

THE STRATEGY COMMUNICATION OF MAJELIS ULAMA
INDONESIA KOTA MEDAN IN SOSIALIZATION
OF HALAL CERTIFICATION

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Abstract

This study aims to determine the communication model of the Medan City Indonesian Ulema Council in socializing halal certification, the Medan city MUI method in socializing halal certificates, and the obstacles of the Medan city MUI in socializing halal certification. The method used in this research is qualitative. This method is carried out related to phenomena that exist in the field by collecting data, especially from research informants. Data collection techniques used in this study were interviews and documentation. The results of this study indicate that the MUI communication model in Medan in promoting halal certification emphasizes mass communication. The selected communication media include: Print media, such as: newspapers (newspapers), magazines, article writing, brochures. Electronic media, such as: TV and radio. Special events, such as: MTQ, Counselling and Bazaar, by opening a stand containing halal products. There are also obstacles and challenges in socializing halal certification. The inhibition is in the form of low participation of business actors (producers) of food, drugs, and cosmetics that register their products. Then, from the community itself it is still not careful enough to select halal products for consumption. While the challenge is still to find halal labels that do not originate from MUI, and forgery of halal labels.

Key word : Strategy, Communication, Certification of Halal

I. INTRODUCTION

One of the functions of communication is to inform, teach, encourage, and change attitudes and behaviours so that the listener believes that the facts and information conveyed are accurate, factual and deserve to be known and obeyed. So, this is what was done by the Indonesian Ulema Council (MUI) Medan City, in an effort to carry out a communication strategy in an effort to socialize halal certification products.

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Communication is one important aspect in human life. The meaning of communication is the process of exchanging information between the communicator and the communicant through the media / channel which aims to influence the communicant's attitude / behavior to suit the communicator's wishes (Wiryanto: 2005, 71)

In accordance with the provisions of Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee in article 3 states that all products that enter circulation, and are traded in the territory of Indonesia must be halal-certified. However, in fact the products that are circulating in the community are not all guaranteed halal. Halal is not just certification, it is only the smallest part. Halal is also about how the process can guarantee the halalness of the industry. The food and beverage industry occupies a very important role, and most are small and household industries (Proyek Pembinaan Pangan Halal Direktorat Jenderal Bimbingan Masyarakat dan Penyelenggaraan Haji: 2016, 23)

Obligations of halal certified products are regulated in Article 4 of the Halal Product Guarantee Act (UUJPH) which states that "Products that enter, circulate, and trade within the territory of Indonesia must be halal certified." General Guidelines for Halal Assurance System, LPOM MUI, 2014) on product packaging, as regulated in Article 25, states that: "Business actors who have obtained Halal Certificates must: (a) List Halal Labels on Products that have received Halal Certificates; (b) Maintain the halalness of products that have obtained Halal Certificates; (c) Separating the location, location and slaughtering, processing, storage, packaging, distribution, sale and presentation of Halal and non-halal Products; (d) Renewing the Halal Certificate if the validity period of the Halal Certificate expires; and (e) Reporting changes to the composition of the Material to BPJPH.

Producing halal products is part of the company's responsibility to Muslim consumers. In Indonesia, in order to provide consumers with confidence that the product consumed is halal, companies need to have a MUI Halal Certificate (See Institute for Food and Drug Assessment of the Indonesian Ulema Council: 2017, 89)

The public as consumers entrust more fully the supervision of halal product guarantees to the State which they deem most authorized to impose sanctions and legal pressure if deemed necessary (See Halal Directorate Food Development Project Directorate General of Community Guidance and Hajj Implementation: 2017, 72)

Halal guarantee standard is a form of claim that halal products can be categorized as quality and hygienic products. Basically, the existence of a halal product guarantee departs from consideration of the noble concept, that the public is entitled to obtain correct, clear and complete information both in quantity and quality of the products they consume. Thus expired practices, the use of dyes that are not intended and other hazardous

materials and other actions that cause harm to society, even threatening life, safety and health can be avoided.

