

THE EFFECT OF PRODUCT, PROMOTION, LOCATION, AND PRICE OF HALAL CERTIFICATION IN PIE SUSU DEWATA BALI

PENGARUH PRODUK, PROMOSI, LOKASI, DAN HARGA DENGAN SERTIFIKASI HALAL DI PIE SUSU DEWATA BALI

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<p>Received : 30-03-2023 Revised : 06-04-2023 Accepted : 30-07-2023</p> <p>Keywords: Milk Pie, Promotion, Halal certification, Pie susu,</p>	<p>Abstract Labeling halal certificate on Pie Susu is a typical food from Bali which is famous and is a souvenir like Pie Susu Dewata very important For done , so bring enhancement production sales . Study This use approach participatory direct researcher with approach quantitative with results research showing that this product has experienced rapid development after having a halal label on its product packaging. Turnover goes up, products are better known, promotions are more, and sales are up. This is the advantage of a halal certificate that makes consumers trust.</p>
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INTRODUCTION

Halal is indeed one of the product requirements to penetrate the global market, including in Indonesia. Law of the Republic of Indonesia Number 33 of 2014 concerning Guarantee of Halal Products stipulates in Article 4 concerning the obligation of halal certification for all products that enter, circulate and trade in the territory of Indonesia. Halal certification will usually be obtained if an audit has been carried out. However, the stages of auditing halal certification for several food products are quite complicated, requiring precision and detail, as well as in-depth knowledge, especially for biotechnology products. (Pramashinta et al. 2014).

A Muslim's need for halal products must be supported by halal guarantees. However, not all products circulating in Indonesia are guaranteed to be halal. Muslim consumers are among those who are disadvantaged by the large number of products without a halal label or non-halal information (Ramlan and Nahrowi, 2014). Based on LPPOM MUI certification data, for the last eight years.

In consuming food, one must apply the principle of always eating halal and good food. Because everything we eat will affect all the good deeds we do. In carrying out worship, strength is needed where the strength comes from the food consumed (Enang Sudrajat, et al). If someone consumes unclean food, it will affect the quality of his worship and will also affect the charity that will be accepted. A believing Muslim is a person who maintains the cleanliness of his deeds and his soul and body are always driven by a source of strength that comes from halal food. The quality of the worship of someone who consumes halal food will be more pleasing to Allah than someone who worships but comes from strength that comes from food that is forbidden by Allah, both unclean in terms of substance and in terms of how to obtain it. Muchtar, 2016).

In consuming halal food, a Muslim must be able to choose and be careful in determining halal and haram food. Halal in various aspects is something that is very important and mandatory for every Muslim. Especially in Indonesia, which is a country with a Muslim majority, halal is something that must be considered carefully, especially the halal food consumed. As a Muslim, in consuming

the food consumed, he must always be careful and alert to pay attention to the halal food consumed in order to avoid haram elements (Asri, 2015).

In Indonesia, the Muslim population is the largest and ranks first in the world with a total of 231,000,000 people. With a large Muslim population, the government must protect every citizen by providing guarantees for every citizen in the form of guarantees for halal food and beverage products circulating in Indonesia. It is very important for food and beverage products circulating in Indonesia to include a halal label to provide guarantees for every Muslim consumer to feel safe and protected from food products that are unlawful based on Islamic law (Nurhadi, 2019).

Food products circulating that already have a halal label have a very important meaning for consumers, producers, and the government. Consumers, products that are halal certified certainly provide a sense of trust and safety for consumers, especially Muslim consumers because they feel that the food and beverage products consumed are protected from haram elements and are guaranteed to be halal (Nasution, 2001). For producers who have pocketed a halal certificate, of course, it provides many benefits, namely in the form of trust from consumers so that they can provide greater income (profit) to produce and have higher competitiveness compared to products that have not yet pocketed halal certificate (Bambang Sugeng Ariadi Subagyono). And, for the government it also provides many benefits, namely in the form of an increase in the country's economy obtained from an increase in Gross Domestic Product (GDP), this is because MSE income increases so that it helps provide an increase in GDP level. Not only that, Indonesia is a country with a majority Muslim population, if many business actors are halal-certified it can open up opportunities to make Indonesia a supplier of halal products for other Muslim countries. So that more and more products are exported abroad, it will further increase the level of economic growth in Indonesia (Ahmad Farhan, 2018).

