

Awareness of Food Home Industry Business Actors on Halal Certification in Karaban Village, Pati Regency

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ABSTRAK

Adanya diterapkan UU No 33 Tahun 2014 Pasal 24 yaitu kewajiban bagi pelaku usaha mengajukan permohonan sertifikasi halal. diterapkannya UU tersebut untuk melindungi konsumen Muslim dari mulai kenyamanan, keselamatan, dan kesucian. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi kesadaran pelaku usaha home industry dan tanggung jawab kepada konsumen terhadap jaminan kehalalan. Penelitian ini memanfaatkan metode kualitatif deskriptif. Data penelitian ini didapatkan dari cara observasi, wawancara, dan dokumentasi. Hasil penelitian ini menunjukkan bahwa (1) pelaku usaha home industry di Desa Karaban ada beberapa pelaku usaha yang tidak mengetahui dan paham sertifikasi halal itu apa dan penyebabnya yaitu dikarenakan faktor biaya, faktor kurangnya sosialisasi, beranggapan produknya sudah aman kehalalannya dan tidak mengetahui cara mendaftarkan sertifikasi halal. (2) mereka menjamin konsumen terhadap jaminan halal yaitu dengan bahannya yang setiap hari di konsumsi oleh masyarakat, dan konsumen juga tidak ada permasalahan mengenai adanya sertifikasi halal.

Kata Kunci: Pelaku Usaha, Sertifikasi Halal, Home Industry

ABSTRACT

The implementation of Law No. 33 of 2014 Article 24 is the obligation for business actors to apply for halal certification. The implementation of the law is to protect Muslim consumers from comfort, safety, and purity. This study aims to find out the factors that affect the awareness of home industry business actors and the responsibility to consumers for halal assurance. This research utilizes a descriptive qualitative method. The data of this study was obtained from the method of observation, interviews, and documentation. The results of this study show that (1) home industry business actors in Karaban Village, there are several business actors who do not know and understand what halal certification is and the cause is due to cost factors, factors of lack of socialization, assuming that the product is safe and halal and do not know how to register halal certification. (2) they guarantee consumers against halal guarantees, namely with the ingredients that are consumed every day by The community, and consumers also have no problems regarding halal certification.

Keywords: Business Actors, Halal Certification, Home Industry

Introduction

Indonesia has a majority of the population who embrace Islam. Data from the Ministry of Home Affairs' Dukcapil shows that of the total 273.87 million population in the last two years, around 86.93% or around 238.09 million people are Muslims who adhere to Islam. The existence of a variety of food and beverage products on the market makes it easier for people to access them. However, this diversity also raises concerns regarding the quality and halal of products offered to consumers. The legality of food or beverage products is very important for Muslim consumers. To ensure adequate legal protection for Muslim consumers, the government has issued Law Number 33 of 2014 concerning Halal Product Assurance (UUJPH), this aims to ensure legal certainty related to halal products.

For Muslims, consuming halal food is an absolute necessity because it has been commanded by Allah for Muslims and is also an obligation that must be carried out. With the advancement of the times, Muslims face various problems, one of which is the lack of certainty of halal in food, beverage, medicine, and cosmetic products. Therefore, there is a demand for the determination of halal products that have been certified in Indonesia. Halal Certification is the process of obtaining halal certification in carrying out several stages of inspection to prove that the product process, ingredients and halal assurance system have met the standards of the Food and Drug Supervisory Agency (BPOM). Halal certification is an obligation for business actors who market their products to an area to ensure the safety of the products to be sold or marketed. Halal Certification is a halal logo label for products that have been guaranteed to be halal and have received halal certification. In the Law, it is explained that "halal certification must exist on every product managed", especially on food products". This is very important because Muslim consumers can ensure that the product is safe and does not contain prohibited ingredients.

The basis for the implementation of halal certification is a manifestation in providing clear information to consumers is a right that must be

fulfilled regarding the purchased product. Especially so that consumers know more about the composition and in processing. Halal Certification in Indonesia Part of the obligation of every actor who has a business/business, because it is a form of symbol to fulfill the interests of Muslims. But in reality, there are now a lot of business actors who stick halal logos on their products but do not have halal certification. This is not allowed and it is important to enforce rules and supervision related to halal certification in Indonesia.

Halal labeling in Indonesia is now one of the most important efforts in the global food and beverage industry due to the growing consumer demand for products that meet halal standards. The certification process involves a thorough examination of the materials used, production processes, and storage, as well as testing by an accredited certification body. Halal certification gives Muslim consumers confidence that the product or service is in accordance with their religious teachings, thereby increasing trust and expanding the market for manufacturers and service providers. The significant impact on certification is in the context of the global economy, because it allows halal products to enter a wider international market. With halal certification, products are accessible to Muslim consumers around the world, which opens up great business opportunities for manufacturers to increase their sales and business expansion. In addition, halal certification also helps to promote social inclusion and diversity in society, by accommodating the needs and preferences of diverse consumers. This creates a more inclusive business environment and promotes sustainable economic growth in different countries.

