

Ministry of Religion Communication Techniques in Efforts to Disseminate Halal Certification Obligations for Business Actors in Deliserdang Regency

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Abstract

This article uses qualitative methods or field research in the form of exposing field facts related to the communication patterns of religious ministries in Deliserdang Regency. This research was conducted at the Office of the Ministry of Religion, Deliserdang Regency, North Sumatra Province. This research was conducted for 6 (six) months in 2023 starting from July to February 2024. The number of informants for this research was 6 (six) people. The data collection technique uses triangulation (observation-interview and documentation). Then the data analysis technique, researchers used the Miles and Huberman model technique with three analysis steps, namely data reduction, data presentation and conclusion drawing or verification. The research results provide an illustration that the use of communication techniques by the Deli Serdang Ministry of Religion in efforts to disseminate halal certification obligations: 1) Informative Communication Techniques, 2) Persuasive Communication Techniques, 3) Human Relations Communication Techniques. To support halal certification activities, the Deli Serdang Ministry of Religion uses various communication media, including: First, Interpersonal Media. Second, Mass Media and Third, Social Media. Then in an effort to disseminate halal certification obligations for business actors in Deliserdang Regency. Implementation must prioritize communication principles and ethics that are in accordance with religious values, integrity and transparency

I. Introduction

The symptoms that occur in Indonesia, especially in Deliserdang Regency, require the Government to accommodate existing trends in Indonesia by providing a positive response and legal certainty by issuing regulations regarding halal products and labels. Government regulations are needed by society, apart from being an effort to protect consumers, but also to increase the competitiveness of halal businesses at home and abroad.¹

Some of these regulations include: Law No. 33 of 2014 which requires all production products to be certified halal.² Next is the issuance of PP No. 31 of 2019 concerning implementing regulations for Law no. 33 of 2014 concerning Halal Product Guarantees as a reinforcement of previous regulations with the implementing regulations of Law no. halal certification from voluntary to mandatory status by providing a period of 5 years from its enactment. Since 2019, halal certification is no longer carried out or issued by the MUI, but through the Halal Product Guarantee Organizing Agency (BPJPH) under the Ministry of Religion.³

Meanwhile, the latest regulation regarding halal certification is the issuance of Minister of Religion Regulation (PMA) No. 20 of 2021 on September 14 2021 concerning halal certification for business actors.⁴ Even though there are several regulations that accommodate halal product guarantees, halal labels and halal certification issued by the Government, the reality is that in the realm of implementation it has given rise to many polemics among stakeholders and business actors.

The demand for halal certification for products (both goods and services) is very crucial.⁵ On the one hand, this is mandatory to ensure that the products consumed and used by the public are guaranteed to be halal. However, on the other hand, this "obligation" diction is a big job for the government to connect the many halal value chains which are currently still scattered into various sectors.

¹ Hani Tahliani, "Sertifikasi Halal dan Implikasinya Untuk Meningkatkan Daya Saing Perusahaan," *Syar'ie: Jurnal Pemikiran Ekonomi Islam* 6, no. 1 (2023): 1–12.

² Melissa Aulia Hosanna dan Susanti Adi Nugroho, "Pelaksanaan Undang-Undang nomor 33 tahun 2014 tentang jaminan produk halal terhadap pendaftaran sertifikat halal pada produk makanan," *Jurnal Hukum Adigama* 1, no. 1 (2018): 511–34.

³ Mukidi Mukidi, "Prosedur Pemberian Sertifikat Label Halal Terhadap Produk Makanan Di Restoran Hotel Syariah Untuk Mewujudkan Hak Kenyamanan Konsumen Muslim (Studi Di Kementerian Agama Provinsi Sumatera Utara)," *Jurnal Hukum Kaidah: Media Komunikasi dan Informasi Hukum dan Masyarakat* 19, no. 3 (2020): 397–416.

