

# Opportunities and Challenges of Halal Supervisor Training in the Development of the Halal Ecosystem

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## ARTICLE INFO

### Keywords:

Halal; Supervisor halal;  
Training

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### Article history:

Received 2024-01-11

Revised 2024-03-12

Accepted 2024-08-09

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## ABSTRACT

After the Halal Product Guarantee Law in Indonesia was created, halal supervisors became one of the new jobs needed because they are important in developing the halal ecosystem. In 2023, more than four thousand halal certificates will be issued to those who have passed the training, but this is still very small compared to the number of business actors who have not been halal certified, which is even recorded as more than 15 million micro and small business actors. The important role of halal supervisors in the halal ecosystem is currently very much needed. The question is, what are the opportunities and challenges of the halal supervisor training in the development of the halal ecosystem? This research uses a qualitative phenomenological approach. As a result, opportunities for the halal supervisor training can be seen from the need for human resources in the halal ecosystem and career aboard. Meanwhile, the challenges faced are related to gain participant causes of public halal awareness, lack of information about halal supervisors, and the costs that must be spent on training halal supervisors.

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## INTRODUCTION

Islamic economics is still an element of national policy in Saudi Arabia, Malaysia, and Indonesia's economic policies. In fact, according to the research, Indonesia moved up from fourth place in 2022 to third place in the Global Islamic Economy Indicator (GIEI) (DinarStandart, 2023). It's encouraging that Indonesia has moved up to third place due of its ongoing efforts to fortify the Halal Product Guarantee network. In addition, as evidenced by the SGIE Report 2023, the Halal Product Guarantee Organizing Agency/Badan Penyelenggara Jaminan Produk Halal (BPJPH) claimed that Indonesia's successful performance at GIEI 2023 could not be isolated from the country's numerous strategic initiatives, particularly in bolstering the halal ecosystem. There is good cause to strengthen the halal ecosystem; Indonesia is the largest Muslim country, with 86.7% of its population Muslim, and its more than 240 million citizens should adopt the halal concept as their daily way of life (The Royal Islamic Strategic Studies Center, 2024).

The continuing evolution of the halal ecosystem is not dependent on the increasing population's awareness. This includes using halal products, halal foods, halal currencies, and eventually adopting halal lifestyles. (Fauzi et al., 2023) Indonesia's highest scoring sector in GIEI is the halal food sector. This is in contrast to the government's efforts to promote the development of a halal ecosystem. (Syarnubi et al., 2021) The nation-state is characterized by several laws and regulations that restrict free speech in an effort to protect the populace from non-halal products. Law Number 33 of 2014 concerning Halal Product Guarantees, Article 4, stipulates that "products entering, circulating and traded in Indonesian territory must be halal certified." This stringent regulation governs the requirement for

halal certification. Business actors are required by the Halal Product Guarantee Law to process halal certification for products that the general public will consume. (Syarnubi et al., 2024)

A significant indication of the existence of a halal product guarantee is the rise of halal certificates issued by BPJPH, which as of May 15, 2024, amounted to 4,418,343 goods. Only 44.18% of the BPJPH target of 10,000,000 goods have been attained, nevertheless, because this is insufficient (Kementrian Koordinator Bidang Ekonomi dan Keuangan Syariah, 2024). This rise in accomplishment is the outcome of numerous actors working together to ensure halal products. Numerous halal-related organizations, as well as new occupations and employment, have emerged since 2019. There are numerous establishments including Halal Study Centers, Halal Laboratory, Halal Inspection Institutions, Halal Product Process Assistance Institutions, and Halal Product Guarantee Training Institutions. (Syarnubi & Fahiroh, 2024) Human resources must also be available in order to carry out Law Number 33 of 2014's directives. What's intended are the positions of halal product process assistant, halal auditor, halal supervisor, and halal slaughterer (Ahmad Sulaiman Faqih, 2021).