Therefore, business actors have a responsibility to ensure that the products produced can be considered appropriate for sale or distribution. Business actors are also required to have halal certification or halal logo so that consumers know that the product is safe to consume for Muslims. This can give Muslim consumers confidence and ensure they get products that match their beliefs and beliefs. Like in Karaban Village, Pati Regency, there are 6 food home industry business actors. Of the business actors in Karaban Village, there are

some who do not have halal certification or halal logos and also not many understand the importance of halal certification, also due to the factor of living in the village, so according to them there is no need for a halal logo or halal certification, which is important for products made from ingredients that do not contain pigs or that are not allowed in Islamic law. (quoted from a source from Lis's mother's business actor)

The awareness of business actors in Karaban Village is very lacking and still weak in ensuring that the products they produce are halal and it is necessary to include a halal logo and have halal certification. The feasibility of a product is not only safe, but also needs to be supervised from the beginning of the process, how it is made, whether it is clean or not, ingredients that do not contain chemical substances. There are several efforts that can be made to address the circulation of food products that are not halal certified, including increasing public awareness of the importance of halal products, strengthening supervision and law enforcement against violations in the production and distribution of food products, encouraging producers to obtain halal certification, and increasing transparency and accessibility of information about halal products. The factor that determines the lack of interest of business actors in Karaban Village in implementing certification is because they live in the countryside, not in big cities, and consumers also do not pay much attention to halal or not, what is important is that the products they make from safe materials that are allowed by Muslims to eat. For a Muslim, consuming halal food and staying away from foods that are not allowed in Islamic law is mandatory. This act determines the faith of a Muslim and obedience to Allah SWT. These rules are stipulated so that the human mind, soul, and body are always maintained until the deeds of worship and are accepted by Allah SWT.

As in the Qur'an, Surah Al-Mu'minum verse 51

يَا أَيُّهَا الرُّسُلُ كُلُوا مِنَ الطَّيِّبَاتِ وَاعْمَلُوا صَالِحًا إِنِّي بِمَا تَعْمَلُونَ عَلِيمٌ

It means: "O apostles, eat from good food, and do righteous deeds. Indeed, I know what you are doing."

And in Surah Al Baqarah verse 168

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

It means: "O man! Eat from the lawful and good food found on earth, and do not follow the steps of Satan. Truly, Satan is a real enemy to you."

This verse explains, Allah SWT commands his messengers to consume halal food and do good deeds. Halal and good food consumed in the body can make the body healthy and avoid diseases and the importance of paying attention to food carefully is one of the elements in Islamic law. From the explanation above, halal certification is one of the important roles in determining that the product is safe for consumption for Muslims. Not only that, halal certification can also support the growth of the home industry by providing wider market access for manufacturers who produce halal products. Industry is an activity or business that processes raw materials or semi-finished goods into products that have added value and generate profits from the sale of these products. The household or home industry is classified as an informal sector (small-scale business). Industry can also be interpreted as one of the efforts to improve the welfare of the population and is not separated from efforts to improve the ability of human resources and the efficiency of utilizing natural resources as best as possible.

Home industry is a form of business or company that operates on a small scale in certain industrial fields. Usually, this business is carried out at home from production, marketing and administration. Judging from the capital used, it is also less than that of large companies. This industry can be managed at home so that it can be monitored every day. With the existence of home industry, it is able to expand employment opportunities to neighboring neighbors and improve the community's economy and also reduce unemployment. For example, Karaban Village, which is located in Pati Regency, Central Java, is one of the areas that has considerable potential in the food home industry industry. In the midst of community life which is dominated by kapuk dodol activities because the majority of them are

kapuk mattress dodul dodul, but the home food industry has also become one of the main sources of income for local residents.

As an area where the majority of the population is Muslim, awareness of the importance of halal food products is increasing in Karaban Village. Consumers are increasingly paying attention to halal labels on the products they buy, and this puts pressure on home industry businesses to obtain halal certification for the products they sell. Although the demand for halal products is increasing, the awareness of food home industry business actors in Karaban Village on the importance of halal certification is still a concern. Some of the factors that affect this level of awareness include a lack of knowledge about the halal certification process, financial constraints in obtaining certification, and challenges in changing the manufacturing process to comply with the established halal standards.

Observing the relationship with halal home industry certification, the author found two relevant researchers. Namely the first, which was compiled by Asep Danurwenda Ismaya, Wati Susilawati, and Fitrin Rawati Suganda entitled "Halal Awareness and Halal Certification in Determining the Buying Interest of Instant Noodle Products Among Muslim Consumers in Garut Regency". From the results of research, several Muslim consumers have begun to have halal awareness in food products. Second. The researcher was compiled by Amri Amir, Faulina Lubis, Rafiki, and Muhammad Iqbal (2022). The title is "Halal Certification Assistance for MSME Industry Home Entrepreneurs in Siulak Deras Mudik Village, Gunung Krinci District". The results of the research are still some who do not understand and understand what halal certification is and halal products. Therefore, the researcher provides assistance so that the public knows the importance of halal certification.

From these two studies, it can be concluded that in Indonesia most of the people are aware of the importance of halal certification in halal products and most of them also have people who do not understand or do not know at all what halal certification is. So this is very important for business actors to know the importance of halal products being listed and

having halal certification so that people who do not know know know that the products distributed have a halal logo. In addition, there is a need for assistance or socialization in every village and city, especially in Indonesia, the average population is Muslim. So for business actors, they should be aware that halal certification is very important, especially in Karaban Village, Pati Regency.

