

Strengthening Halal Ecosystems Through Empowerment Of KHAS Zones In Ponorogo District

Arlinta Prasetian Dewi

Institut Agama Islam Riyadlotul Mujahidin

arlinta.pd@gmail.com

Abstract: This study aims to determine the community's perception as business actors about the applicability of the KHAS (Halal, Safe, and Healthy Culinary) zone in welcoming the halal ecosystem in Ponorogo Regency. The research method is a qualitative research methodology with a case study approach. The results showed that most business actors, especially those engaged in the culinary sector, did not understand much about the concept of the KHAS zone. This is due to several factors, including a lack of understanding and awareness of business actors to manage halal certificates for their food and beverage products, lack of literacy and socialization about the halal lifestyle, local governments have not focused on the development of the halal ecosystem. However, the opportunity to develop a KHAS zone in Ponorogo Regency is possible because Ponorogo is known as a city with global cultural and religious tourism; The public's enthusiasm for the culinary industry is vast, and the majority of the people are Muslim. Therefore, the synergy between stakeholders is needed, from the local government as the policyholder, the trade office as the authority that oversees business actors, the Health Service which has the authority to label sanitation, and both under the Ministry of Religion as the authorized agency in the management of halal certification.

Keywords: empowerment, halal ecosystem, KHAS zone

Abstrak: Penelitian ini bertujuan untuk mengetahui persepsi masyarakat sebagai pelaku usaha tentang keberlakuan zona KHAS (Kuliner Halal, Aman dan Sehat) dalam menyongsong ekosistem halal di Kabupaten Ponorogo. Metode penelitian yang digunakan adalah metodologi penelitian kualitatif dengan pendekatan studi kasus. Hasil penelitian menunjukkan bahwa sebagian besar pelaku usaha khususnya yang bergerak di bidang kuliner belum banyak memahami tentang konsep zona KHAS. Hal ini disebabkan beberapa faktor diantaranya: kurangnya pemahaman dan kesadaran pelaku usaha untuk melakukan kepengurusan sertifikat halal bagi produk makanan dan minumannya; kurangnya literasi dan sosialisasi tentang halal life style; pemerintah daerah belum terfokus pada pengembangan ekosistem halal. Namun demikian, peluang untuk mengembangkan zona KHAS di Kabupaten Ponorogo sangat memungkinkan, hal ini dikarenakan: Ponorogo telah dikenal sebagai kota dengan wisata budaya dan religi yang mendunia; antusiasme masyarakat terhadap industry kuliner sangat besar, mayoritas masyarakatnya bergama Islam. Maka dibutuhkan sinergisitas antar pemangku kepentingan baik dari pemerintah daerah sebagai pemegang kebijakan, dinas perdagangan sebagai

otoritas yang membawahi pelaku usaha, dinas Kesehatan yang mempunyai wewenang untuk labelisasi sanitasi, dan bpjhd dibawah kemenag sebagai instansi yang berwenang dalam kepengurusan sertifikasi halal.

Kata Kunci: pemberdayaan, ekosistem halal, zona KHAS.

INTRODUCTION

Islam is a religion that requires its adherents to live according to Islamic principles as a whole, including in terms of consuming food and drink. In Q.S Al-Baqoroh it is stated:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ
عَدُوٌّ مُّبِينٌ

Meaning: O Humans! Eat (food) that is lawful and good on earth, and do not follow the devil's steps. Indeed, Satan is a natural enemy to you.

From this verse, it can be understood that consuming halal and *tayyib* food is a necessity. *Tayyib* is defined as everything holy, not unclean or disgusting so that the essence of the food does not harm the human body and mind. (Abu Ih-san, 2006). Two things make all things unlawful, first: they are forbidden because their essence is dirty, and second is, forbidden because they are associated with something that is forbidden. After all, it is related to the rights of Allah SWT or human rights. (Wahbah, 2005), Islamic sharia pays high attention to determining whether food or drink is halal, haram, or dubious (*sunhat*).