The idea of ensuring halal products is not new; in order to shield people from haram food, the Indonesian government has been labeling foods and beverages that contain haram components, such pig, since 1976. The Indonesian Ulema Council (MUI), which had been in charge of halal certification since 1989, was replaced in 2017 by the Indonesian Ministry of Religion through BPJPH (Halal Product Guarantee Administering Agency), with regulations still being developed at that time (Republik Indonesia, 2014).

Issues with halal certification go beyond whether something is halal or haram; there are intricate requirements for developing indicators in halal certification. (Syarnubi, 2024) according to the directives found in the Al-Qur'an and the explanations provided in the hadith by the Prophet Muhammad Sallallahu alaihi Wassalam. Food must come from reputable, halal sources. The Word of Allah Subhanallahu wa Taala clarifies the Qur'anic viewpoint on the selection of "halal" and "thoyyib" food. It is taught in Islam itself that a Muslim must eat only halal cuisine (Rojabiah et al., 2023). This is explained in QS. Al-Baqarah verse 168 is:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: O people, eat what is good and lawful from this earth and do not follow the ways of Satan, for he is your true enemy. AlBaqarah (QS. 168). Roswiem (2018) said that the poem above indicates that the word "halal" originates from the word "halla," which meaning "free" or "not bound" (Rojabiah et al., 2023). This implies that everything that is allowed and unrestricted by laws is considered halal. Generally speaking, one may consume any halal food or beverage unless there is proof from religion to the contrary.

Indonesia's halal industry is growing because the government is implementing strategic programs alongside it. In order to welcome Madatori to halal certification, BPJPH even planned seven strategies. The law enacting the Halal Product Guarantee is now being gradually put into effect. Initially, this requirement will only apply to products and services that are directly tied to food and beverage items. The period of certification is set for October 17, 2019, until October 17, 2024. Not just food and beverage goods need to be certified at the second stage. The second phase, which lasts for seven, ten, or even fifteen years, begins on various days in October 2021 (Abduh, 2021). BPJPH then arranges a free halal certificate program, or SEHATI, to carry out the processes (The Halal Product Assurance Organizing Body, 2023b). The Free Halal Certificate Program is now a significant initiative that will significantly affect all of Indonesia. This program facilitates the community's access to free halal certification facilities, particularly for micro and small companies. (Syarnubi et al., 2022) Human resources play a crucial role in the success of this program, given their individual roles in halal certification. For example, a halal auditor, a halal supervisor, or a halal product process assistant. (Syarnubi & Ahmad Syarifuddin Sukirman Sukirman, 2023)

In connection with halal obligations, certification requirements must also be met. One of the milestone roles in halal certification is the Halal Supervisor (Republik Indonesia, 2014). In current regulations, business actors are required to have a halal supervisor to be able to process halal certification. Halal supervisors have key duties in implementing the halal product guarantee

system.(Syarnubi, 2019) Due to the importance of the role of halal supervisors, this article will cover various opportunities and challenges for halal supervisors, especially in the mandatory steps to accelerate halal certification. In fact, due to the obligation of halal supervisor human resources in halal certification, the number of halal supervisors in Indonesia has increased. In 2023, BPJPH has issued 16 halal product guarantee training institutions and issued 4,462 certificates for halal supervisors who have passed the training. When compared with the 1,118,490 halal certificates issued that year, the availability of supervisors is only 0.3%. Human resources and halal supervisors will undoubtedly be required throughout the required halal certification process, thus this conversation will cover the advantages and disadvantages of setting up halal supervisor training in the context of the halal ecosystem's growth.(Syarnubi Syarnubi, 2023)

## METHODS

The qualitative descriptive research used in research with the aim of "Opportunities and Challenges of Halal Supervisor Training in the Development of the Halal Ecosystem" which is the basis for collecting the necessary data. According to Creswell, qualitative research is a method that uses social and humanitarian problems in exploring and understanding the urgency of some individuals or groups. (Nasir et al., 2023). In this study, the Inculcation Approach is an approach that emphasizes the cultivation of social values in students. According to this approach, the goal of value education is the acceptance of certain social values by students and the change of student values that are not in accordance with the desired social values. According to this approach, the methods used in the learning process include modeling, positive and negative reinforcement, simulation, role-playing, and others.