⁴ Ririn Tri Puspita Ningrum, "Problematisa Kewajiban Sertifikasi Halal bagi Pelaku Usaha Mikro dan Kecil (UMK) di Kabupaten Madiun," *Istithmar* 6, no. 1 (2022): 43–58.

⁵ Sitti Saleha Madjid dan Hurriah Ali Hasan, "Analisis Peluang, Tantangan dan Strategi Industri Halal di Indonesia (Pada Masa Pandemic Covid-19)," *PILAR* 13, no. 1 (2022): 17–32.

To avoid the same incident from happening again, the Ministry of Religion requires every producer to register their products so that each product has a halal label. However, despite this appeal, there are still many producers, especially in the street culinary sector, who do not register their products with the Ministry of Religion.

First, based on the results of temporary observations, it is known among business actors that there are still many business products that do not carry the halal label. This shows that there are still many business owners who do not register for halal label certification.

Second, the Ministry of Religion regarding the obligation to halal certification has carried out massive outreach in various ways to micro, small and medium enterprises. Researchers suspect that micro, small and medium enterprises assume that the business they undertake is guaranteed to be halal. So, there is no need to check to label their business. This kind of thinking is what causes many cases of food containing pork in their businesses. Researchers can say this because there are many cases that have occurred in Indonesia, especially Deliserdang Regency, regarding food containing pork or rum alcohol or other haram ingredients.

The Ministry of Religion in carrying out outreach also uses communication media to make it easier for them to implement the programs they create. Because communication really requires media as a liaison or tool for the process of effective communication. The Ministry of Religion of Deliserdang Regency uses several appropriate media for the local community to make it easier for the community to receive clear and accurate information from the government, because it is an obligation for the government to serve and provide information to the community, especially micro, small and medium business actors.

Third, the main problem related to halal certification in Indonesia according to researchers is the lack of halal awareness and the concept of halal in Indonesian society. There are still many who assume that all products on the market are halal products. Halal awareness can be influenced by the level of religious belief, health reasons, halal labels/logos, and media exposure. There is still a lot of overlap in the dissemination of information and socialization. So far, many micro, small and medium enterprises still assume that halal certificates are expensive, there is no transparency from facilitators and service providers, registration is difficult, and there is no clear time limit.

Fourth, the Ministry of Religion in overcoming this problem must emphasize their appeal for producers, especially street businesses, to register their businesses with halal certification. In doing so, the Ministry of Religion must use effective communication techniques, so that producers comply with this appeal. Remembering that communication aims to convey opinions and express feelings to other people. In overcoming this problem, communication has its own role in overcoming this problem.

As the organizer, the Ministry of Religion must provide outreach or counseling to every producer to use compositions that are halal for use by Muslims and encourage producers to register their products and provide a halal label on every product they produce.⁶ Using effective communication is useful for socializing the obligation of halal certification for MSMEs, of course using effective communication patterns, so that the message conveyed can be well received.⁷

Based on the four reasons above, according to the researcher's analysis, of course this cannot be separated from the role of communication techniques of the Ministry of Religion of Deliserdang Regency in disseminating or socializing the obligation of halal certification for business actors. This research is important to carry out so that it can be used as a model in the use of communication techniques, especially in dissemination or socialization in organizations, companies and government. The author is interested in conducting research with the title "Ministry of Religion Communication Techniques in Efforts to Disseminate Halal Certification Obligations for Business Actors in Deliserdang Regency"

2. Research Method

This type of research is field research in the form of a de facto expose or exposing field facts related to the communication patterns of the Ministry of Religion to disseminate halal certification obligations for micro, small, and medium enterprises in Deliserdang Regency and the approach used in the research is a qualitative approach with phenomenology. Creswell states that qualitative research is a complex picture, examining words, reports, or detailed descriptions from respondents' views and conducting studies on experienced situations.⁸