To focus this research, business actors in Karaban Village, Pati Regency as the object of the research is because Karaban Village has many business actors who do not have halal certification and Karaban Village has Muslim residents. Making business actors the object is aimed at making business actors understand related to Islamic economic law such as halal certification, halal awareness, foodstuffs. Therefore, this research is expected to be able to participate and become a pioneer in developing the Indonesian halal product industry, with the hope that Indonesia can become a leader in the global halal product industry in the future. This study suggests that although there is a lot of research on halal certification in the home industry, there are still some business actors who do not understand or ignore the importance of halal certification. This research gap marks the need to better understand and examine the specific reasons why home industry business actors, especially in Karaban Village, have not implemented halal certification, even though there is already a general awareness of the importance of halal among Muslims. This shows the need for more in-depth research on the awareness and attitude of home industry business actors towards halal certification. Based on the explanation above, therefore the author here takes the title "AWARENESS OF FOOD HOME INDUSTRY BUSINESS ACTORS TOWARDS HALAL CERTIFICATION IN KARABAN VILLAGE, PATI REGENCY".

Literature Review

Halal Certification

To analyze the research data, a theory of consciousness will be used that is attributed to the thinking of Max Weber, a German sociologist. In the context of this study, it is

used to understand how the understanding and awareness of home industry business actors can obtain halal certification in Karaban Village, Pati Regency by considering values, beliefs, and economic awareness that may affect their attitudes and actions related to this.

a. Definition of Halal Certification

The goods available in Indonesia are in various forms from local products as well as products imported from abroad available in Indonesia. Every product needs a halal logo or halal label to make it easier for Muslim consumers to choose halal food products. Therefore, it is important to have product certification and labeling to ensure halal to the community, especially for Muslims. Halal certification is a process that involves a series of checking steps to ensure that raw materials, production processes, and processing are in accordance with Islamic principles. Halal certification is a guarantee of product halal verification by the institution responsible for halal assurance based on the halal fatwa that has been issued by BPJPH. Islamic teachings emphasize to its people to consume halal products or have halal labels. Halal products such as food, medicines, cosmetics, and others do not contain haram ingredients and are suitable for consumption or use by Muslims. Halal-certified food products comply with safety and hygiene standards during the processing process.

Products that have received halal certification show that the product has gone through the quality assurance process and can be used for consumption by Muslims. Halal certification is also one of the marketing strategies, because it has a good impact and consumers believe that the product is halal and safe to consume, thus having an impact on increasing consumer demand. Definition of halal product certification is the process of submitting permits and also researching food products. The legalization of halal products is carried out by legitimate authorities or competent institutions, while halal labeling is a step to apply for permission to the authorized institution to approve the affixing of labels on food product packaging.

Some foods that are haram and should not be consumed, among others:

1) Pork and Lard

Pork is a type of food that is not allowed for Muslims and should not be consumed or dirty/unclean food, lard is also prohibited to be consumed.

2) Animals Slaughtered Not for God's Sake

This means that animals that are slaughtered by mentioning names other than Allah, such as calling idols, are not considered halal in Islam.

3) Animals Slaughtered for Idolatry

The meaning is that animals slaughtered for the purpose of worshipping idols are not considered halal in Islam, even though the animals that are slaughtered are halal animals, such as cows, goats, chickens

4) Carcass

Carcasses are animals or animals that die on their own without anything or without any human being deliberately slaughtered according to religious provisions. As stated in Surah Al-maidah Verse 3, namely:

اللَّهُ لَغَيْرِ أَهْلٍ وَمَا الْخَنزِيرُ وَالْحُمُ وَالْذَّمَّ الْمَيْتَةُ عَلَيْكُمْ حُرْمَتُ إِلَّا السَّبْعُ أَكَلَ وَمَا حَقَّ النَّطْبُ وَالْمُتَرَدِّةُ وَالْمَوْفُودَةُ وَالْمُنْحَقَةُ بِهِ فَيَسُقُ ذَلِكَ بِالْأَرْزَاقِ لَا تَسْتَقْسِمُوا وَأَنْ النَّصَبُ عَلَى ذِيحٍ وَمَا دَكَّيْتُمْ مَا الْيَوْمَ وَأَخْشَوْنَ تَخْشَوْهُمْ فَلَا دِينَكُمْ مِنْ كَفَرُوا الَّذِينَ يَسُ الْيَوْمَ الْإِسْلَامَ لَكُمْ وَرَضِيَتْ نِعْمَتِي عَلَيْكُمْ وَأَتَمَمْتُ يُنْكِدُ لَكُمْ أَكْمَلْتُ غُفُورُ اللَّهِ فَإِنَّ لَاتِمَّ مُتَجَانِفٍ غَيْرَ مَحْمَصَةٍ فِي اضْطَرَّ فَمَنْ دِينًا رَجِيمٌ

"It is forbidden for you to eat (the carcass of blood, the meat of pigs, the flesh of animals slaughtered in the name of other than Allah, which are struck, suffocated, fallen, horned, and pounced upon by wild beasts. Except for the one you had time to slaughter). And it is spread out to you who slaughter for idols." (QS. AL-MAIDAH Verse 3).