Halal certification can provide practical benefits to companies, such as maintaining the integrity of their supply chain, creating moats, and fostering trust in the sourcing, cooking and handling processes. Halal product certification and product types influence consumer behavior towards these products (Sholeh, 2023). Halal certification increases consumer purchase intention and trust in products produced by non-Muslim countries (Yener, 2022). The hypothesis test shows that halal labels, word of mouth, and brand image have a significant effect on purchasing decisions (Mustika, 2020). Lastly, Halal certification needs to be obtained before selling or exporting products to Halal buyers.

Baim Production Cake and Pie Susu Dewata Bali did the above as a form of promotion for Pie Susu which is their flagship product. With halal certification, visitors who come from outside cities such as Java, where the majority are Muslim, can buy products that have a halal label attached without hesitation. In addition, as a form of accountability for the government program 1 million halal certificates. Therefore, this study refers to the impact of halal certification on product, promotion, location, and price of Pie Susu Bali Dewata.

RESEARCH METHODS

The initial stages of the research included direct observation of the conditions of Baim's Cakes and Susu Dewata Pie and literature studies to provide an overview of the condition of the temple industry, as well as provide an overview of the importance of implementing Halal certification. Then do the formulation of the problem, determine the boundaries of the problem, and determine the assumptions used in this study. The next stage regarding data collection and processing in the research begins with the determination of the post-implementation value chain of halal standards using the Porter value chain method which has nine elements grouped into main activities and supporting activities. From the predetermined value chain, a questionnaire is created that is used to find out the value chain potential, general description, constraints, and benefits after having Halal certification. Furthermore, data collection is carried out regarding products, promotions, locations, and prices after having Halal certification. Data collection was carried out on UMK in the food industry that has implemented MUI Halal certification, namely Baim Production Cakes and Dewata Milk Pie.

The final stage involves discussing the results of data processing and drawing conclusions for related parties.

RESULTS AND DISCUSSION

Pie Susu Dewata which is produced by Baim Production Cake and Pie Susu Dewata has been running for more than 4 years and in the fifth year running it applied for a halal certificate through self-declaration. Self-declaration is a free certificate program from the government for small and medium businesses free of charge. After the certification process was completed, Pie Susu Dewata slowly progressed.

Price is an amount of money as a medium of exchange to obtain goods and services. Meanwhile, price policy is a decision regarding prices set by management (Budianto, 2015: 142). Product price factor is always an important factor in the process in the context of every customer/consumer purchase. Prices that are too high without being matched by good quality can lead to consumer disappointment. So producers must be very clever in setting the selling price of a product. The price set must be in accordance with the consumer's economy so that consumers can buy the goods. Price represents one's perception of the product. So that prices can make consumers make purchasing decisions for a product.

A positive and significant influence because the company offers lower prices compared to other stores so that consumer interest is also fulfilled, especially now that many people are affected by Covid, therefore the company offers lower prices so that consumer needs are still met. The price set by the company refers to price affordability, conformity with product quality, price competitiveness, price suitability, and production benefits, prices affect consumer purchasing power.

