



Research Article

Analysis of the Halal Assurance System for Food Industries and Restaurants Using Livestock Products in Tana Toraja Regency, South Sulawesi Province

Nahariah Nahariah ^{1*}, Hikmah Hikmah ¹, Yusuf Baso ², Atika Nur Handayani³, Lukman Kasim⁴

^{1*} Animal Husbandry Study Program, Faculty Hasanuddin University Animal Husbandry, Makassar, South Sulawesi, Indonesia.

² Faculty of Veterinary Medicine Study Programs Hasanuddin University Medical School, Makassar, South Sulawesi, Indonesia,

³ Halal Inspection Center, LP2M Hasanuddin University, Indonesia, ⁴ Mechanical Engineering Study Programs Faculty of Engineering, Hasanuddin University, Indonesia

Abstract

Tana Toraja Regency is a destination with a thriving tourism industry that attracts both local and international visitors. The development of the tourism industry must be supported by the food and beverage sector and the availability of food that meets consumer needs. Halal certification for food and drink is particularly important in supporting the development of the tourism industry, especially for Muslim consumers or those who require halal-certified products. There is a need for education and knowledge enhancement regarding halal production in food and beverage businesses through training, making this initiative essential. The aim of this study is to analyze the implementation of halal certification systems in food and beverage businesses operating in the region. The respondents comprised business operators in the food and beverage sector and their supporting supply chains. The research was conducted in the town of Makale, Tana Toraja Regency. Improving knowledge of the halal assurance system can build consumer confidence in the halal status of products, as well as in food safety and health. Training on the halal assurance system for operators in the food and beverage sector in Tana Toraja Regency has had a significant impact, significantly improving respondents' knowledge.

Keywords

Industry, Halal Implementation, Knowledge, Food Business, Tourism



Corresponding: Nahariah, N

email: nahariah11@gmail.com; ^{*} Animal Husbandry Study Program, Faculty Hasanuddin University, Animal Husbandry, Makassar, South Sulawesi, Indonesia

INTRODUCTION

Tana Toraja is one of the regencies in South Sulawesi province, Indonesia. The capital of Tana Toraja Regency is located in Makale District. Tana Toraja Regency covers an area of 2,054.30 km². As of 2022, it had a population of 291,046 people, with a population density of 142 people/km². Residents in the District of Tana Toraja Regency have diverse religions, with Christianity at 86.08%, consisting of Protestants at 70.19% and Catholics at 15.89%, Islam at 12.11%, Hinduism at 1.67%, Buddhism at 0.13%, and Aluk Todolo at 0.01%. This area is one of the tour's highlights, a leading city in South Sulawesi province. A city with interesting cultural and geographical icons strongly supports the region's tourism industry, it said. However, the industry needs support to make food and drink a necessity for consumers or visitors, especially those who require halal products. The availability of restaurants, catering services and souvenir shops has not yet kept pace with the needs of the public, particularly Muslim consumers. This has become important for preparing food and souvenirs for tourists who require halal or religiously prepared items. The food and beverage industry, catering and restaurants, as well as souvenir shops, are key drivers of the development of a region's tourism sector. In addition, the implementation of the halal assurance system across industry, food, and business units is also a form of support for the college in implementing Law No. 33 of 2014 concerning the obligation to certify all products circulating in Indonesia.

In general, the implementation of halal certification systems in business units, the livestock industry, catering food and restaurants that use livestock products. It is still limited, so there is a need to raise awareness of the importance of halal implementation in the industry. Restaurants that use animal products, including beef and chicken, need to confirm their halal status. Upstream sector of the beef and chicken industry compares animal slaughterhouse. Implementation of the slaughter system must be in accordance with Sharia so that the required education is provided to organizers of slaughter at livestock slaughterhouse (in Indonesia RPH-R) and poultry slaughterhouse (in Indonesia RPH-U) in the region. Productivity in the livestock food industry, the catering sector, restaurants, and the processed food industry- which use raw materials sourced from these abattoirs is currently rising rapidly. However, it is not supported by manufacturers who specialise in producing food that is safe, healthy, wholesome and halal (known in Indonesia as ASUH). Protecting consumers from consumer products is still low, so there is a need for education (Wardana and Widowati, 2021). Conditions: This needs touch technology to ensure ASUH food. Halal is one of the criteria for creating ASUH food. Implementation knowledge regarding a halal guarantee system is required to build a halal business product (Warto and Suarni, 2020; Masri et al., 2025; Kanggas, 2022)