Halal products according to the Institute for the Assessment of Food, Medicines, Cosmetics are products that comply with halal standards with halal principles in Islam, namely products that are free from prohibited ingredients such as from pigs and do not contain alcohol. The materials used must meet certain standards to obtain halal certification, as stipulated in Article 17 of the UUJPH, including raw materials, processed materials, additives, and auxiliary ingredients that can be derived from animals, plants, microbes, or produced through chemical or biological processes, among others.

b. Submission of Halal Certification

Every product that is traded in Indonesian territory must be halal certified as proof of compliance with halal principles. Based on article 24 of Law No. 33 of 2014, regarding halal product guarantees, there are several obligations for business actors who apply for halal certification and obtain the halal certificate. Business actors who apply for halal certification must:

- 1) Business actors who submit requests for halal certification must provide clear, correct and honest information about their products and production processes.
- 2) Separating places, locations and tools for production.
- 3) Reporting changes in material composition to BPJPH

Meanwhile, according to article 25 of Law No. 33 of 2014 concerning halal product guarantees. Business Actors who have obtained halal certificates, must:

- 1) Maintaining the halalness of products that have obtained halal certification
- 2) Include halal labels or logos of products that have received halal certificates
- 3) Business actors applying for halal certification are also required to separate locations and facilities for processes such as slaughtering, processing, packaging, storage, sales, and distribution of halal products.
- 4) Renew halal certification if the validity period of the halal certificate expires

The government continues to encourage Indonesia to become a more competitive producer of halal products globally. In this form of seriousness, Law No. 33 of 2014 concerning Halal Product Assurance (JPH) was formed regulating the establishment of the Halal Product Assurance Agency (BPJPH) and the role of the National Committee for Sharia Economics and Finance (KNEKS) in supervising halal certification. The government is also trying to accelerate the halal certification process for Micro and Small Enterprises (MSEs) by developing the halal industry, including the establishment of industrial estates and halal zones in it. The policy approach put forward is to favor MSEs by simplifying licensing, MSE partnership programs with large businesses, and facilitating halal certification according to BPJPH standards.

In a global era that increasingly recognizes the importance of halal standards, Indonesia, as a country with the largest Muslim population, is faced with unique challenges and opportunities to become a leader in an effort to raise awareness about halal. The Indonesian government has taken strategic steps to strengthen its role in the global halal industry. This includes the development of regulations that support the halal sector and the establishment of the Halal Product Assurance Agency (BPJPH) which is responsible for coordinating halal certification. This action is very important to ensure the authenticity and reliability of halal products.

Business Actors

a. Definition of Business Actors

The definition of business actors according to Law No. 8 of 1999 is an actor or person who conducts business based on individuals or groups of business entities in the form of legal entities that are determined or non-legal entities that are determined and carry out certain activities in the territory of the State of Indonesia, either alone or in cooperation through business activity agreements. According to Law Number 5 of 1999 concerning the Suppression of Monopoly and Business Competition Practices, business actors refer to individuals or business entities, including companies in the form of legal and non-legal entities, that carry out activities in the territory of Indonesia, either independently or through cooperation, with the aim of carrying out economic activities.

The form or form of Business Actors is according to Article 1 point 3 of Government Regulation No.58 of 2001, as follows:

- 1) An individual or individual is a person who does his own business without involving others.
- 2) A Business Entity is an association of people who work together in carrying out business activities. Business entities are grouped into two parts, namely:
 - a. A legal entity is a business or business that has the right and responsibility to carry out its own actions or a business that is managed in accordance with the company law that has been approved by the Minister of Law and Human Rights.
 - b. Non-Legal Entities are business

entities that do not have personal assets and do not have a deed of establishment ratified by the Minister of Law and Human Rights.

b. Rights and Obligations of Business Actors

The rights of Business Actors are based on Article 6 of the UUPK, as follows:

- 1) The right to legal protection from the actions of consumers who behave badly.
- 2) The right to repot good name if it is legally proven that the consumer loss is not involved in the goods or services sold.
- 3) Rights regulated in the provisions of the Law
- 4) The right to receive payment in accordance with the agreement according to the goods or services being sold.

Obligations of Business Actors Based on Article 7 of the UUPK, as follows:

- 1) Provide clear and correct information
- 2) Serving consumers well
- 3) Be honest in selling goods or services
- 4) Ensuring that the goods or services produced are safe and in accordance with applicable quality standards.
- 5) Compensate for damages or exchange compensation for losses due to the use of goods, goods or services.
- 6) Providing compensation or reimbursement if the goods or services received are not as desired.

c. Prohibition of Acts for Business Actors

Prohibited acts for business actors based on article 8 of the UUPK are prohibited activities in production, as follows:

- 1) Does not correspond to net or net weight
- 2) Not in accordance with the warranty as stated on the label and description.
- 3) Not meeting the standards required in the provisions of the Law
- 4) No provisions for halal production
- 5) Without attaching labels or providing explanations to goods/services.

Acts that are prohibited according to article 9 of the UUP are prohibited from offering or promoting goods/services incorrectly. As

follows:

- 1) Goods/services that have a discount
- 2) Goods/services have received sponsorship, approval and equipment
- 3) Goods/services that are already available
- 4) Coming from a specific area
- 5) Degrading other people's goods/services.

Home Industry

a. Definition of Home Industry

A home industry is a small company that often operates from one or two homes as a center for production, administration, and marketing at the same time. In general, the home industry has a more limited capital and number of workers compared to large companies. Muliawan stated that Home Industry is a small-scale company that often operates from one or two houses that function as a place of production, administration, and marketing. In general, the home industry has a more limited business capital and number of workers when compared to large companies. Home industry is a small business located at home, where the production of goods or services is carried out on a limited scale, said to be small because of its activities at home. Home Industry is usually managed with its own family.

