

# JIEI

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**Submission date:** 18-Jun-2023 04:39PM (UTC+0700)

**Submission ID:** 2118146802

**File name:** Jurnal\_JIEI.pdf (226.48K)

**Word count:** 4332

**Character count:** 25129

## Enhancing Contribution of Islamic Higher Education to The Halal Industry in Indonesia: A SWOT Analysis

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### Abstract

The halal industry is one of the ecosystems in the current development of the global Islamic economy. However, unfortunately, the micro and small enterprises in Indonesia is facing obstacles to enter this industry cause of halal certification. In line with the "Tridarma Perguruan Tinggi" of higher education in Indonesia, Islamic higher education can contribute toward the micro small and medium enterprises to enter the halal market by halal certification process. The paper describes how Islamic higher education in Surakarta identifying strengths, weakness, opportunity and overcoming threats to support the growth of the halal industry. The implication of the study give recommendation by considering strength and opportunity of the institution to take a step by establishing a halal study center first to assist the micro small enterprises around the campus to get halal certification before expanding into a halal inspection agency.

**Keywords:** halal, higher education, SWOT Analysis

**Citation suggestions:** Waluyo., Piliyanti, I., & Wijaya, T. (2023). Enhancing Contribution of Islamic Higher Education to The Halal Industry in Indonesia: A SWOT Analysis. *Jurnal Ilmiah Ekonomi Islam*, 9(01), 1397-1403. doi: <http://dx.doi.org/10.29040/jiei.v9i1.8435>

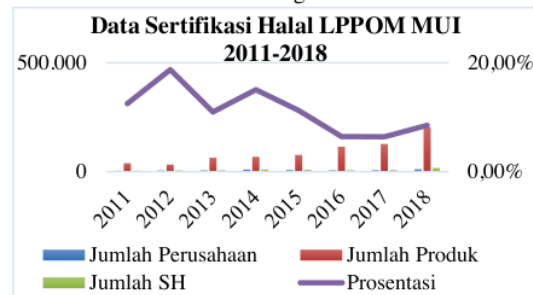
**DOI:** <http://dx.doi.org/10.29040/jiei.v9i1.8435>

### 1. INTRODUCTION

Halal and *tayyib* become keywords for Muslim food selection. So, halalness of products affects consumers' interest in purchasing it. Halal certification has a significant effect on consumer buying interest Nurcahyo & Hudrasyah (2017), Nugraha et al(2017), Bulan (2016), Iranita (2017), Zani et al (2013), Aziz & Vui, (2013). Halal industries in the the global market consist of halal food, halal travel, halal media, halal tourism, halal pharmacy and cosmetics, and halal fashion, has emerged as another sector of the Islamic economic ecosystem in addition to Islamic financial institutions. State of global Islamic economy notes that with \$154.9 billion in halal food purchases as Indonesia is the top consumer country. Unfortunately, based on the Global Islamic Economic Indicator Score (GIEIS), Indonesia still ranked 10th out of the top 15 countries (State Global Report, 2019).

The development of the halal industry in Indonesia is supported by Law Number 33 of 2014 concerning halal product assurance. According to the law, halal certification in Indonesia must be

mandatory starting in 2019. However, the business and the growth of the halal industry in Indonesia have not been significantly impacted by the law (Maharani, 2018). The Indonesian Ulema Council (LPPOM MUI) has certified 14,600 businesses as halal, unfortunately there are still 35,000 businesses that have not been certified (Yulianto, 2018). Based on statistical data from 2011 to 2018, only 9.62% of businesses were halal-certified as shown in Figure 1.



**Figure 1. LPPOM MUI Halal Certification from 2011 to 2018**

Source: (Statistics of LPPOM MUI Halal Certification, 2019)

Among the factors contributing to the decline in the number of halal certifications from 2011 to 2018, culinary and hotel acknowledge that it is challenging to obtain halal certification due to the complexity of requirements for meeting all the minimum standards. LPPOM MUI demands halal assurance for all raw materials, facilities, processes, and tools (prokal.com, 2016). If there are still many medium and large companies that do not have halal certification, what about micro, small and medium enterprises (MSMEs) in Indonesia? Since the MSMEs has a significant portion of companies in Indonesia and the contribution of the MSMEs sector to the economy in Indonesia is quite significant, halal certification among MSMEs in very important agenda.

The number of micro, small, and medium-sized enterprises than large businesses (micro-enterprises make up 98.79%, small enterprises make up 1.11%, and medium enterprises make up 0.09%, compared to only 0.01% for the large enterprises). In the meantime, less than 10% of MSMEs have enrolled in product certification. Given the low number of MSMEs that have received halal certification, universities have a chance to campaign the importance of halal certification for their products. The higher education which has “*tridarma perguruan tinggi*” could create helping MSMEs. Given the rising trend of halal market demand in various countries, universities as higher education institutions in Indonesia have a role to play in enhancing understanding of halal certification (muslim.co.id, 2016).