The halal production process is largely determined by the sources of raw materials, raw materials, equipment used, production/cutting process, livestock, human resources, and procedures for presentation, storage, transportation, and distribution to consumers. Education and support for entrepreneurs in the livestock sector are vital. This is also linked to consumers' high level of awareness regarding halal products (Munir et al., 2019). Purchasing decisions are influenced by educational attainment (Wibowo et al., 2021; Fadilah et al., 2022). The higher a consumer's level of education, the greater the emphasis they place on the quality of the products they choose. The livestock industry encompasses slaughterhouses, poultry slaughterhouses and meatball-making businesses. These businesses are expected to produce safe, healthy, wholesome and halal food of animal origin. The purpose of the activity is to analyze the

knowledge implementation system and halal guarantee after follow-through training. Training expected can increase knowledge of the system, ensuring the production of halal products, safety, and consumer health.

MATERIALS AND METHODS

This study involved 50 respondents with occupational backgrounds, including business operators in enterprises engaged in the slaughter of livestock, poultry slaughterhouses or chicken processing facilities, and meatball production. Other respondents were employees of food service providers, restaurants and souvenir shops. The study was conducted in Makale, Tana Toraja Regency.

This study used questionnaires and interviews to collect data. The sample comprised 50 respondents. This research used Likert data analysis. A Likert scale relates to answers that agree or do not agree with something, very high or very low, using an ordinal scale (hierarchical) without a score. Assessment knowledge use order assessment, consisting of numbers from 5 (very high) to 1 (very low). Next, the data is processed using the interval formula for respondents with a known level of knowledge, representing workers.

RESULT AND DISCUSSION

Importance of Knowledge Implementation of Halal in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

Based on the study's results, the system guarantees Halal Products in the industry, as food processing and animal husbandry in Tana Toraja Regency involve cutting animals. Table 1 shows the importance of response evaluation criteria for halal implementation in food industry processing and animal housing in Tana Toraja Regency, Toraja.

Table 1. Importance of Knowledge Implementation of Halal Certification in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

No	Criteria	Mark	Category
1	That halal product is important	22.5	High
2	Halal certification is important for business	14.5	Moderate

Based on Table 1 criteria, knowledge of halal implementation in the food-processing and housing-cut animal industries in Tana Toraja Regency obtained results that the level of knowledge about the criteria that halal products are important, with a value of 22.5%, and knowledge of the importance of halal certification in business is moderate, with a value of 14.5%. It can be interpreted that of 50 respondents, 22.5% have 14.5% knowledge of the perpetrator industry processing Food and Slaughterhouses in Tana Toraja Regency, who know and understand related issues with halal certification. Improving knowledge in line with giving training and mentoring to perpetrators of business (Kurnia et al., 2022). Activities, socialization, and mentoring play a role important role in increasing knowledge related to halal products and the importance of halal certification from the industry (Nahariah et al., 2024, and Hikmah et al., 2021)

Material Knowledge in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

An analysis of the criteria in the food processing and slaughterhouse sectors in Tana Toraja Regency shows that workers in these sectors have a good understanding of the criteria. Their level of knowledge stands at 19.5%, which is classified as high. The food ingredients used do not contain any non-halal products or their derivatives, and the slaughtering process has been carried out in accordance with Sharia; it is based on a value of 21%, still in the high category. This suggests that, of the 50 respondents, between 19.5% and 21% were from the food processing industry and slaughterhouses in Tana Toraja Regency, and already possessed knowledge of halal ingredients. Table 2. Shows mark criteria, knowledge materials in industry processing food, and housing, cutting animals, Tana Toraja Regency.