The results of observation, interview and documentation data are some of the methods that will be used by the author in obtaining data according to the topic being studied. Grouping data which can then be analyzed in patterns and categories so as to find hypotheses in accordance with the given data suggestions is called data analysis which is carried out based on descriptive analysis which is interconnected including reducing data, presenting and drawing conclusions.

## FINDINGS AND DISCUSSION

### 1. Halal Supervisor

The two primary terms that make up Halal Supervisor are supervisor and halal. The term "supervisor" encompasses both tasks associated with oversight and additional supervisory terminology. Suhaimi (2017) claims that the words super, which means above, and vision, which means to see, are the etymological roots of the word supervision. Thus, the definition of supervision is "looking down." The term given by the etymology is figurative, describing a situation in which the observer is situated above the subject of the observation. The "supervisor" is the entity or individual whose responsibility it is to "look from above," and their acts are referred to as supervision (Fiandi, 2023). To put it simply, a supervisor is someone in a higher position who is in charge of overseeing and controlling the processes involved in a task within the firm or organization. In the meantime, what is approved or allowed by Allah Subhanahu wa Ta'ala is described as Halal in terms of Ta'rif Halal wal Haram fil Islam. The Al-Maani Arabic Dictionary defines halal as "what is permitted" or "permitted by Allah" in language (Tsani et al., 2021). If Muslims follow halal law in order to obey Allah, they will be rewarded. Thus, a person in a higher position who is responsible for managing and overseeing the halal operations of the organization they work for might be referred to as a halal supervisor.(Syarnubi Syarnubi, 2019)

According to Republic of Indonesia Government Regulation Number 39 of 2021 concerning the Implementation of the Halal Product Guarantee Sector, an individual in charge of the Halal Product Process is known as a Halal Supervisor. Business actors choose Halal Supervisors, who are then entrusted with overseeing, deciding on corrective and preventive measures, organizing the production of halal products, and going along with halal auditors on halal inspections (Republik Indonesia, 2014). The halal supervisor's responsibility with this task is to apply the laws and regulations pertaining to the guarantee of halal products, put in place a system for ensuring halal products, create a plan for ensuring halal products, control risk in the halal product

process, suggest material replacements, and suggest stopping production if it doesn't meet requirements.(Syarnubi, 2020) Process halal products, create reports, examine, get ready materials and inspection samples for halal auditor visits, and provide documentation of production procedures and traceability.

A halal supervisor just needs to meet two criteria: they must be Muslim and possess a thorough awareness of the law pertaining to halalness. It follows that since the definition of halal is derived from the words of Allah Subhanallahu wa Taala, halal supervisors employed by their enterprises, even though the business actors themselves are not Muslims, must be Muslims. To become competent halal supervisors, supervisors must also complete halal supervisor training. A Halal Supervisor certificate is required for all Halal Supervisors who fulfill the requirements. They must complete Halal Supervisor competency training and/or certification in order to receive this credential. A training certificate suffices as a prerequisite for small and micro firms (Ministry of Manpower of the Republic of Indonesia, 2022). Supervisors of halal food possess three types of competence: knowledge, skills, and attitudes. Halal Supervisors are therefore required to complete a number of competency tests and professional certification procedures. The Indonesian National Work Competency Standards, created by BPJPH, are meant to help Halal Supervisors meet the necessary qualifications. In order to guarantee the availability of standards to assess and enhance the competency of Halal Supervisors, competency standards was established.(Syarnubi Syarnubi, 2016)

Supervisors of halal cuisine operate in two ways. Business actors might first sign up for a training course on halal supervisors. Second, business actors can hire trained halal supervisors to work for them in their organizations. There are currently halal supervisors that identify as professionals and make their primary responsibility for halal supervision .