Along with the increasing public awareness of halal products amidst the lack of information about halal products in the community and the growing interest of several companies in providing halal products to consumers, LPPOM MUI has become more active in conducting socialization and promotion of halal products to the public. Through the work unit in the field of Socialization and Promotion, LPPOM MUI seeks to disseminate information on a variety of halal products through various communication media (Lihat Lembaga Pengkajian Pangan Obat-Obatan dan Kosmetika Majelis Ulama Indonesia : 2014. 112)

To optimize the halal product socialization program, it is necessary to choose the right communication media selection strategy to the target audience. Strategy is important because it can provide direction or guidance in a long period of time for the effort made so that it can help to get the desired results. The strategy of selecting the communication media for communication that is the focus of this study also includes the reasons for choosing the communication media used by LPPOM MUI in promoting and promoting halal products.

According to Byrne as quoted by Brannan (Farid Mahmud: 2012, 47) defines strategy as a fundamental pattern of current and planned goals, resource distribution and organizational interaction with markets (general public), competitors and environmental factors. According to (Djaarsa Sendjaja. 2002) also explained that the strategy is essentially planning (planning) and management (management) to achieve a goal. Meanwhile, according to the other hand that the strategy is the steps that must be taken to improve the quality of communication (see Tubbs, Stewart & Sylvia Moss .: 2005, 89).

Research has also been conducted by Ahda Segati (2017) from the Islamic University of Indonesia on the Effects of Perception on Halal Certification, Product Quality, and Prices Against Perceptions of Sales Increase. The results showed that the perception variable halal certification significantly influence the perception of sales increases.

The right communication strategy to the target audience. Strategy is important because it can provide direction or guidance in a long period of time for the effort made so that it can help to get the desired results. The communication selection strategy which is the reason in this study also includes the reason for choosing the right communication, used by the Medan City MUI in promoting halal certification.

But in reality the application of halal certification management among entrepreneurs especially in Medan City is not a mandatory matter, the management of halal labels from the MUI does not get a positive response and response, in this case whether the MUI does not carry out socialization activities in explaining the importance of halal certification for a food product or due to the legal culture of the community in the city

of Medan, especially entrepreneurs who do not want to fulfill the rights of consumers, especially Muslims.

Based on these problems, the researcher wants to see how the communication strategy of Medan City Ulema Council in promoting halal certification.

Research conducted by Gayatri Atmadi, Sri Riris Wahyu Widati (2018) Communication Studies Program, Faculty of Social and Political Sciences, Al Azhar University of Indonesia on the role of the media in promoting halal certificate socialization by the Central MUI. The results of this study indicate that the Central LPPOM MUI has used a variety of communication media in the community, such as; magazines, websites, facebook, Halal directories and exhibitions so that more and more people are getting the latest information about halal-certified products in Indonesia.

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II. LITERATURE REVIEW

A. Communication Strategy

In general, the strategy is interpreted as a way to achieve an end result: akhir The final result concerns the goals and objectives of the organization (JL. Thompson, 1995). There are broad strategies for the whole organization and competitive strategies for each activity. Meanwhile, functional strategies directly encourage competitive strategies (Bennett:

1996, 112) describing strategies as the 'direction' chosen by the organization to follow in achieving its mission. '

Mintzberg offers five uses for the word strategy, namely:

1. A plan - a consciously directed course of action.
2. A way - a specific maneuver intended to outwit an opponent or competitor.
3. A pattern - in a series of actions.
4. A position - a way of placing an organization in an environment.
5. A perspective - an integrated way of looking at the world (Thompson, 1995)

Understanding communication strategies in the opinion of Ronald D. Smith, "Strategic To clarify the understanding of communication strategy planning (Ronald D. Smith, 2005), Laurie J. Wilson & Joseph D. Ogden reviewed the The Strategic Communications Planning Matrix which includes ten stages in planning communication strategies, such as:

1. Research

Includes several stages that begin with a search: Background, Analysis of the situation and Determination of the main problems or opportunities.

2. Action Planning

Consists of five stages, namely: Objectives & Intentions (Goal & Objectives), Public Key & Message, Strategy & Tactics, Calendar, and Budget (Budget)

3. Communication

Contains a confirmation table to monitor some of the communication activities that have been, are or will be carried out.