The concept of halal in the current era has experienced extraordinary development. At least the halal lifestyle has become a global trend. Halal products have a guaranteed quality that is healthy and useful for consumption. In Indonesia, optimization of the halal industry development continues to be encouraged, especially since the Muslim population still dominates, so Islamic-based products and services become have the most significant market and potential to be developed. According to State of the Global Islamic Economy Report 2022 data, Indonesia is ranked 2nd in the Halal Food, Islamic Finance, Muslim Friendly Travel, Modest Fashion, Pharma Cosmetics, Media & Recreation sectors. This position creates a new opportunity for developing the halal industry in Indonesia.

Opportunities for the development of the halal industry in Indonesia include a) the high number Muslim population; b) the high demand and purchasing power of halal products in Indonesia; c) the opening of export opportunities to OKI and non-OKI countries; d) import product substitution policy; e) the formation of the National Committee for Sharia Finance (KNKS) as of February 2020 to become the National Committee for Sharia Economy and Finance (KNEKS); and f) the enactment of the Law on Halal Product Assurance and the establishment of the Halal Product Assurance Administration Agency (BPJPH) (Sukoso, 2020).

The Indonesian government, in this case, targets to become the center of the halal industry in 2024. With this big vision, several regulations have been issued by the government as a stimulus to welcome the new era of the halal ecosystem. All these regulations are designed as a legal umbrella (umbrella provision) for regulating halal products that will run in Indonesia. Strengthening the halal value chain is one of the reference strategies in realizing the 2019-2024 Indonesian sharia economic master plan. At least Indonesia already has sufficient human capital, social capital, demographics, and other supporting factors to develop a halal ecosystem.

To strengthen each of the value chains of the halal food and beverage industry, a measurable implementation strategy is needed within a period of 5 years (2019-2024), as stated in the "Indonesian Sharia Economic Masterplan 2019-2024", with specific strategies as follows: 1) Strengthening the domestic market, with targeted programs consisting of halal standardization of domestic products, promotion and literacy of halal products as a Muslim lifestyle, and halal certification of UMKM products. 2) Diversification of export destination markets & product specialization; its activities include opening distribution chains abroad, promoting halal products, and standardizing food quality with international standards. 3) Strengthening and increasing the effectiveness of institutions related to the halal industry, with activities such as investment to support self-sufficiency in raw materials and superior regional programs. 4) Strengthening the halal food value chain ecosystem with technology 4.0, including activities such

as halal food R&D and establishing halal centers in each region. (Sukoso, 2020).

The establishment of halal centers in various regions is a breakthrough; this special zone program is a flagship program initiated by the Ministry of Cooperatives and KNEKS and the Halal Product Guarantee Agency (BPJPH), the Ministry of Health and the Ministry of Tourism and Creative Economy. They are departing from the desire that people get guaranteed safe, halal, clean, and healthy for what they consume. Although the term halal is identified with the Muslim community, the need for halal products is not necessarily for them. The target of this halal product is for all levels of society because the consumption of clean, safe, and healthy substances is a need for all human beings regardless of religion. Not infrequently, consumers are willing to pay more for a product that has been certified halal.

Establishing halal certification is an important essential in developing the halal ecosystem, especially in food and beverage products. In the general public, there are still many foods made from raw materials that are improper or haram in Islam. As a form of the Government's concern for the acceleration of halal certification, the SEHATI (Free Halal Certification) program was launched for UMKM actors through the self-declare route.

Halal certification for culinary actors is required to develop a typical zone area. This area will later be filled by culinary business actors who already have halal thoyyiban standards regarding hygiene, sanitation, production processes, raw materials, etc. The government, in this case, has prepared at least 13 points that will be used as particular zone areas in 8 provinces, especially in tourist destinations. (Edi, 2022).