Akim et al., (2018) mention universities in Indonesia that already have halal institutes such as 1) Universitas Padjajaran Bandung, 2) Institut Pertanian Bogor, 3) Universitas Islam Negeri Jakarta, 4) UIN Walisongo Semarang, 5) Institut Teknologi Bandung, 6) Universitas Gadjah Mada, 7) Universitas Brawijaya, 8) UNISBA Bandung, 9) Universitas Indonesia, and 10) Institut Teknologi Sepuluh November Surabaya.

There are halal centers in universities and other institutions overseas consist of Chulalongkorn university, Thailand, under the faculty of applied science established the halal science center, Putera Malaysia university with halal product research institute, international Islamic university of Malaysia (Akim et al., 2018), halal development corporation Malaysia, university of Pahang Malaysia, Colombia halal Institute, and halal industry research centre of Pakistan (Ahmad et al., 2011). Akim's finding

demonstrates that halal among higher education under the ministry of research, technology, and higher education continue to dominate the development of halal institutes in Indonesia, comparing to Islamic university under the ministry of religious affairs. As one of Indonesia's Islamic universities, UIN Raden Mas Said Surakarta is able to assume the responsibility of creating a halal center with a specific focus in line with the institution's vision and mission following the law on higher education number 12 of 2012, the law on halal product assurance, which was ratified on September 25, 2014, and the mandatory halal certification in 2019. To map the institution's position and boost the halal industry in Indonesia, particularly for MSMEs, it is crucial to research on the role of Islamic universities in responding to the low level of halal certification.

Using SWOT analysis, the paper explore how the institution mapping the the field of halal industries in Indonesia. SWOT analysis has been widely used by researchers in various countries with various institutional characteristics, business companies, governments, and so on. SWOT analysis is a considerably comprehensive tool that examines the weaknesses and strengths as well as threats and opportunities. The use of SWOT analysis was carried out by some researchers in many sectors such as offshore companies in India (Prasad, 2004), entrepreneurship mapping in Argentina (Helms et al., 2011), entrepreneurship in Japan (Helms, 2003), industrial excellence in Spain (Ahijado, 1993), regional economic development in Australia (Robert & Stimson, 1998), transportation systems in India (Vijayaraghavan, 1995), information industry companies in Taiwan (Lin & Hsu, 2006), strategic planning in Bahrain (Khan & Ali-Buarki, 1992), oil and gas companies in Greek (Nikolaou & Angelinos, 2010), and Yachting tourism in Turkey (Sariisik et al., 2011).

SWOT analysis is also used for business development planning, market research, and environmental analysis. The studies examine developments in retail technology (Bielski, 2006), environmental management systems (Lozano & Vallés, 2007), the healthcare industry (Christiansen, 2002), aviation quality and performance (Ahmed, 2006), pharmaceutical business (Lalitha, 2002), performance supply chain (Soni and Kodali, 2010), health tourism (Aniza et al., 2009), construction

management (Yuan, 2012) and halal logistics in Malaysia (Ab Talib & Hamid, 2014).

Reflecting upon various cases that have been carried out by previous researchers in various countries, the study using SWOT analysis was selected to analyze of UIN Raden Mas Said Surakarta as one of the Islamic higher education under ministry of religious affairs in Indonesia.

## 2. MATERIALS AND METHODS

We conducted research by collecting data from observations and interviews at halal institutes at some universities in Indonesia while secondary data comes from website of halal institutes as well as previous studies related to the development of halal institutes at universities in various countries. Descriptive qualitative analysis was used in data analysis. SWOT analysis is a technique used by organizations to measure their internal strengths and weaknesses while also identifying opportunities and threats faced by external institutions (Lynch, 2012). The use of SWOT analysis as a tool for constructing institutional strategies can be traced back to Learned et al. (1969), and it is still regarded as one of the techniques used to develop institutional strategies (Glaister and Falshaw, 1999; Panagiotou, 2003). SWOT analysis was used the last step to look into the institution in terms of strengths, weaknesses, opportunities, and threats to realize the institution's vision and to develop the institution into a distinctive Islamic higher education in the Surakarta region. The outcomes of the SWOT analysis serve as a roadmap for the institution as it conducts its subsequent analysis, ensuring that the institution's success is driven by its strengths and opportunities. Three stages of the SWOT analysis's stages, namely:

