

Introduction of Indonesia's Halal Industry to the Filipino Society

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Abstract

Purpose: This research aims to introduce and educate the Filipino people about the Indonesian halal industry.

Method: Educational programs are carried out through seminars, workshops and consultation sessions. The seminar provides theoretical knowledge about the concept and importance of halal products.

Practical Application: Filipinos will have a better understanding of halal products and their importance, so they can make more informed choices. Entrepreneurs in the Philippines will be equipped with the knowledge and skills to develop products that meet international halal standards. Increasing cooperation between Indonesia and the Philippines in the halal industry, strengthening bilateral and economic relations between the two countries.

Conclusion: This educational program succeeded in increasing awareness and knowledge about the Indonesian halal industry among the Filipino people. This program provides practical guidance for entrepreneurs in developing halal products, contributes to the growth of the halal market in the Philippines, and strengthens bilateral relations between Indonesia and the Philippines.



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Introduction

Indonesia, as the country with the largest Muslim population in the world, has witnessed rapid development of the halal industry in recent decades. The Indonesian halal industry does not only cover the food and beverage sector, but also other sectors such as cosmetics, pharmaceuticals, fashion and financial services. This development is supported by government policy through the Halal Product Guarantee Organizing Agency (BPJPH) and the Indonesian Ulama Council (MUI) which has developed an internationally recognized halal certification system.(Fischer, 2012). This system ensures that the products produced comply with sharia principles, providing assurance to Muslim consumers that the products they consume are halal. Meanwhile, in the Philippines, although the majority of the population is Catholic, there is a significant Muslim population, especially in the Mindanao region. Muslim communities in the Philippines face challenges in gaining access to quality and trusted halal products. Lack of knowledge and information regarding halal standards and certification processes results in uncertainty and doubt about the products they consume. This not only applies to consumers, but also to business actors who want to enter the halal market but do not have clear guidance on how to produce and package halal products according to international standards.(Aoun & Tournois, 2015).

In a global context, the potential for the halal market is increasingly large with rapid growth and increasing demand. As one of the main players in this industry, Indonesia has a lot of experience and best practices that can be shared with other countries, including the Philippines. Therefore, this community service program is designed to answer this need. This program aims to provide comprehensive education and training about the halal industry to the Filipino people. This program will not only introduce the concept and importance of halal products, but will also provide an in-depth understanding of the halal certification process implemented in Indonesia (Bakar et al., 2018). Halal certification in Indonesia involves various stages that ensure that the products produced meet sharia standards. This stage includes auditing, verification and product testing to ensure that there are no haram ingredients used in the production process.

Education regarding the Indonesian halal industry will be carried out through a series of activities including seminars, workshops and consultation sessions. The seminar will provide a general overview of the halal industry and its role in the Indonesian economy. The workshop will focus on practical aspects such as the certification process and halal product development. Consultation sessions will provide a platform for business actors to get direct guidance from experts. With this program, it is hoped that the Filipino people, especially those who are Muslim, will better understand and trust halal products. In addition, business actors in the Philippines will receive clear guidance on how to produce and package halal products in accordance with international standards. This will help them to be able to compete in an increasingly competitive global market.

Apart from that, this program is expected to create synergy between Indonesia and the Philippines in developing the halal industry and strengthening bilateral relations between the two countries. Filipinos will benefit in the form of increased awareness and knowledge about halal products, while business actors will receive guidance and support in developing products that comply with halal standards. This is expected to increase the competitiveness of Philippine halal products in the global market and make a positive contribution to the economies of both countries. Against this background, the importance of this community service program is not only limited to increasing the knowledge and understanding of the Filipino people regarding the halal industry, but also to strengthening cooperation between Indonesia and the Philippines in developing a halal industry that is sustainable and globally competitive.

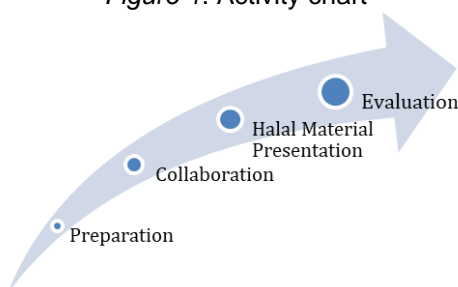
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Method

The methodology used in this community service program includes various educational approaches designed to provide comprehensive understanding about halal industry in Indonesia to the Filipino people. This method involves a series of activities consisting of seminars, workshops and consultation sessions. Each of these components is designed to achieve specific goals and complements each other to ensure that participants gain the required knowledge and skills.

Implementation of community service activities includes a series of carefully planned stages. Here are the details of how this activity will run:

Figure 1. Activity chart



Initial preparations are carried out before we start the activity, the research team will hold an internal coordination meeting to develop detailed plans, divide tasks, and confirm all necessary preparations. The team will contact and collaborate with the Pelangi Village community who will participate in this project. A kickoff meeting will be held to present the project concept and get their approval. The team will hold a meeting with the Filipino community team. Then the seminar will be the first component of this program, designed to provide a strong theoretical foundation about the halal concept and the importance of the halal industry in the Indonesian economy.