Ponorogo Regency is a tourist destination with superior art and culture and a city with extraordinary culinary potential. Many UMKM products have the potential to be marketed on a national scale. Of course, the guarantee of halal food and beverage products must be fulfilled. According to Sunarto, the head of IKM in Ponorogo Regency, of the hundreds of registered SMEs, no more than 50 already have a halal certificate.

Several culinary locations can serve as a typical zone pilot project. Such as

the car-free day area and food court as a center for culinary business actors selling at scheduled times. The number of types of food and beverages traded in the area certainly needs to be studied further in terms of feasibility, not only halal but also on aspects of health, product hygiene, and the environment, as well as the raw materials for making these food and beverage products. Many business actors in the field still use doubtful and even unlawful raw materials, including environmental cleanliness and improper production processes. Small examples include using Rhum or pork gelatin in bakery products, wine manufacturing fried noodles, fried rice, and others. Under these circumstances, it would be interesting to know the potential for developing a khas zone in Ponorogo. And what are the inhibiting and supporting factors in forming a distinctive zone in Ponorogo? So it will be known what the potential for developing a typical zone in Ponorogo is and what factors support and hinder the formation of a distinctive zone in Ponorogo.

LITERATURE REVIEW

Halal Ecosystem in Indonesia

The Halal Ecosystem is a system in a complex network of businesses, institutions, government agencies, and non-governmental organizations. There are at least 5 sectors that can be classified into the halal ecosystem, including goods, services, infrastructure, human resources, and government support. (Mansur Afif, 2020).

Two things central to the halal ecosystem's development are fulfilling halal area standards and establishing a halal industry empowerment center. (Dody 2021). To strengthen the halal ecosystem, Indonesia has established 10 sectors that economically and in business significantly contribute to the halal industry, namely food, tourism and travel, clothing and fashion, cosmetics, finance, pharmaceuticals, media, health, education, arts, and culture. (Maya, 2022).

Several factors that support the halal ecosystem in Indonesia include regulatory support from the government, the development of Islamic banking, and awareness of the Indonesian people towards the halal lifestyle. The escalation of

the halal ecosystem in Indonesia requires support from various parties. Not only the government as a policy maker but the awareness of business actors have also contributed to the success of the development of the halal ecosystem in Indonesia.

Halal Certification

A halal certificate is an acknowledgment of the halalness of a product issued by BPJPH based on a written halal fatwa issued by the MUI. (Law 33 of 2014). MUI halal certificate is a written fatwa from MUI which states the halalness of a product by Islamic law. The existence of halal certificates for food, beverage, drug, and cosmetic products aims to provide certainty of halal status and reassure consumers in consuming them.

Halal certification is a form of recognition of activities to achieve halal standards. Halal certification on products and services aims to provide legal certainty to halal status to reassure consumers in consuming them. The producers guarantee the continuity of the halal production process by implementing the Halal Product Assurance System. Halal certification indicates that the business actor has implemented the Halal Product Assurance System (SJPH). Business actors or producers can include halal labels on marketed products called halal labeling. Halal labeling is a permit for the installation of the word "halal" on the product packaging of a company by the POM agency. This permit is based on a recommendation from the MUI.

In the guidebook for halal certificates issued by the Ministry of Religion, it is explained that halal products are products that meet the halal requirements according to Islamic law, including a. does not contain pork; b. does not contain prohibited materials such as materials derived from human organs, blood and feces; c. all materials derived from animals slaughtered according to Islamic shari'ah procedures; d. all storage places, places of sale, places of processing, places of management and transportation may not be used for pigs and other non-halal goods before they must be cleaned according to the procedures of Islamic law; e. all foods and beverages that do not contain khamr. (RI, 2008).

Khas Zone

Khas Zone is part of food security and the real sector economy, so it is necessary to socialize the program and prepare a mature plan. Many culinary business actors, both food and beverage, will be involved in the typical zone area. The existence of a particular zone aims to create a culinary zone that is halal, healthy, clean, safe, and, of course, comfortable. In addition, the demand for hygiene and good, quality food sanitation gives confidence to the public in their consumption behavior. In addition, for business actors, the special zone is a means to accelerate the acquisition of halal certification for their products, as well as to increase halal culinary destinations and accelerate halal lifestyle in the culinary field.