## 2. *Halal Supervisor Training*

The institution known as the Halal Product Guarantee Training Institute known as Lembaga Pelatihan Jaminan Produk Halal (LPJPH) is dedicated to providing human resources for the halal product guarantee procedure through training. At LPJPH, there are two different training programs: halal supervisor training and halal auditor training. These two programs promote the growth of the halal ecosystem and are innovators in halal certification. Agencies, institutions, and mass organizations can form LPJPH, which can then be legalized by submitting an LPJPH application to BPJPH. The training is provided for Halal Auditor and Halal Supervisor in order to impart knowledge, enhance abilities, and mold attitudes and behaviors.(Syarnubi et al., 2023)

BPJPH encourages training institutions to produce more halal supervisors. This is conveyed because of the need for business actors to maintain the halal quality of products from ingredients to processes(The Halal Product Assurance Organizing Body, 2021). Training for halal supervisors is divided into several categories, according to what is regulated in the halal supervisor training curriculum in the Decree of the Head of the Halal Product Guarantee Organizing Agency Number 24 of 2023, namely Halal Supervisor Training for Micro Small Businesses on the Self Declare Path, Halal Supervisor Training for Micro Small Businesses, and Regular Halal Supervisor Training. All three have their respective competencies according to their categories (The Ministry of Religious Affairs Republic of Indonesia, 2022).

One kind of competency-based training is halal supervisor training. since the training's objective is for participants to possess specified competencies. The competency-based training curriculum, according to Widodo & Jasmadi (2008), is centered on the development of practical skills and the capacity to operate in accordance with the intended competences (Rusman, 2021). To ensure that training participants meet learning goals and objectives, the learning process needs to be built around a fundamental framework of levels of knowledge, skills, values, and attitudes. The goal of education and training is to guarantee that training participants possess the competencies that are expected of them. LAN 2015 stated the foundation of competency-based education and training curricula is behavioristic learning theory, which emphasizes individual and personal learning, participant control, a systems approach, and an orientation toward

learning processes and outcomes. Learning is typically conducted through the use of a module system or other systems that typically meet the needs of the students. Competency-based training is a vocational training technique that replaces the emphasis on procedural input into training with an emphasis on what a person does in the workplace after training (result). This is less about individuals in a group and more about training suited to the industry (Rusman, 2021).

Upon successful completion of the program, participants will be eligible to proceed with competency testing, leading to employment opportunities in medium- and large-sized businesses. One of the objectives of halal supervisor training is exactly this, and granted formal recognition by the National Professional Certification Agency upon certification by this Certification Body.

### 3. *Halal Supervisor Training Opportunities in Developing Halal Ecosystem*

The important role of halal supervisors in building a halal ecosystem opens up great opportunities for things. First, the need for halal supervisory resources to be able to fill the void in the supervisory role of business actors. There are around 15.4 million micro/small scale business that have not been certified halal, not including medium and large scale businesses (Rongiyati, 2024). This means that many business actors need halal supervisors. Just like the halal product process assistant whose job is to validate and verify applications for halal certification, the self-declare route is considered a new job that is very beneficial for society. In total there are 77,402 halal product processing assistants in Indonesia, but this work is only limited to the self-declared halal certification route (The Halal Product Assurance Organizing Body, 2023a). Finally, there is a phenomenon where halal product process assistants are motivated to become halal supervisors because the scope of their work is broader. Several other reasons, because the halal product processing assistant is trusted by the public for halal certification matters. Halal supervisors are typically hired and contracted by business actors because it can be challenging for them to become business actors. In certain cases, this is because business actors are already employed and cannot become supervisors, or the company does not have any employees qualified to fill the supervisory role. halal. In these circumstances, hiring halal supervisors who have completed halal supervisor training is the greatest option for business actors. (Syarnubi Syarnubi, 2022)