Home industry or small industry refers to a type of business that aims to produce goods on an adequate scale to meet the economic needs of the family, and tends to be able to be run in the house without requiring a large production area. Or it can also be called a micro industry that has minimal capital and often experiences obstacles in developing its business, including in marketing its products.

1. Various Home Industries

To identify different types of industries from an initial perspective, the Ministry of Industry (DP) conducts industry grouping. Indonesia's national industry is divided into three parts according to the DP, namely:

1) Basic Industry, which includes sectors such as the machinery industry, basic chemical industry, and basic metal industry. Examples include electronics, agricultural machinery, aircraft, and the production of iron, steel, and aluminum.

2) Small Industries, namely the food

industry such as food, beverages, tobacco. Chemical and building materials industries such as paper industry, publishing, printing, plastics and others. Clothing and leather industries, such as apparel, textiles, and leather goods.

3) Downstream Industry, which includes sectors that process mining products, agricultural resource products, and others. This diverse group of industries aims to boost economic growth, create jobs, and use advanced or intermediate technologies.

Before starting a business, it is important to make a careful selection of the field you want to run. This selection is a crucial first step because it will affect the entire journey and success of the business. Understanding the intricacies of the chosen field is a must, as it will help in managing and growing the business more effectively. Furthermore, the selection of business fields must be based on personal interests and talents, because having the appropriate interests and talents will provide motivation and satisfaction in running the business.

b. Types of Businesses

There are 3 types of ventures, as follows:

1) Trading Venture

A trading business is buying goods from one place or time and selling them elsewhere or at a time related to the intention to make a profit. Trading businesses can be grouped into 2 namely:

a. The retail business is the last stage in the distribution chain of goods from producers to reach the final consumer.

b. Distributor Business Distributor business is all marketing activities that direct products from manufacturers to retailers or other marketing activities.

2) Production Business

The production business is a business that converts raw materials into finished products. Therefore, the advantage of the production business in the competition lies in the quality, continuous availability of raw materials, as well as the prices offered by suppliers and production technology. The production business is grouped into two parts, namely:

a. Primary production business refers to

natural resources or the use of resources in the earth's nature.

b. Secondary Production Business is an activity that is processed into semi-finished goods and ready-to-use goods. For example, wood that is still intact or logs are made into boards such as furniture, woven yarn is made into songket fabric, and so on.

□ The characteristics of Production are as follows:

a. Production in the Islamic context refers to human efforts to improve physical, material, and moral conditions as a means of achieving life goals in accordance with the principles of Islamic law.

b. Production activity is a means of worship

c. Activities that create benefits.

□ The principles of Production According to Islam are as follows:

a. Production must pay attention to the principles of justice, social aspects, and the fulfillment of zakat, alms, infaq, and waqf obligations.

b. Its production activities must be based on Islamic values, namely in accordance with maqasid sharia (in accordance with Islamic law). It does not produce goods that are contrary to sharia maqasid namely soul, intellect, maintaining faith, descendants, and property.

3) Service Business

The service business involves the sale and offering of products in the form of services. The service business focuses on the use of human resources. Examples of service businesses include service, sewing, and photocopying services. The industry is often based on family relationships and emphasizes creativity to meet household needs, handicrafts, basic necessities, or traditional foods. This is an example of household industry activities.

1. Foodstuff Industry

The food industry is a staple in human daily life. This field has a fairly high turnover because its products are always sought after by people every day. Examples of the food industry include products such as tempeh, tofu, traditional cakes, and so on.

2. Craft Industry

This industry produces creative works that are used to decorate or decorate houses, cars and

are usually used as souvenirs from the characteristics of a region. The materials used are very diverse, for example from bamboo made into hanging chairs and used in traditional musical instruments, and so on.

c. Characteristics of Home Industry

The characteristics of the home industry are:

1. Limited capital is someone who has little capital or financial money and is not enough to have business capital.
2. Work done at home is work done at home from how it is made, the process to the packaging.
3. Limited number of workers is the minimum number of workers or only a few people, because household businesses are carried out at home and on a small scale.
4. Family-based. It is a work that is done by means of family or close relatives.

Method

1. Type of Research

In this study, the Qualitative Method is a research approach that aims to understand the phenomena that occur in the field thoroughly and deeply through the collection of data from informants. This approach is carried out by describing the experience of the research subject in a natural context using language and words naturally. According to Saryono, qualitative descriptive research is used to describe, investigate, find, and explain the qualities or characteristics of social influence that cannot be explained or measured directly. Qualitative research methods are based on post-positivism and are used to research the natural condition of objects.

Based on this definition, it can be concluded that qualitative research is research that aims to reveal the symptoms that occur in a phenomenon, producing descriptive data through observation. Qualitative research focuses on observations of humans, both in scope and terminology. The qualitative approach relies on data obtained directly in the field, such as facts that require in-depth analysis. This encourages the creation of more detailed data, especially through the active participation of researchers in the field. In qualitative

research, researchers function as the main tool in collecting data and can interact directly with research objects or subjects.