This research was conducted at the Office of the Ministry of Religion, Deliserdang Regency, North Sumatra Province, located on Jl. Sudirman No.5, Petapahan, Kec. Lubuk Pakam, Deli Serdang Regency, North Sumatra, 20518. This research was conducted for 6 (six) months in 2023 starting from July to February 2024. There were 6 (six) informants for this research. The data collection technique uses triangulation (observation-interview and documentation). Then the data analysis technique, researchers used the Miles and Huberman model technique with three analysis steps, namely data reduction,

⁶ Fitria Esfandiari dan Sholahuddin Al-Fatih, "Optimalisasi regulasi jaminan produk halal & sertifikasi halal LPPOM MUI untuk produk minuman herbal," *Aksiologi: Jurnal Pengabdian Kepada Masyarakat* 6, no. 1 (2022): 137–48.

⁷ Rahmah Maulida, "Urgensi Regulasi Dan Edukasi Produk Halal Bagi Konsumen," *Justicia Islamica* 10, no. 2 (2013), <https://jurnal.iainponorogo.ac.id/index.php/justicia/article/view/153>.

⁸ John W. Creswell, *Educational research: Planning, conducting, and evaluating quantitative*, vol. 7 (Prentice Hall Upper Saddle River, NJ, 2002).

data presentation and conclusion drawing or verification.⁹

3. Results and Discussion

Ministry of Religion Communication Techniques in Efforts to Disseminate Halal Certification Obligations for Business Actors in Deliserdang Regency

The Ministry of Religion as the implementer of development in the field of religion and religious affairs as well as the policy maker needs a channel for dissemination or delivery of information. Likewise, society as an object that enjoys development in the religious sector and policy implementers must also know the right sources of information. In accordance with the program being run. Basically, building public trust through communication channels can be done in two ways, namely by showing real work results and developing effective communication technique strategies and shaping the attitudes and behavior of people who are trusted.

The benchmark indicating that communication is effective is when you are able to convey the message well and it is understood by the person you are speaking to. Which indicates that you can use good language and master the material. Apart from that, another benchmark is the ability to listen well, when someone is trying to convey a message or express their opinion. This is quite important in creating effective communication.

One important communication technique is the use of digital media.¹⁰ The official website of the Ministry of Religion is one of the main platforms that can be used to provide complete and detailed information regarding halal certification. The information submitted must be easy to access, responsive to various devices, and continuously updated according to the latest developments related to halal certification.

Apart from that, the use of social media platforms such as Facebook, Twitter, Instagram and LinkedIn is also important to expand the reach of messages and interactions with business people and the general public. Through social media, the Ministry of Religion can hold educational campaigns, question and answer sessions, and share educational content such as videos, infographics and relevant articles.

Furthermore, offline education campaigns also have an important role in disseminating halal certification obligations. Through activities such as seminars, workshops and other public events, the Ministry of Religion can provide business actors with a deeper understanding of the halal certification process, its benefits for business, and the importance of meeting halal standards in the products and services offered. Not only that, collaboration with mass media

⁹ Dr Sugiyono, "Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D," 2013.

¹⁰ Ilham Lucky Alamsyah, Nur Aulya, dan Siti Handayani Satriya, "Transformasi Media dan Dinamika Komunikasi dalam Era Digital: Tantangan dan Peluang Ilmu Komunikasi," *Jurnal Ilmiah Research Student* 1, no. 3 (2024): 168–81.

such as newspapers, radio and television can also increase exposure to information related to halal certification. Through coverage, interviews and special programs, the messages conveyed can be more easily reached by the wider community.

Mobile applications are also one of the techniques that need to be implemented to make it easier for business actors to access information about halal certification, track application status, and get direct assistance or guidance. This application must be user-friendly and provide features that make it easier for users to fulfill halal certification obligations.

Apart from the techniques above, it is also important to maintain the quality of the message conveyed. The messages conveyed must be accurate, clear, transparent, and prioritize communication principles that are in accordance with local religious and cultural values. Apart from that, responsiveness to questions and feedback from business actors is also important to maintain positive interactions and build trust.