Unfortunately, the lack of literacy about khas zones has become a separate obstacle in setting standards for the formation and development of special zones. This provides an opportunity for local governments to collaborate with practitioners and academics to create unique development guidelines actively.

RESEARCH METHOD

The research method is descriptive qualitative research with content analysis techniques and a case study. Case studies are based on events that have occurred. This study looks at the interaction between one variable and another. This research aims to study how events occur systematically over a long period. A case study is a qualitative research conducted under certain circumstances using programs, activities, events, and groups. This review will help get a rough idea of the background, situation, and interactions.

RESULT AND DISCUSSION

Potential and Development of Halal Industry in Ponorogo.

Ponorogo Regency is one of the districts with tourist and cultural attractions at the National level. Even the art of Reog is now a particular concern of the central government because of its uniqueness and potential to be registered with UNESCO as an Intangible Cultural Heritage (WBTB) belonging to Indonesia. This is a good signal for the development of tourism in Ponorogo Regency. To

compensate for this tourism potential, comfort for tourists from both the local community and national and international levels should be of more concern. A distinctive zone is expected to guarantee comfort to tourists in terms of their culinary needs.

From Ponorogo Regency BPS data, it is known that the number of tourists has decreased drastically; this is due to the Covid-19 pandemic, which has closed all access to tourism both nationally and internationally. This has caused the weakening of the economic pillars of the Ponorogo agency in recent years, so many steps to accelerate economic recovery have been carried out by the Ponorogo Regency government. It can be seen in the table below the number of tourists for the period 2017-2021. (BPS, 2022)

Table 1.1
Number of International and Domestic Visitors In Ponorogo Regency,
2017-2021

Year	Visitors		
	International	Domestic	Total
2017	320	336.475	336.795
2018	347	538.305	538.652
2019	259	1.122.804	1.123.063
2020	0	448.037	448.037
2021	0	161.758	161.758

The number of Micro, Small, and Medium Enterprises (UMKM) in Ponorogo Regency in the last 3 years has increased from 31,328 in 2019 to 38,387 in 2021. Of the many UMKM actors, the majority are engaged in the culinary field. It is explained in the table below: (BPS 2022)

Table 1.2
Number of UMKM in Ponorogo regency, 2021

Jumlah Usaha	2019	2020	2021
Usaha Mikro, Kecil dan Menengah (UMKM) Kabupaten Ponorogo	31.328	35.025	38.387
Kabupaten Ponorogo	31.328	35.025	38.387

Typical zones that can be developed in Ponorogo can be areas related to cooking activities, dishes in the form of side dishes, snacks, and drinks that are closely related to daily food consumption, and an environment that meets the rules of halal, safe, and healthy, has a professional manager with a minimum of 10 the number of culinary UMKM, and close to a place of worship at least 500-meters from the location or have a prayer room.

Area points can be used as pilot projects to develop typical zone areas, such as the CFD (Car Free Day) area, which routinely operates on Sundays. Culinary growth is proliferating in this area. There are many types of food and drink, some of which are not worthy of halal, health, and hygiene.

To accelerate halal certification for business actors, many things have been done by the Ponorogo regional government, both by holding a Halal Certification Training Guide, socialization of the SEHATI program, and a discourse to make RPH in Ponorogo halal certified so that products using essential ingredients from RPH will be easy to get halal certificates.

Special Zone Development Strategy in Ponorogo District.

In the past year, the local government has shown its support for the halal certification program by issuing NIB for prospective UMKM tenants in the typical zone area. NIB is an absolute requirement for business actors to manage halal certification. The Ponorogo Regency Government, in this case, cooperates with PT (Persero) Permodalan Nasional Madani (PNM). In addition, 12 UMKM products have gone up class and entered modern stores with all profits for UMKM. However, it seems that halal certification has not become an attractive thing for busi-

ness actors. Fulfilling the required documents is still the main reason business actors are reluctant to register their products to get a halal label.