### a. Data collection stage

In this section, we describe halal institutes at universities in Indonesia. The search for the halal institutes in higher education institutions starts with Akim et al. (2018)'s finding. Akim et al (2018) found there are 14 universities with halal institutes. From this list, a search was carried out on the internet using the keyword "halal center (campus name)", for example, "the Gajah Mada University halal center". Then a search is carried out on the links provided by the search engines at each of the universities found. Then, we identify the profile of the halal institute in each university, relating to the name of the institution, year of

establishment, the focus of the institution, vision and mission, and the relationship between halal institutes and campuses on the website of each university. The search continued with the keyword "halal center" which obtained several halal center in higher education websites. Using the keyword "halal institutes in Indonesian universities," searches are also done on news pages about halal institutes at universities in Indonesia in addition to the campus Halal institute website page. The data search was completed by reading the reports the search engine displays about Halal institutes on the relevant campus. With a data search period of May to June 2019, a search for halal institutes at universities reveals that there are 34 universities with halal institutes. The information was gathered in the form of each university's name, the date the institution was founded, the purpose of the institution, its vision and mission, and its relationship to higher education. Determining when the halal institute was established was done by looking at the halal institute's website profile and recent news articles. While the focus of the institution refers to something that will be addressed. The institution's focus is established by examining the goals of the halal institute on its website or by reading the news. The vision and mission of an institution refers to goals to be achieved in the future. The vision and mission are obtained from the website of each halal institute. The relationship with universities refer to which institution, whether under research institute, directly from campus, or other institutions.

### b. Analysis stage

Prior to establishing a campus-based halal institute, UIN Surakarta must first assess its internal strengths and weaknesses as well as external opportunities and threats. The institution holds a significant position in the diverse Surakarta community as a state Islamic university, but it is still not fully aware of the significance of halal certificates. Additionally, the debate over the distribution and sale of dog meat in Solo is currently in the news for several reasons, one of which is the lack of public awareness and regulation of this issue.

### c. Decision-making stage

### 3. RESULT AND DISCUSSION

#### 3.1. Halal center among higher education in Indonesia

Positioning UIN Surakarta as Islamic higher education among higher education in Indonesia is still low. The data shows that from 5358 universities in Indonesia (Forlap.ristek.go.id), only 34 universities has halal institutes with different institutional focuses. The website cites a number of sources to determine that Indonesia has 34 higher education with halal institutes, classified as types, establishment, geography, vision and mission.

- a. Based on the type of university (under ministry of higher education or DIKTI and under ministry of religious affair or DIKTIS), 29 out of the 34 campuses that already have a halal center are under the DIKTI, while the number of campuses under the DIKTIS is still quite small, at just five institutions, including UIN Jakarta, UIN Bandung, UIN Semarang, UIN Malang dan UIN Raden Intan Lampung.
- b. Based on the year of establishment, the majority 4 campus-based halal institutes were established after the issuance of the Halal Guarantee Act in 2014. It was only three campuses had halal centers before the issuance of the Halal Guarantee Act, namely Universitas Islam Makasar in 2011, Universitas Wahid Hasyim in 2013 and Universitas YARSI in 2014.
- c. According to the university's geographic location, the majority of Halal institutes are in Java, consisting of one campus in Banten, three campuses in Jakarta, seven campuses in Bandung, three campuses in Semarang, three campuses in Yogyakarta, two campuses in Surakarta, two campuses in Surabaya, one campus in Jember, six campuses in Malang, and one campus in Madura. Meanwhile, in Sumatra and Kalimantan, only one campus was found. Two campuses in Sulawesi were discovered to have halal institutes.
- d. Campus halal institutes generally lack a detailed vision and mission based on development trends and vision and mission statements. The institution was created in response to the law on halal product guarantees, and it serves as a center for halal studies on campus. Several campuses have resulted in the establishment of government institutions, in this case, the Halal Product Assurance Organizing Agency (BPJPH).

#### 3.2. Development strategy of halal center for UIN Surakarta

Observing and understanding other universities' experiences about halal institute, UIN Surakarta is geared up to create halal institutes in the way described below:

- a. Halal study center or pusat kajian halal

1 UIN Surakarta's initial step in responding to the enactment of Law Number 33 of 2014 3 concerning halal product assurance that obliges business actors to have 5 halal certification on products in 2019 was the establishment of the halal study center, considering strengths in terms 5 human resources, facilities, and infrastructure. The establishment of the halal study center can structurally be under the institute for research and community service or LP2M to accommodate research related to the halal industry and establishes a consortium of lecturers and research related to halal matters.

- b. Halal inspection agency or lembaga pemeriksa halal

A minimum of three halal auditors with a scientific background and multiple areas of expertise, such as biology, food engineering, and chemistry/pharmaceuticals, are needed to establish a halal inspection agency. Halal auditors must have a certification approved by LPPOM MUI/BPJPH as a certification authority in Indonesia. UIN Surakarta can get ready to become a halal inspection agency considering its strengths, which include the fact that it already has lecturers from science in 2019. According to Lukmanul, a halal auditor must possess a bachelor's degree in either food science, chemistry, biochemistry, industrial engineering, biology, or pharmacy: "And that's also what they have to qualify for. In the past, the term was training. They must complete the training in order to be certified as a trainer. He must therefore pass the training in addition to having the prior mentioned educational background. In addition, a test and certified training are provided" (KlikLegal.com, 2017).