4. Evaluation

It is the final stage in a communication strategy planning program that uses several evaluation criteria and several measuring instruments (Laurie J. Wilson & Joseph D. Ogden: 2008, 71)

While the strategy according to Arifin is the overall conditional decision about the actions to be taken, in order to achieve goals. The definition of a social organization perspective explains that a strategy is any plan of action to influence public policies, programs, behavior and practices. For this reason, as a plan the strategy must contain 28: 1) Clear goals, objectives and targets; 2) A series of tactics and related activities; 3) Implemented in an organized and systematic manner (Anwar Arifin: 2011, 97)

B. Socialization

Socialization can be interpreted as a process in which a person is educated to recognize, understand, obey and respect the norms and values that apply in society. Specifically, socialization includes a process in which a person learns his culture, learns to control himself and learns roles in society.

According to Berger's thought in Kamanto Sunarto, 7) he notes that there are important differences between humans and other creatures. Unlike other creatures whose entire behavior is controlled by instincts obtained since the beginning of his life. While animals do not need to determine, for example, what to eat because it is regulated instinct; man must decide what he must eat and his habits which must always be upheld. Because the decisions made by a group can be different from other groups, then there is a diversity of habits in matters of food. There are groups whose main food is rice, bread, sago, corn. If animals of different sexes can be interconnected due to instincts, while humans develop habits regarding male and female relationships.

The habits that develop within each group then produce various kinds of marriage systems that are different from each other. Then the overall habits that humans have, whether in the fields of economics, family, education, religion, politics and so on must be learned by every new member of a society through a process called socialization.

Furthermore it is said that what is taught through socialization are roles so that the theory of socialization is a theory of roles (role theory). George Herbert Mead put forward the theory of socialization outlined in his book *Mind, Self, Society*. Mead stated the stages of human self-development. New born humans do not have themselves.

The human self develops gradually through interactions with other members of society. According to Mead, human self-development takes place through several stages, namely the stage of the play stage, the stage of the game stage, and other generalized stages.

According to Mead, every new member of the community must learn about the roles that exist in the community - a process called role taking. In this process a person learns to know the role that must be carried out and the role that must be carried out by others. Through mastery of the roles that exist in this society a person can interact with others. (Enjang and Aliyudin: 2009, 29)

C. Definition of Halal Certification

Halal certification is a process for obtaining halal certificates through several stages to prove that the ingredients, production process and Halal Assurance System meet the LPPOM MUI standards.

Whereas Halal Certificate is a written fatwa issued by MUI stating the halt of a product which is a decision of the MUI Fatwa Commission session based on an audit process conducted by LPPOM MUI. This MUI halal certificate is a prerequisite for obtaining permits for the inclusion of halal labels on product packaging from authorized government agencies. (Institute for Drug and Cosmetics Food Review of the Indonesian Ulema Council: 2015, 131)

The purpose of Halal Certification in food products, medicines, cosmetics and other products is to provide certainty of halal status, so that

it can reassure people in consuming food according to their faith, so as to support the smooth and stable national development. The continuity of the halal production process is guaranteed by producers by implementing a Halal Guarantee System. Likewise, the existence of halal certification makes food producers will not be harmed, in fact their business continuity will be guaranteed.

D. Indonesian Ulema Council (MUI)

MUI is a non-governmental organization that houses Islamic scholars, *zu'ama*, and scholars in Indonesia to guide, foster and nurture Muslims throughout Indonesia. The Indonesian Ulema Council was established on the 17th of the Republic of Indonesia, 1395 AH, to coincide with the date of July 26, 1975 in Jakarta. Some functions of the Indonesian Ulema Council are 37: 1) As a forum for the community of scholars, *zuama* and Muslim scholars in protecting the people and developing Islamic life; 2) As a forum for friendship among *ulemas*, *zuama* and Muslim scholars to develop and practice Islamic teachings and mobilize *ukhuwah Islamiyah*; 3) As a forum that represents Muslims in relationships and consultation between religious communities; 4) As a fatwa giver to Muslims and the Government, both requested and unsolicited. (Guidelines for Organizing Ulama Council Organizations: 2014, 87)

III. RESEARCH METHODOLOGY

This study uses qualitative research with a case study approach with descriptive analysis methods which include observation, interviews, documentation studies, and data analysis. The object of this research is the communication strategy undertaken by Medan City MUI in the effort to socialize halal certification. The research period is from May 2019 to September 2019. The informant who is the subject of this research is the MUI Board of Medan City. The informants are important parts that are directly related to the Halal Certification Socialization strategy and according to the researchers as the key person for this research. There are three paths of qualitative data analysis, namely data reduction, data presentation, and drawing conclusions

IV. RESULT AND DISCUSSION

I. Analysis of the Strategy of MUI Kota Medan in Promoting Halal Certification

Referring to the existing theories, the strategies here are all plans carried out by MUI Kota Medan to formulate public policies, programs, behaviors and practices. For this reason, as a plan in the Medan City MUI strategy it contains; clear goals, objectives and targets, and a series of related tactics and activities, and carried out in an organized and systematic manner.