So there is a need for synergy with the Halal Inspection Agency in Ponorogo Regency. LPH has a PPPH (Halal Product Process Assistant) who assists UMKM business actors in verifying and validating the products they register through the self-declare channel for free. This opportunity can attract UMKM even on a micro-scale to obtain halal certificate facilities.

Furthermore, after the prospective UMKM tenants in the typical zone area have been certified halal, the following strategy is to work with the Health Service for environmental hygiene checks to get a healthy-worthy sticker and sanitation-worthy hygiene. Thus the process of developing a typical zone can begin.

Specifically, the strategy for developing a typical zone in the Ponorogo area is as follows: a. Identify potential tenants for the typical zone area; b. We are optimizing the work of PPPH; c. Determine the area as a typical zone pilot project; d. We are ensuring hygiene and sanitation by Health standards in typical zone areas; d. Stickerization/labeling of proper hygiene, sanitation, and health at the stalls of business actors; e. Socialization of the existence of special zones; f. Ongoing assistance so the Khas zone can maintain halal, health, and safety standards for consumers.

CONCLUSION

Ponorogo has excellent potential to develop the halal industry, one of which is in the culinary field, by developing a khas zone area, namely halal, safe and healthy culinary at several points that can be used as a pilot project for its development. Supporting factors for developing a khas zone area in Ponorogo include a. the high number of the Muslim population in Ponorogo Regency; b. The high interest of UMKM actors, especially in the culinary field, to take care of halal certification for their food and beverage products; c. Opening opportunities for marketing halal food products outside Ponorogo; d. Government support accelerating halal certificates for food, beverage, and RPH products; e. UMKM Business Actors get convenience in obtaining halal certificates through the self-declare

channel; f. Ponorogo is a promising tourist destination.

The inhibiting factors for developing a khas zone area in Ponorogo Regency include a. The low number of UMKM products that are halal-certified; b. Ponorogo public awareness of the need to consume halal products is still lacking; c. Lack of knowledge of business actors regarding halal certification obligations; d. The reluctance of business actors in the management of halal certification.

REFERENCE

- Sukoso, Adam Wiryawan, Joni, Sucipto. (2020). *Ekosisitem Industri Halal*. Jakarta: Departemen Ekonomi Dan Keuangan Syari'ah Bank Indonesia.
- Abu Ihsan al-Atsari. Syaikh Shafiyurrahman Al Mubarakfuri. (2006). *Tafsir Al-Qur'an Ibnu Katsir*. Bogor: Pustaka Ibnu Katsir.
- Wahbah Zuhaily, (2005). *Al Wajiz Fi Al-Fiqh Al-Islamy 1*. Beirut: Daar al-Fikr.
- BPS Kabupaten Ponorogo. (2022). *Kabupaten Ponorogo Dalam Angka*. Ponorogo: BPS Kabupaten Ponorogo.
- RI, D.A. (2008). *Panduan Sertifikat Halal*. Jakarta: Direktorat Jenderal Bimbingan
- Undang-Undang Republik Indonesia Nomor 33 tahun 2014 Tentang Jaminan Produk Halal.
- <https://investor.id/opinion/226995/mengokohkan-ekosistem-halal>
- <https://beritajatim.com/ekbis/12-produk-umkm-ponorogo-naik-kelas/>
- <https://pifa.co.id/berita/zona-khas-keamanan-pangan-bagi-masyarakat-dalam-wisata-halal>
- <https://kemenperin.go.id/artikel/22852/Kemenperin-Fokus-Bangun-Ekosistem-Halal-Nasional>
- <https://adv.kompas.id/baca/eskalasi-ekosistem-halal-di-indonesia/>