#### 3.3. SWOT Analysis

Analyzing from the data, UIN Surakarta faces some identification using the SWOT analysis to establish halal institution as follows:

**Table 1 Positioning of UIN Surakarta**

<p><b>4 Strengths</b></p> <ul style="list-style-type: none"> <li>▪ The enactment of law number 33 of 2014 concerning halal product assurances (UU JPH).</li> <li>▪ The establishment of the ministry of religion's halal product assurance organizing agency</li> <li>▪ The importance of supplying halal products for the community's benefit is in line with UIN Surakarta's vision and mission.</li> <li>▪ UIN Surakarta is the only state Islamic university in Surakarta</li> <li>▪ UIN Surakarta has adequate human resources to establish a halal study center and halal inspection agency.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>▪ Human resources are still newly recruited (civil servant candidates, 2018 and 2019),</li> <li>▪ Strategic plan is still of general, so it does not specifically highlight the halal center.</li> <li>▪ Does not have a faculty of science.</li> <li>▪ Inadequate facilities and infrastructure, especially laboratories.</li> <li>▪ Regarding regional concerns, particularly halal in Surakarta, there is no inter-campus network.</li> <li>▪ There has not been a strong synergy with the government in Surakarta.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>▪ UIN Surakarta continues to be a popular choice for state-funded higher education among Surakarta residents, who make up 70% of the student body. The remaining 30% come from outside Surakarta.</li> <li>▪ Human resources department has started preparing to be registered by BPJPH for training to become a halal auditor.</li> <li>▪ To establish study programs that support the halal assurance process by 2020, such as those in environmental science, food technology, and agricultural technology, preparations have already started.</li> <li>▪ There is already a <i>Sustinere Journal</i> that discusses halal and science and technology.</li> <li>▪ The controversy over the trade and consumption of dog meat in Surakarta is a hot issue that can be used as a strong reference for the importance of establishing halal institutes in universities</li> <li>▪ The MSMEs around campus provide an opportunity for UIN students to spread awareness of the value of <i>halal and tayyib</i> products.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>▪ Departmental policies have not been synchronized. There is still a conflict of interest regarding LPH between the ministry of religion's BPJPH and the LPPOM MUI, as well as a conflict regarding the opening of study programs and general faculties at the ministry of religion with the ministry of research, technology, and higher education.</li> <li>▪ The readiness of opening study programs that support halal programs will be impacted by the inability to coordinate the number of students, budget from government, infrastructure, lecturers, the ideal size of tuition fees, etc.</li> <li>▪ The relationship with the halal guidance program for MSMEs: the halal program for MSMEs will function effectively if all of the aforementioned strengths are properly maintained, weaknesses are appropriately addressed, opportunities are quickly and carefully seized, and threats are converted into opportunities and opportunities.</li> </ul>

Based on the aforementioned SWOT analysis, UIN Surakarta can contribute to encouraging MSMEs to be aware of *halal and tayyib* by taking the actions such as establishing a halal study center and halal inspection agency and holding socialization to all stakeholders including third parties (suppliers) to raise awareness of halal policies. Posters, leaflets, public lectures, internal bulletins, community service with halal themes, research and halal studies, and publishing them in journals and other media are some examples of the socialization methods used. In addition, communication building is required,

especially in this era of globalization, in various mass media, especially electronic mass media, which are thought to have a relatively high-speed level, by affiliating with already-existing halal associations at both the regional and national levels. Next, harmonization and dynamics are important strategies to develop to address the challenges and opportunities for a better future as well as the acceleration of various changes that occur in the political environment, the dynamics of community demands, and both. To avoid harming certain parties, a comprehensive and in-depth analysis of government policies is required. There

must be harmony and dynamics because all institutions-public and private-are interconnected and dependent upon one another.

#### 4. CONCLUSION

Mapping from the websites and interviewed some of keyperson of halal center in some universities, the SWOT analysis of UIN Surakarta recommend that establishing a halal study center and halal inspection agency, (2) socialization to all stakeholders (stakeholders) including to third parties (suppliers), (3) building communication in various mass media, especially electronic mass media at both regional and national levels, (4) harmonization and dynamics to hasten changes in the political landscape, dynamics of community demands, and opportunities and challenges for a better future. It is necessary to conduct an in-depth and holistic study of government policies to avoid harming some parties. Governmental and private institutions are interconnected and dependent on one another, necessitating harmonization and dynamics. The implication of the finding suggest UIN Surakarta is ready to take responsibility by establishing halal institute.

#### 5. ACKNOWLEDGEMENT

This research was funded by LP2M UIN Surakarta year of 2019.

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