By combining various effective, responsive and targeted communication techniques, the Ministry of Religion can increase effectiveness in disseminating halal certification obligations for business actors in Deliserdang Regency. Good communication will help create better understanding among business actors and the public, as well as support the successful implementation of halal certification as a whole.

Ministry of Religion Communication Media in Efforts to Disseminate Halal Certification Obligations for Business Actors in Deliserdang Regency

Communication techniques in an effort to disseminate halal certification obligations, the Government of the Ministry of Religion of Deliserdang Regency, North Sumatra Province uses media to make it easier for them to implement the programs they create. Because communication really requires media as a liaison or tool for the process of effective communication. The Ministry of Religion of North Sumatra Province uses several appropriate media for the local community to make it easier for the community to receive clear and accurate information from the government, because it is an obligation for the government to serve and provide information to the community, especially business actors, which is part of the vision of the Ministry of Religion, Deliserdang Regency, Province North Sumatra.

Although mainstream media, namely print and electronic media, are still maintained, with the rapid development of communication and information technology today, online or multimedia media has become a mainstay for all people/agencies. In fact, it is now considered out of date if an institution does not utilize online media as a communication medium. Now, everyone is required to be 'media literate', especially online media.

Apart from that, the media used by the Ministry of Religion in socializing the obligation of

halal certification for business actors, the media used by the government is electronic media such as radio, because radio is an information medium that is still widely used by people in Deliserdang Regency, making it easier for people to receive information from the government.

According to researchers, by using various electronic media, the Ministry of Religion can reach business actors in Deliserdang district more efficiently and effectively in socializing the obligation of halal certification. Electronic media allows messages to be conveyed widely and can be accessed by many people quickly.¹¹ In addition, various forms of electronic media can also attract attention and provide information in an interesting and interactive way.

In an effort to expand the scope of halal certification, the Ministry of Religion through BPJPH also opened a Free Halal Certificate (Sehati) program targeting 1 million halal certification quotas. This program is a proactive step to facilitate business actors, especially those operating on a small and medium scale, to obtain halal certification more easily and affordably. We must welcome programs like this and convey them to the wider community so that they can make optimal use of them.

With this Sehati program, it is hoped that the number of halal products available on the market will increase, thereby providing wider choices for consumers who care about the halalness of the products they consume. Apart from that, this can also provide positive encouragement for business actors to pay more attention to halal aspects in their production processes, thereby improving overall product quality.

Apart from the Sehati program, the Ministry of Religion also continues to make other efforts to speed up the halal certification process, including the use of sophisticated information and communication technology to simplify the administration and reporting process. All of this is part of the Ministry of Religion's commitment to optimize the halal certification program to support the halal economy and provide certainty to consumers.

Thus, the seriousness and commitment shown by the Ministry of Religion in accelerating halal certification must be welcomed by all parties. This is not only about religious issues, but also about quality, safety and trust in business. Hopefully these programs can provide great benefits for all Indonesian people, especially in creating an environment for consumers who are more aware of the halalness of the products they consume.

¹¹ Syarifuddin Akbar, "Media komunikasi dalam mendukung penyebaran informasi penanggulangan pandemi COVID-19," *Majalah Semi Ilmiah Populer Komunikasi Massa* 2, no. 1 (2021), <https://jurnal.kominfo.go.id/index.php/mkm/article/view/4099>.

Application of Islamic Communication Principles and Ethics of the Ministry of Religion in Efforts to Disseminate Halal Certification Obligations for Business Actors in Deliserdang Regency

Islamic communication is a unique communication, which is different from other communication. Because, Islamic communication is communication based on Islamic teachings originating from the Koran and hadith.¹² Islamic communication is also communication in the context of spreading Islamic teachings among the community, so that they obtain security, prosperity and safety in life both in this world and in the afterlife.¹³ Islamic communication principles and ethics have a very important role in all aspects of the work we do at the Ministry of Religion, including in the dissemination of halal certification obligations to business actors in Deliserdang Regency.