Halal certification can have an impact on a company's marketing strategy. Based on the search results, the following are some of the influences of halal certification on the company's marketing strategy, including building customer trust. Halal certification can signify the importance of halal food and build customer confidence in buying halal food (Yunos, Mahmood, & Mansor, 2014). Product innovation: Halal certification has a positive effect on product innovation (Urumsyah, 2021). Maintaining integrity in the supply chain: Halal certification can provide practical benefits to companies, such as maintaining integrity in their supply chain, creating moats, and fostering trust in the sourcing, cooking, and handling processes. This can be used as a marketing strategy to prioritize the quality and safety of the company's products. Access to halal certified producers: Halal certification can be used as a marketing strategy to gain access to halal certified producers who source their ingredients only from halal certified vendors. Financial performance: Halal certification can have a positive impact on the financial performance of halal food companies (Salleh & Nordin, 2017). Consumer behavior: Halal certification can increase purchase intention and consumer confidence in products produced by non-Muslim countries (Salleh & Nordin, 2017). This can be used as a marketing strategy to promote the company's products to a wider audience. Overall, halal certification can be used as a marketing strategy to promote the quality, safety and integrity of a company's products, as well as gain access to new markets and customers.

Location in marketing makes it very easy for consumers to find it easily. However, technological sophistication will help. The most important thing is that the company has listed it on Google Maps and got good efforts from consumers. Another factor is promotion through online or online pick-up which will be very profitable, such as gojek or grab. The following is a sales graph from Pia Susu after halal certification and its impact on product, promotion, location and price Figure 1.

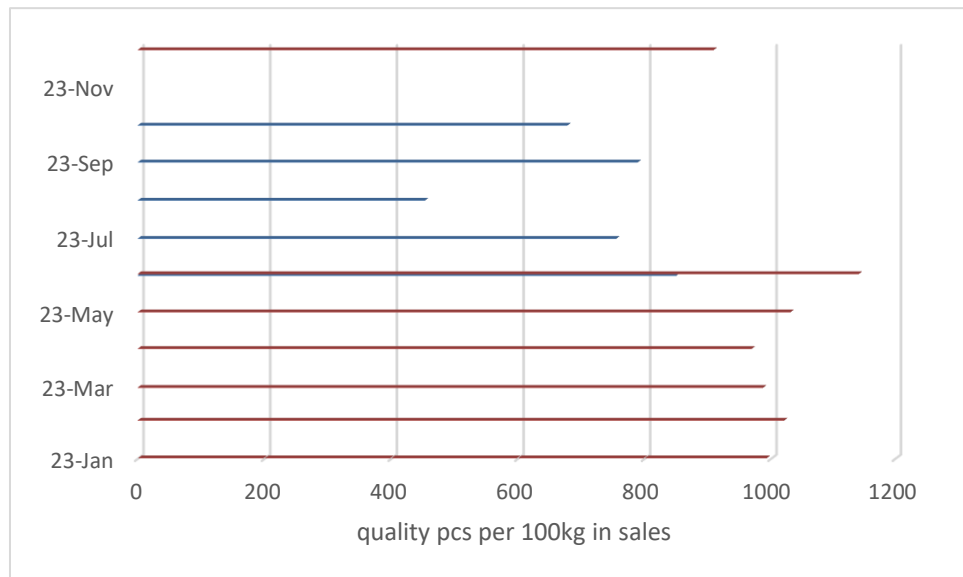


Figure 1. Graph of increase in purchases before and after having a halal certificate

Halal certificates are not documents that can be obtained haphazardly, but rather through a series of processes and even clinical trials of the materials used to manufacture a product. The procedure is quite strict, in which raw materials are carefully checked to ensure they are halal. Issuance of a halal certificate will certainly increase consumer confidence in the contents of the food or beverage product under study. Calmness and trust are the benefits of the halal label on products that make a decision to buy for consumers. This has happened to Pia Susu Dewata, as can be seen from the fact that after the halal regulations were made, consumer confidence in the product increased with monthly sales reaching 19.000 pcs cardboard .

CONCLUSION

With There is a halal label inside milk powder product bring inpack increasing production sale up to 90% caused No exists doubt for buyer especially religious ones muslims , so no only remind amount production But Also expand the marketing area of milk pia Bali even until go out province like in java east

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