

Poster Bahrain 2024

by Muhammad Anas

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Halal Perception & Understanding of Halal Certification: Analytical Descriptive Study

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 Muhammad Anas, Andre Ridho Saputro,
 Huliyyatul Wahdah, Ahmad Mochtar Jamil

Halal Center Universitas Muhammadiyah Surabaya,
 Surabaya, East Java, Indonesia

Background:

Although the World Halal Food Council (WHFC) harmonized halal standards and implemented the Job Creation Law in collaboration with BPJPH, the organization in charge of halal registration, certification, and verification, the general public continues to believe that halal certification is unnecessary

Research Objective:

Knowing halal perceptions and certification

Research Method:

A descriptive-analytic study.

Research Results:

There were 3,240 members in 48 WhatsApp groups that were included in the poll. Every responder was aware of the halal idea, and just 21.2% expressed uncertainty. 88.5% and 98.1% of the respondents who knew what was meant by "halal certification" said that halal labeling was necessary. Up to 73.1% of respondents know that both BPJPH and MUI accept halal certification; 72.1% know that BPJPH oversees the halal certification's administration; and 99% are aware that MUI performs halal fatwas. Merely 30.8% of the participants are aware that the government offers free halal certification.

Conclusion:

Very few respondents are aware of the government's free halal certification facility, whereas the majority are aware of halal certification and some still do not comprehend the term syubhat.

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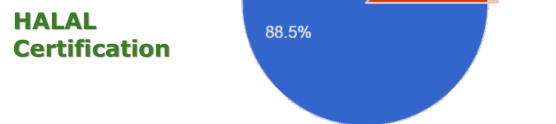
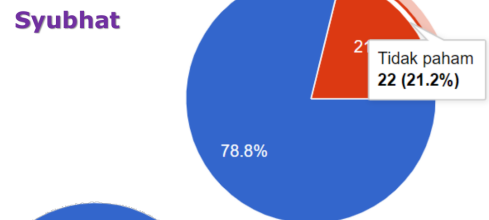
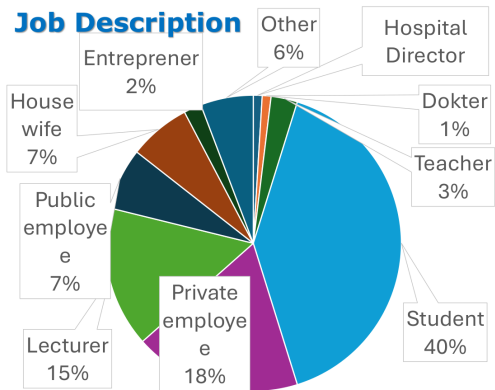
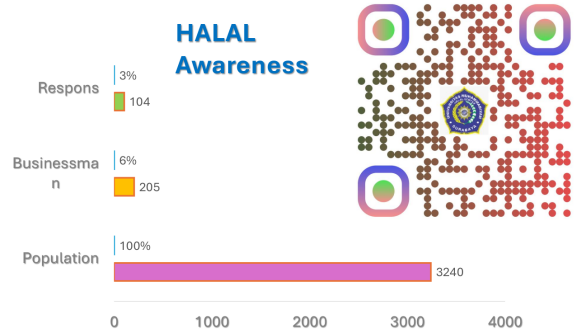
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