2. Types and Sources of Research Data

a. Data types

According to Suharsimi Arikunto, the meaning of the source of data is the subject from which the data is obtained or it can also be called data that can be obtained when in data collection through interviews, the person who responds or answers the researcher's questions is called the respondent, which is the source of the data for the research. Data sources include two types, namely:

First, primary data is information obtained directly from the first source in the field or from the research object itself through in-depth observation and interviews. Observation or observation of matching the results of interviews with reality in the field is an important step in validating findings in the field, while in-depth interviews are conducted by informants. Primary data was obtained by the researcher through interviews with informants, which were then used to provide information to food home industry business actors who need halal certification in Karaban Village. Second, secondary data is data in the form of information or data that has been collected by other parties. So this data can be obtained from official government data sources published on websites or internet sites. Information obtained from literature or supporting data in the form of documentation, was obtained from food home industry business actors in Karaban Village, Gabus District, Pati Regency.

b. Data Source

The source of the data is the origin from which the data was taken, which can be human behavior, location, and so on. As for this data source, researchers can obtain optimal data to support the process of describing and analyzing writing problems. The following data sources obtained from this researcher are as follows:

1. An informant, is a person who provides information about the situation and location of

the research. The use of informants for researchers is to provide a lot of in-depth information and make it easier for the researcher to get relevant data, so the informant as a speaker, thinks differently and so on. This researcher uses information from food home industry business actors on halal certification awareness.

2. Documentation is a record of events that has been collected in the form of writing, drawings, or other works. Written documents can be in the form of notes, diaries, or histories, while documents are in the form of photographs or sketches. Documents such as writings, reports, and so on related to the awareness of home industry business actors towards halal certification in Karaban Village, Gabus District, Pati Regency, can be in the form of population data and others. The existence of these documents is very helpful for researchers in obtaining the necessary data.

3. Data Collection Techniques

To obtain accurate data, several diverse data collection methods are needed, in order to obtain the necessary data validly. In this data collection, the researcher uses several techniques as follows:

a. Observation

Observation is a way to collect data by directly observing the situation, state or behavior of the object being studied, and then recording it. In this case, the researcher made direct observations related to home industry business actors, the observation was carried out in Karaban Village, Pati Regency. From this, the researcher examines how the awareness of home industry business actors in Karaban Village.

b. Interview Method or Interview

Through interviews, researchers can obtain the necessary information, with the aim of discussing a specific topic. With interviews, researchers can find out more in-depth information in the state of situations and phenomena observed in the field. In the implementation of interviews to be directed and stable, it is necessary to prepare such as

interview materials or a question. Researchers can collect various data through interview methods, such as those obtained by researchers from information on food home industry entrepreneurs related to the halal certification process in Karaban Village, Gabus District, Pati Regency.

c. Documentation

Documentation is a way to collect data without involving direct contact with the research subject. Documentation is not only in the form of official documents, but can be in the form of personal letters, reports, diaries, and others. Documents obtained by researchers in the field Data sources in the field involve humans, which is an aspect that must be used properly so that researchers can quickly obtain the necessary information, related to the awareness of the lack of food certification or halal logo labels on the food product.

4. Data Analysis Techniques

Data analysis in qualitative research is an effort made by sorting through data. Organize data, search and find what important patterns are learned, and decide what to tell others. Analysis is a very important step in research activities. Data from interviews and daily observations are recorded as well as the data can be recorded in field notes or file notes. The entire data is then analyzed qualitatively to reveal the true events immediately.

Data analysis is carried out in line with data collection in the field on an ongoing basis. An overview or information about the object being studied by considering events in a factual and reasonable manner. In analyzing in this study, the researcher began to organize and sort the data obtained from the results of interviews in the field until it was completed, which was assisted by data in the form of interview results from informants and literature data that theoretically supported this study.

5. Data Validity Techniques

Data validity is an important aspect of research, because it can affect qualitative research data to obtain data validation.

Therefore, it is necessary to have the following data validity techniques:

a. Participation

In participation, research can be a determinant of the information collected in research with a qualitative approach. Data collection in qualitative research takes enough time, therefore, participation in qualitative research cannot be done quickly, but requires enough time. The purpose of participation is to obtain valid data and obtain information on their own from food home industry business actors.

b. Triangulation

Triangulation is a data validity examination technique that uses other sources or other methods as a comparison to ensure the correctness of the data. The goal is to verify the correctness of certain data by comparing it with information from other sources obtained in different times and contexts. Triangulation allows researchers to obtain information from various sources, so that data does not only come from one source. With this technique, researchers can compare information from other sources relevant to the research problem.

Data collection triangulation refers to the process by which researchers combine data results obtained from various methods such as observation and interviews. In this way, from the findings obtained data in the field and data after the disembarkation was collected comprehensively. In comparing and checking data, it can be obtained in the following ways:

1. Comparing the observation data with the interview data (triangulation with data)
2. Comparing a person's situation with various opinions of home food industry business actors (data triangulation with home industry business actors)
3. Compare the results of the interview with the content of the relevant documents in it (triangulation of data with reference sources)

After doing some of the techniques above to check the validity of the data, what must be done now is to try to build a detailed description

in qualitative research. Researchers are required to report the results of the research, so that the description is carried out as thoroughly and in detail as possible.

Results and Discussion

The availability of halal products has become an important need, especially for Muslim consumers, including in the category of food, medicine, and other consumer goods. The importance of halal products is not only in demand by the Muslim community, but also by non-Muslims because it is believed that halal food is also healthy. Business actors, as one of the parties directly involved in the processing process and cleanliness of raw materials, have a high awareness of how important it is to maintain halal and cleanliness in the presentation of products. They do not only focus on profit, but also pay attention to the halal and hygiene aspects needed in the provision of products.