Based on Mr. Abdul Haris' statement above, regarding communication principles and ethics that must be followed by every administrator, there are no written rules or guidelines in the form of Standard Operating Procedures (SOP) that can be used as a reference. However, in an unwritten manner, the Ministry of Religion of Deliserdang Regency, North Sumatra provides signs or rules, so that when communicating both with the public and with cadre members, it does not conflict with Islamic teachings.

Apart from that, according to Mr. Muhammad Romagustoni, the Ministry of Religion, as the institution responsible for the dissemination of halal certification obligations for business actors, adopts a gentle communication approach. This approach reflects an attitude of respect, care and empathy towards all parties involved, both business actors and the general public.

Furthermore, according to Mr. Muslim, in every communication effort, the Ministry of Religion begins with an attitude of glorifying business actors as equal partners in creating a business environment that is fair and in accordance with religious principles. They recognize the important role of business actors in meeting people's needs for quality halal products.

The above proposition can be concluded that communicating or glorifying the person you are talking to is also a command of Allah SWT in Al-Ahzab: 70-71, Q.S. An-Nahl: 105, Q.S. AlAnkabut: 3. Apart from that, Rasulullah SAW also recommended that you communicate gently with the person you are talking to, "Indeed, Allah revealed to me that you should humble yourself so that no one belittles others and acts arrogantly towards others." (HR.

¹² Nur Marwah, "Etika Komunikasi Islam," *Al-Din: Jurnal Dakwah dan Sosial Keagamaan* 7, no. 1 (2021), <http://jurnal.iain-bone.ac.id/index.php/alدين/article/view/1704>.

¹³ Wahyu Ziaulhaq, "Pelaksanaan Bimbingan Penyuluh Agama Islam Kepada Masyarakat Dengan Menggunakan Bahasa Agama di Kabupaten Langkat," *Formosa Journal of Science and Technology* 1, no. 2 (2022): 85-96.

Muslim).

The Ministry of Religion carries out communication in the dissemination of halal certification obligations for business actors with the principles of honesty and truth. They consider the integrity and accuracy of information as the main foundation in building strong trust and awareness among business actors.

4. Conclusion

The use of communication techniques by the Deli Serdang Ministry of Religion in efforts to disseminate halal certification obligations: First, Informative Communication Techniques. Providing clear, accurate and comprehensive information about the halal certification process, the requirements that must be met and the benefits obtained. Second, Persuasive Communication Techniques. Have the ability to convince business actors about the importance of following halal certification obligations by conveying strong arguments, real evidence, and the benefits that can be obtained. Third, Human Relations Communication Techniques. Creating more personal and empathetic interactions between the Ministry of Religion and business actors, building good relationships, and strengthening trust and support from business actors. and Conveying information in a closer and friendlier way, so that business actors feel heard, appreciated and motivated to actively participate in the halal certification process. In the use of media, the Ministry of Religion Deliserdang uses, First, Interpersonal Media which includes Electronic: The Ministry of Religion uses electronic media such as official websites, emails, mobile applications, and short messages (SMS) to provide precise, accurate, and easily accessible information about obligations. halal certification for business actors. Second, Mass Media: The Ministry of Religion uses mass media such as television, radio and newspapers to convey messages about the obligation of halal certification to the wider community. Third, Social Media: Through social media platforms such as Facebook, Instagram, Twitter and YouTube, the Ministry of Religion can reach a wider audience and interact directly with the public, including business actors. Then in the implementation and principles and ethics of Islamic communication in efforts to disseminate halal certification obligations for business actors in Deliserdang Regency. Implementation must prioritize communication principles and ethics that are in accordance with religious values, integrity and transparency.

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