Second, for the halal industry to thrive, there truly has to be an ecosystem. From the standpoint of a sharia economic and financial ecosystem, Indonesia has a significant opportunity to build the halal business thanks in large part to the country's strong capital. The global Muslim customer base offers enormous potential for the halal business, which has grown rapidly (Azam & Abdullah, 2020). The halal ecosystem is one of the supply chains for the halal business, particularly for the growth of the halal sector in the areas (Azizah et al., 2022). The National Committee for Sharia Economics and Finance created the Indonesian Halal Industry Masterplan 2023–2029, which lists building industrial actors' strength and expanding human resources as two ways to boost productivity and competitiveness and meet targets. This indicates that there is a clear chance for halal supervisors to grow the halal sector and establish a halal ecosystem. Halal supervisors are needed in a variety of industries, including the food, fashion, tourism, medical, and cosmetics sectors (Komite Nasional Ekonomi dan Keuangan Syariah, 2023).

Third, there are opportunities for halal supervisors to pursue careers outside of Indonesia. One of them, called Halal Executive, is located in Malaysia. Monitoring sharia and halal is one of the responsibilities assigned to the halal executive, and it must be continued. The Halal Executive is also in charge of supporting managers with all things connected to Halal, with a particular emphasis on halal certification and managerial positions. The duties of the Halal Executive include making sure that procedures and products meet all halal regulations, educating production workers internally about safety, hygiene, and halal matters, and organizing and conducting halal internal audits within the organization (Nik Mohd Rosli et al., 2022). This means that halal supervisor training is not only for Indonesia, but can be developed throughout the

world. For training institutions, this is an opportunity to collaborate with overseas halal institutions or with business actors abroad.

#### 4. Halal Supervisor Training challenges

The halal supervisor profession encounters possibilities and problems in the development of the halal ecosystem. Organizing training and producing the greatest and most graduates is the primary objective of training establishments. Nevertheless, recruiting people for training is difficult. First, there is still a need to raise public knowledge of halal. Many people still maintain that eating anything else is halal as long as you avoid eating pork or other haram items. Religion and comprehension of the halal idea are linked to knowledge and awareness of halal. Knowledge about halal products has less of an impact on the consumption behavior of halal items than does religiosity (Madjid, 2022). Outreach is required to raise halal awareness among Indonesians. Hold seminars on the halal sector, visit educational institutions, undertake religious research on halal principles, and organize halal-related events and fairs. This could be used to draw in training attendees.

Second, not everyone in the nation or state is aware of and takes use of the economic opportunities in the halal industry that have been previously discussed. As a result, a number of stakeholders are required to raise public knowledge and comprehension of the potential for Indonesia's halal industry, which has the potential to rank among the top globally. Thus, the belief that halal supervisor training is unnecessary persists (Samsul et al., 2024). In addition to not knowing anything about halal, not many people also realize how important it is to have halal supervisors. This is because people don't understand the halal certification procedure and the promises associated with halal products. Diyah et al.'s research from 2022 shows that while business actors already have the intention and knowledge to become halal certified, many are unaware of the necessary steps due to a lack of information (Eva Diyah et al., 2022). Despite the fact that having halal supervisors is necessary to ensure that the products are halal, this leads to a lack of information about them.

Third, the procedure, which is expensive, presents the next difficulty. Both halal certification and halal supervisor training are expensive. Due to the costs associated with both, business actors are unsure whether to enroll in supervisor training programs or hire supervisors.

#### CONCLUSION

Supervisors of the halal industry play a crucial part in the ecosystem's development. The community needs the newly-emerging profession of halal supervisor as a resource choice in order to meet the requirements for halal certification. Because halal supervisors must be established, this is the point at which halal supervisor training is required. This training still presents its own potential and difficulties in accordance with needs. The significant growth of the halal business in Indonesia, the high demand for halal supervisor resources, and the potential for employment abroad all point to the need for halal supervisor training. Of course, there are drawbacks to this training as well, chief among them being the difficulty in recruiting training participants. This is because business actors still don't know enough about halal certification standards to know anything about halal supervisors or the halal industry. They also find it difficult to hire halal supervisors because of the fees associated with hiring or training them.

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