The MUI Medan City Food, Drug and Cosmetics Assessment Institute (LPPOM) is a public institution under the auspices of the MUI that has the authority to influence public policies, programs, behavior and practices in terms of halal certification. The LPPOM MUI strategy of Medan City in the context of influencing has the aim of creating a "Halal HALAL" Awareness Society Movement. Creating a halal-aware community movement is a form of grand action LP POM MUI Medan City in carrying out public actions to increase public awareness in consuming halal products.

In order to create "HALAL Fondness" through halal certification LPPOM MUI Medan City conducted various programs that can be used as a strategic space for preaching, namely certification strategies through various training programs, and socialization strategies

1. Certification Strategy

A. Conducting Halal Assurance System Training (SJH)

The purpose of this SJH training is that the leadership and internal halal auditors at the company understand the SJH, and can make a SJH manual in their own company. This training is important in relation to the duties of internal halal auditors, including making SJH manuals, setting up SJH systems and procedures, conducting internal audits, allocating human resources and so on.

The SJH training is intended for companies that already have halal certificates for their products. SJH training is an annual program of the Medan City LPPOM MUI. The first SJH training was held by LPPOM MUI Medan City on 3 October 2012. In this training there was also a simulation and practice and the making of the SJH Manual. The event ended with giving a symbolic certificate to the participants.

To strengthen the position of LPPOM, the MUI carries out the function of halal certification then in 1996, a Memorandum of Understanding was signed between the Ministry of Religion, Ministry of Health and MUI. The memorandum of agreement was then followed by the issuance of the Decree of the Minister of Religion (KMA) 518 of 2001 and KMA 519 of 2001, which strengthened the MUI as a halal certification body and conducted audits / audits, stipulations of fatwas, and issued certificates.

The requirements and procedures for issuing halal certificates by LPPOM MUI basically refer to the regulations set by the Central LPPOM MUI. Regulations regarding the requirements for issuing these halal certificates which then become LPPOM MUI's references at the provincial or district / city level. The uniformity of the requirements rules is intended to prevent overlapping in various regions in the implementation of the halal certification process.

Communication Model LPPOM MUI Medan City in Socialization. Halal Certification. Every person needs communication with others to achieve a certain goal. Therefore, communication is one of the important aspects in human life. The meaning of communication is the process of exchanging information between the communicator and the communicant through the

media / channel which aims to influence the communicant's attitude / behavior to suit the communicator's wishes (interview with Dr. Muhammad Basri, MA, as Secretary of LPPOM MUI Medan, on 21 December 2019 , at the Medan MUI LPPOM office

2. Communication Socialization Through Seminars and Training

Socialization in the form of seminars or training is carried out by LPPOM MUI Medan City in order to provide information and education to the public and also business people or producers about the halal of a food product, medicine or cosmetics. This activity is carried out in order to raise awareness of halal products to the public, because indeed, not all people know and are aware of halal products to be consumed in daily life.

According to Simamora, seminars, training, training or talk shows are a series of activities designed to increase expertise, knowledge, experience, or change one's attitude. Seminar or training programs are very useful for improving performance, updating expertise in line with technological advances, increasing competence in work, helping to solve operational problems, preparing employees for promotion, directing employees toward organizational vision and meeting personal needs (Apriyantono, Anton and Nurbowo: 2013, 83)

The holding of seminars or training activities, generally addressed to producers, both SMEs or large companies and the general public. This activity is usually carried out independently or in collaboration with government or private agencies. Moreover in the form of training, LPPOM provides regular and periodic training to supervisors or internal auditors from each company that has been formed based on LPPOM MUI rules. This was stated by Dr. Muhammad Basri, M.A, as the secretary of LPPOM MUI KotaMedan. For socialization other than through the media, we often do socialization in the form of seminars or training. Sometimes we invite these companies to come here. We also cooperate with UKM (Small Medium Enterprises.