Business actors need deeper awareness and caution related to halal, cleanliness, and health of the products to be consumed to prevent the risk of diseases that have the potential to be detrimental to consumers who have purchased their products. As a business actor, you should be aware of the importance of halal certification in giving confidence that the product is halal and has been officially registered. Not only that, consumers will also believe and not hesitate to buy the product because it is halal certified. In this research study, the researcher collected research data to obtain data through interviews and observations to food home industry business actors in Karaban Village, Pati Regency. The following are the results of the collection in this study, the researcher conducted interviews with 6 food home industry business actors in Karaban Village, Pati Regency. As follows:

List of Home Industry Business Actors

It	Name	Age	Product
1.	Restutic	36	Tempeh Chips
2.	Dillary	20	Cireng Frozen Food

3.	Sri	38	Culinary food is wet, dry and receives catering
4.	Sumi	36	Rempeyek and Onion Stick
5.	Anonymous	56	Banana and Tempeh Curling
6.	Lis	41	Tela Chips and Banana Cherries

Of the six food home industry business actors, the data is from age to the products produced. There are several business actors who are aware and unaware of the importance of halal assurance for their products. There are several factors that affect the awareness of business actors in the home industry in Karaban Village towards halal certification, namely as follows:

1. Factors of Awareness of Applicable Laws or Rules

The importance of instilling legal awareness among the community is so that they comply with existing regulations. The process of building legal awareness is not always determined by the existence of violations. The government has issued regulations or regulations set regarding Halal Product Assurance, which aims to provide legal clarity to protect consumers in consuming products. This regulation is aimed at providing a sense of comfort, safety, security, and ensuring the availability of halal products for consumers, as well as to increase added value for business actors in the production and sales process of halal products. This research will discuss the awareness of business actors in the home food industry towards the halal assurance system. Although it is a responsibility for business actors, it turns out that only a few of them have registered halal certification. In Karaban Village, Pati Regency, there are still a number of business actors who have not registered their products to obtain halal certification. such as in Karaban Village, Pati Regency. The researcher chose places in six food home industries in Karaban Village as a sample.

Mrs. Restutik, the owner of a home industry that produces snacks or snacks in packages,

namely tempeh chips. He revealed that he understood very well and had just registered his food products because they had been circulated outside Java. Not only that, Mrs. Restutik also understands the regulations that have been set by the government that products that have been circulated must be certified halal to maintain and avoid something undesirable, especially in Indonesia among Muslims. As said by Mrs. Restutik, the owner of a home industry that produces packaged snacks, namely tempeh chips. He stated:

"I am aware of the situation, and currently I am in the process of registering halal certification for my tempeh chips products. This is because my products have been sold in big stores and even shipped outside Java. In addition, I consider the law that requires business actors to be halal certified."

Based on the interview above, Mrs. Restutik already understands very well and has just registered her food products because they have been circulated outside Java. Not only that, Mrs. Restutik also understands the regulations that have been set by the government that products that have been circulated must be halal certified to maintain and avoid something undesirable, especially in Indonesia among Muslims. Legal understanding related to halal product assurance The public's understanding of regulations can be measured by looking at the extent to which business actors understand them. Regarding the importance of halal certification to ensure that a product is suitable for consumption. As a business actor, you must also pay attention to the materials and production methods so that they are suitable for consumption by the community, especially among Muslims

Legal Understanding of Business Actors Related to the Implementation of Halal Certification

It	Name of Business Actor	Knowledge of Business Actors
1	Restutic	Understand
2	Dillary	Don't Understand
3	Sri	Understand
4	Sumi	Understand

5	Anonymous	Don't Understand
6	Lis	Don't Understand

Based on the table above, it can be seen that there are still several home industry business actors in Karaban Village who do not understand the guarantee of halal products. Of the 6 business actors that the researcher has interviewed, there are still 3 business actors who do not understand the importance of halal certification for the products they sell.

2. Consumer Confidence Factor.

Factors that affect the awareness of home food industry business actors towards halal certification in Karaban village, Pati regency are that business actors want consumers to have more confidence in the hygiene of the raw materials used and the food produced in accordance with the recommendations of food processing production institutions and halal certification bodies. This is based on the statement of Mrs. Sri who has a catering business, snacks and frozen chicken eggs.

"I realized that there was a problem with halal certification, and I am currently in the process of registering my product. This is because I receive catering orders for events such as slametan and bancaan, as well as selling ungkep chicken. I consider registering products so that consumers have confidence that the materials I use are safe and that cleanliness is maintained. "

From the results of the interview above, Mrs. Sri already knows halal certification and from participating in the socialization, Mrs. Sri is aware that it is important to have food products that must be halal certified so that they are trusted by consumers. With halal certification, it also makes positive things such as products that can be known to the public, consumers also believe that the ingredients used are also halal from the beginning of the process, the way the product is presented. Therefore, Mrs. Sri prioritizes halal products to maintain the trust of local consumers.

Trust in consumers is very important, because it has a great influence on business

actors. If consumers believe in their products and are no longer worried about their halalness, it is a great opportunity for business actors, because consumers will come back to buy or order the products sold. Not only that, sometimes consumers will also tell other consumers or their friends. Therefore, it is important for business actors to be aware and understand the importance of having halal certification and halal logos.

3. Environmental Factors

In addition to the factors that have been mentioned, there are also other factors that affect the awareness of home industry business actors, namely recommendations from other business actors who are their friends, this is related to the statement delivered by Mrs. Sri who said:

"I got information about halal certification from a friend who is also a seller like me. He invited me to participate in socialization in Gabus because his house is there."