Table 2. Criteria Values Material Knowledge in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

No	Criteria	Mark	Category
1	Criteria for halal ingredients	19.5	High
2	These ingredients do not contain any non -halal and the slaughtering process has been carried out in accordance with sharia	21	High

Halal raw materials are one of the criteria that must be met in implementing the halal guarantee system (Nahariah et al., 2024; Nurmaydha et al. 2018). Knowledge of materials suitable for the production of halal products is very important. This is to ensure the fulfillment of related halal criteria for materials. With increased knowledge from perpetrator businesses, it will make it easier to fulfill the criteria for halal ingredients (Fitri and Jumiono, 2021).

Process Knowledge in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

Table 3. Shows mark criteria knowledge process on industry processing food and housing cut animal Tana Regency Toraja

Table 3. Process Knowledge in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

No	Criteria	Mark	Category
1	Slaughtering process animals in the RPU	18.5	High
2	Channel: What only one must cut off at the time of slaughter in accordance with SNI and Sharia standards	20.5	High

Based on Table 3 criteria, process knowledge in the industry processing Food and slaughterhouses of Tana Toraja Regency obtained results that the level of knowledge of the perpetrator business slaughtering process criteria animals in the slaughterhouse, with the value of 18.5% is in the category height and knowledge channel What only one must cut off at the time slaughter, with the value of 20.5% is in the category high. It can be interpreted that of 50 respondents, 18.5% to 20.5% of perpetrators in the industry processing Food and

Slaughterhouses in Tana Toraja Regency know the cutting process of animals in accordance with SNI and Sharia standards. This shows that knowledge workers involved in the slaughtering process and the cutting channel at the moment of slaughter have experienced a significant increase. With this fulfillment condition, animal slaughter can be implemented (Warto and Samsuri, 2020; Sucipto et al., 20). The slaughtering process is an important procedure that can ensure the halal status of a slaughtered product (Suardi and Fitriana, 2020).

Knowledge Naming and Form Products in the Food Processing Industry and Slaughterhouses of Tana Toraja Regency

Table 4. Shows mark criteria, knowledge products on industry processing food and housing cut animal, Tana Regency Toraja

Table 4. Knowledge Naming and Form Products in the Food Processing Industry and Slaughterhouses of Tana Toraja Regency

No	Criteria	Mark	Category
1	Product naming /branding	13.5	Moderate
2	Looks physique product (form product)	17.5	High

Based on Table 4 criteria, knowledge products in the industry processing Food and slaughterhouses in Tana Toraja Regency showed that the perpetrator business's level of knowledge regarding the criteria for product naming/branding is 13.5%, which falls in the moderate category. For knowledge, the physique product (form product) has a value of 17.5%, which is in the high category. It can be interpreted that, of 50 respondents, 13.5% to 17.5% are perpetrators in the industry processing Food and Slaughterhouses in Tana Toraja Regency who have known the related criteria, naming, and form halal products. Generally, an election product is based on brand or name, so that product name fulfillment or brand has been customized with criteria for halal products (Supriyadi, 2016; Nurjahanti, 2022)

Knowledge sharing, facilities, and training in the Food Processing Industry and Slaughterhouses of Tana Toraja Regency

Table 5. Shows mark criteria, knowledge sharing facilities, and training on industry processing food and housing cut animal Tana Regency Toraja

Table 5. Knowledge sharing facilities and training Workers in the Food Processing Industry and Slaughterhouses in Tana Toraja Regency

No	Criteria	Mark	Category
1	Facility milling is commonly used together	21.5	High
2	Follow the training For worker	22.5	High

Based on Table 5 criteria, knowledge-sharing facilities and training workers in the industry processing Food and Slaughterhouse of Tana Toraja Regency obtained results indicating that the level of knowledge of the perpetrators meets the criteria for facility production, for example, milling the meat used together, resulting in a value of 21.5% in the high category. For knowledge, follow training. For a worker with a mark of 22.5% in the same category, high. It can be interpreted that, among 50 respondents, 21.5% are perpetrators in the industry processing Food and

Slaughterhouses in Tana Toraja Regency, who have knowledge related to sharing facilities and training workers.

CONCLUSION

The Knowledge of workers in the industry farms in the Regency of Tana Toraja related system guarantees a 15% increase in the halal product experience, or a category high, after following the training. The indicators evaluation assesses the importance of knowledge, halal certification for products, halal materials, halal production processes, shared facilities, and training.

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