feel relieved and no longer worried about buying Mie Gacoan.”*

So consumers feel safer and more confident to try Mie Gacoan after halal certification (Asqalani Rifai et al., 2022). However, it turns out that halal certification is not the main reason for consumers when buying Mie Gacoan. Because consumers are more concerned with taste and affordable prices. This can be seen from the results of interviews with informants.

*“No, the main reason I buy Mie Gacoan is because the taste is good and the price is affordable.”*

So consumers do not pay much attention to halal certification, but pay more attention to taste and price. In the halal certification process, culinary business actors must pay attention to the name of their products. Because the product name can be a problem in the halal certification process. As with Mie Gacoan, before getting halal certification it used a bad name, namely Devil Noodles and Satan Noodles. After changing its name to Hompimpa Noodles and Suit Noodles, finally Mie Gacoan was able to get official halal certification from the Ministry of Religion's BPJPH. However, it turns out that many consumers have just learned that menu names can also be a problem in the halal certification process. This is in accordance with the results of interviews with sources.

*“I just found out that menu names can also be a problem in halal certification.”*

So with the problem of the menu name in the halal certification process, Mie Gacoan provides an opportunity for consumers to make a decision.

#### **4. CONCLUSION**

Understanding halal certification should be something familiar for Indonesian people. This is because Indonesia has a majority Muslim population. Consumers of the Pekalongan branch of Mie Gacoan consider halal certification essential. It doesn't matter whether the product being sold is famous or not. However, this public understanding cannot be fully implemented. It can be seen that there are still many Mie Gacoan consumers who continue to buy products that do not have halal certification. This can be seen from the high consumer buying interest in the Pekalongan branch of Mie Gacoan before it had halal certification, even though Mie Gacoan will only get certification in 2023. Since the opening of Mie Gacoan in Pekalongan, there has never been a quiet queue. However, some consumers are more careful when buying something. Several Mie Gacoan consumers started buying after Mie Gacoan received certification.

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