After participants gain a basic understanding through the seminar, the program will continue with a more practical workshop. This workshop aims to provide direct training regarding the halal certification process, starting with the requirements that must be met, procedures that must be followed, and to audits and verification carried out by certification bodies. As the final part of the program, a consultation session will be held to provide direct guidance to business actors and participants who need specific assistance in developing halal products. In this session, experts and practitioners from Indonesia will take time to discuss in depth with participants regarding various aspects related to halal production and certification. To ensure the success of the program, evaluation and monitoring will be carried out periodically. Participants will be asked to fill out a questionnaire before and after participating in the program to measure the increase in their knowledge and understanding of the halal industry. In addition, feedback from participants will be collected and analyzed to evaluate the effectiveness of the methods used and to identify areas requiring improvement. The results of this evaluation will be used to improve the program in the future and ensure that the program objectives are achieved optimally.

Result

The results of this service are in the form of educational activities carried out through seminars, workshops and consultation sessions. It is hoped that it can increase the awareness and knowledge of the Filipino people regarding the concept of halal and the importance of halal products. Through theoretical explanations, participants will understand the definition of halal and the sharia principles that underlie this concept (Rahman et al., 2015). In addition, knowledge about the history and development of the halal industry in Indonesia, as well as the policies and regulations implemented by the Indonesian government will provide comprehensive insight to participants. With this deeper understanding, Filipinos, especially

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those of the Muslim faith, will be more selective in choosing the products they consume and more confident in ensuring that these products meet halal standards.

Apart from increasing awareness and knowledge, this program also aims to assist business actors in the Philippines in developing products that comply with international halal standards (Shafie & Othman, 2020). Through workshops that focus on practical aspects, participants will receive direct training regarding the halal certification process, including the requirements, procedures and audits that must be followed. Real case studies of Indonesian companies that have succeeded in obtaining halal certification will provide a concrete picture of the steps that must be taken (Tieman, 2017). In this way, business actors in the Philippines can implement the knowledge and skills they have acquired in the production and packaging of halal products. This will not only improve the quality of their products but also expand market opportunities both domestically and in the increasingly competitive global market.

One of the significant impacts of this program is the creation of bilateral synergy between Indonesia and the Philippines in developing the halal industry. This program will be a platform for sharing knowledge, experience and best practices between the two countries. Consultation sessions involving experts from Indonesia and business actors from the Philippines will open up opportunities for closer collaboration and business partnerships. With this synergy, the two countries can support each other in overcoming challenges and exploiting opportunities in the halal industry. In addition, stronger bilateral relations will encourage exchanges of technology, innovation and resources that can increase the competitiveness of halal products from both countries in the global market. Thus, this program not only provides direct benefits for the people and business actors in the Philippines but also strengthens diplomatic and economic relations between Indonesia and the Philippines.

Discussion

Education regarding the Indonesian halal industry is very important considering the potential for the global halal market which continues to grow. The global halal market is expected to reach trillions of dollars in the next few years, covering various sectors such as food, beverages, cosmetics, pharmaceuticals, fashion and financial services (Kontot et al., 2016). Indonesia, with its experience and internationally recognized halal certification system, has much to share with other countries, including the Philippines. Through a series of seminars, workshops and consultation sessions, community service participants are expected to gain an in-depth understanding of the halal certification process implemented in Indonesia. The seminar provides a strong theoretical basis, covering the definition of halal, sharia principles, history and development of the halal industry in Indonesia, as well as policies and regulations implemented by the MUI (Fadholi et al., 2020). This information provides the necessary context for participants to understand the importance of halal certification and how it can be applied in the Philippine context.

Figure 2. Material Presentation



More practical workshops are designed to provide direct training on the halal certification process. By learning practical steps, from identifying halal and haram ingredients

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to managing production processes in accordance with halal standards, participants can develop quality products that meet international standards (Amin, 2013). Real case studies of Indonesian companies that have successfully obtained halal certification provide concrete examples that business actors in the Philippines can follow.

The interactive consultation session allows participants to get direct guidance from experts and practitioners from Indonesia. In this session, participants can ask questions, share the challenges they face, and get appropriate solutions that can be implemented in their business. This session is also a platform to build networks and collaboration between business actors in the Philippines and experts from Indonesia, which can help them overcome obstacles and take advantage of opportunities in the halal industry.

Figure 3. Consultation session



The enthusiasm of community service participants is very high, reflected in their enthusiastic presence in each session and active participation in discussions and practical activities. Participants showed great interest in learning and applying the new knowledge they acquired. Many of them feel inspired and motivated to immediately implement halal standards in their business. This enthusiasm does not only come from businesspeople but also from the general public who want to ensure that the products they consume are halal and of good quality.

This program also has the potential to become an example for other countries in developing a halal industry with international standards (Awan et al., 2015). By sharing experiences and best practices, Indonesia can help other countries to develop effective and reliable halal certification systems. Apart from that, the bilateral synergy created between Indonesia and the Philippines through this program can become a model of cooperation that can be adopted by other countries to strengthen diplomatic and economic relations in the context of the halal industry.

Figure 4. Group photo



Overall, this program has had a significant positive impact on the Filipino people in increasing awareness and knowledge about halal products. Business actors receive practical guidance in developing products that comply with international halal standards, while the general public receives information that can help them make better decisions regarding the consumption of halal products. Thus, this program not only strengthens bilateral relations

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between Indonesia and the Philippines but also makes a positive contribution to the economies of both countries and the global halal industry.

Conclusion

This community service program is expected to provide significant benefits for the Filipino people in increasing awareness and knowledge about halal products. Business actors will receive guidance and support in developing products that comply with halal standards, so as to increase the competitiveness of Philippine halal products in the global market. Thus, this program not only strengthens bilateral relations between Indonesia and the Philippines but also makes a positive contribution to the economies of both countries.

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