3. Communication Socialization through Lectures or Khutbah Jum'at

The implementation of communication in the form of lectures or sermons is another form of communication of the socialization of LPPOM MUI Medan in the context of socializing halal certification. The main target of the socialization in the form of lectures or sermons is the Muslim community, which incidentally as a consumer, but does not rule out lectures and sermons aimed at producers or business people

4. Socialization through mass media (print and electronic)

The presence of mass media in the community has an important role in the socialization process. As a means of outreach, mass media has a significant impact. Because messages conveyed through mass media can be accessed by all parties. Mass media is a form of communication and

creation that reaches the wider community so that the same information message can be received simultaneously and momentarily.

While the effect of mass communication on the communicant can be shaped in accordance with the wishes of the communicator, depending on how the mediamassa convey it. Although the communicant will receive messages with a variety of reactions, but the mass media is able to form opinions that ultimately represent the opinions of most communicants.

5. Halal Socialization through Social Media and Online Media

In recent years, there have been massive changes in patterns of communication interactions occurring as a result of the discovery and growth of the internet and so massive. The discovery of the internet and its rapid development has been able to change the order of communication between people, who had relied more on face-to-face interaction, now shifting towards the use of media, specifically the internet.

The Internet and allows almost anyone in any part of the world to communicate with each other quickly and easily. The most popular internet feature is e-mail, which is a feature used by internet users to exchange messages with others who have e-mail addresses, and the worldwide web (www) which is a very wide computer system that can be visited by anyone with a browser program and by connecting a computer to the internet. The world wide web began to grow rapidly after browsers such as Mosaic, Netscape, and Explorer emerged which made www accessible to anyone. Later browser-broser has more and more variances, making it easier for the audience to communicate in the world.

Obstacles in Communication Strategy as an Effort to Achieve Socialization of Halal Certification of Food Products to the Community in Medan City. Weak regulation in controlling and controlling the influx of food / drinks from outside. Basically, the Republic of Indonesia has many laws and regulations regarding food. These laws and regulations can protect the public from avoiding prohibited and dangerous food. Among these Act Number 33 of 2014 concerning Halal Product Guarantee which consists of nine chapters and 67 articles. This law was created to guarantee products that are circulating in the community to be halal guaranteed. Only this law has not been effectively implemented because the government has not yet issued technical guidelines for its implementation. Another regulation is RI Law No. 18 of 2012 concerning Food. This law consists of 17 chapters and 154 articles. Among the sections governing halal is article 97 paragraph (3) letter e that the inclusion of a label inside and / or on the package that contains at least the information regarding halal is required.

And another obstacle is the legal awareness of the Muslim community which is still quite low in addressing the production and consumption of food / drink in the country. The people of North Sumatra are a very large

group of people. It must be very difficult to assess their overall legal awareness in producing and consuming food / drink. Moreover, this community group consists of various elements and produces and consumes food / drink every day. that, it was assessed that their legal awareness was based on key informant categories that had been established in the research method. These informants are people who can provide information about what researchers are looking for, namely their legal awareness (community) in producing and consuming food both halal food and beverages.

IV. CONCLUSION

- A. From the description that has been elaborated, the researcher tries to draw the following conclusions: That the strategy undertaken by Medan City MUI in the effort to socialize halal product certification is to cover the certification strategy through various activities namely Conducting Halal Assurance System Training (SJH), socialization strategy through training activities and seminars, this training aims to improve the quality of service to consumers who register their products for halal certification as well as strategies carried out in print and online mass media. The strategy through socialization & promotion aims to provide education to the public in order to understand and understand the importance of consuming halal products. Promotion and promotion strategies are grouped according to the target targets, namely: strategies to producers and strategies to consumers.
- B. In the implementation of the strategy for the Socialization of Halal Product Certification, the Indonesian Ulema Council (LPPOM MUI) Medan City Food and Drug Assessment Institute (LPPOM MUI) is always influenced by supporting and inhibiting factors. The supporting factors include the availability of adequate facilities and infrastructure, the establishment of cooperation with internal and external institutions, the participation of the Ummah in the program, and members who are competent and experienced according to their fields. While the inhibiting factors include the fact that there are several members who have multiple positions in one institution, lack of funds, and lack of discipline among members of the work for which they are responsible.

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