From the results of the interview, it can be concluded that environmental factors have a great influence on the community, of course, for business actors. The awareness of the people in Karaban village is enough to know the importance of Halal Product Guarantee, because several influencing factors are to encourage consumer confidence in the products they sell and recommendations from other business actors or their friends who are also selling, by participating in socialization together they become aware of the guarantee of halal products certified halal.

4. Awareness Factors of the Importance of Halal Certification

According to KN. Sofyan Hasan, the halal assessment of food does not only depend on the ingredients, but must also consider aspects such as nature, place, process, instruments, storage, transportation, and serving. Therefore, the awareness of Muslims about the importance of implementing a lifestyle in accordance with Islamic teachings in consuming halal and good food is a must that cannot be postponed.

Halal certification is a guarantee that the products used by business actors have met halal standards recognized by the competent authorities. Especially for business actors who have products that have been circulated in the market, it is very important and needs to implement halal certification. By having certification, products that have halal certification tend to be more in demand in the market, especially by Muslim consumers who prioritize halal. Halal certification also guarantees that the product has gone through a rigorous testing and verification process, maintaining consumer confidence in the quality and halalness of the product.

With the advancement of the times and increasing public awareness about the importance of consuming halal products, in 2014. The government issued Law Number 33 of 2014 concerning halal product assurance which requires all products sold in Indonesia to obtain halal certification. Then, Law No. 11 of 2020 concerning job creation changed these requirements by requiring micro and small entrepreneurs to obtain halal certification for their processed products. Therefore, to get a halal label on a processed product, a certification is required stating that the product is halal.

Knowledge Awareness of the Importance of Halal Certification

It	Name	Information
1.	Restutic	Aware
2.	Dillary	Unconscious
3.	Sri	Aware
4.	Sumi	Unconscious
5.	Anonymous	Unconscious
6.	Lis	Unconscious

The results of the interviews show the level of awareness of home industry business actors related to the importance of halal certification, namely 2 out of 6 home industry business actors in Karaban Village, Pati Regency are not aware that halal certification is applied to ensure the

halalness of the processed products. Thus, home industry business actors in Karaban Village can be said to have no awareness in halal certification. Some of the factors that cause home industry business actors, including in Karaban Village, do not know or lack awareness related to halal assurance of halal certification, are as follows:

a) Factors of Lack of Socialization

Weak socialization related to halal certification among business actors is a factor inhibiting the acceleration of halal certification. Especially in Karaban Village, Pati Regency, there has never been a socialization about halal certification, as said by the interviewers Mbak Dilla and Mrs. Lis, she stated that "there has never been a socialization of halal certification, therefore she has not understood and does not know". The local government or village should be concerned with the socialization of certification, because there are quite a lot of business actors in Karaban Village and in order to increase their knowledge. The lack of socialization causes business actors to not know halal certification and the importance of being implemented. If the local government holds socialization, business actors will also think about registering halal certification. However, the lack of attention from the local government causes business actors to lack insight into halal certification.

b) Cost Factor

Business actors who have not registered halal certification because of cost constraints. They argue that the money that should be used to register halal certification is better used as additional capital or to meet daily needs. As the interviewer Ibu Sumi said"

"I think, allocating additional capital for daily needs is better than directly allocating it for halal certification costs. Fortunately, my additional capital needs are not too much."

The government should free or reduce halal certification fees to home industry business actors so that they can register their products with halal certification. Home-based business actors like them are small or side businesses and

make a little profit, so it is most likely that business actors are lazy or do not want to get halal certification. Because the money that makes a halal certification list can increase capital and meet daily needs.

c) Assume that the product is safe and believe in halal.

Food home industry business actors in Karaban Village think that their products are halal because the ingredients and processing methods are good, pure, both from the way of washing and processing raw materials, this was said by the interviewer Mbah Sarni, namely:

"I guarantee that the ingredients I use are safe and halal, so the existence of halal certification or not is not a problem for buyers. The important thing is that my products do not contain lard."

This can be said that even though they do not have halal certification, business actors have guaranteed their halal and even though they have not obtained a halal label, their business continues to produce continuously and is known by the public. Products derived from natural ingredients are claimed to be halal products, as well as ingredients that do not contain pork and alcohol are also interpreted as halal.

Many people believe that food and beverages produced by Muslim individuals must be halal. However, business actors' belief in the halalness of their products tends to be based on mere assumptions. In addition, the assessment of halal food is often only based on simple criteria, such as not containing pork and carcass. However, attention should also be paid to raw materials, additives, production processes, facilities used, and the cleanliness of equipment by ensuring that everything meets halal standards, including the use of halal laundry soap.

d) Not knowing how to register for Halal Certification

Home industry business actors in Karaban Village do not know how to register halal certification, this was said by the interviewer Mrs. Lis, namely:

"If I'm interested in applying, I don't have any knowledge of how to apply"

Basically, business actors They want to get legality for their products, but are hampered by a lack of knowledge and understanding of the halal certification registration procedure and the process required to obtain it. In addition, the halal certification registration process also takes quite a long time. The local government should pay more attention and also hold or assist business actors to register halal certification for their products. Because if there is no assistance as a business actor, it is confusing where to go and how the process will be. The need for support from the local government, because it is the only way for business actors to gain insight and know more about the importance of implementing halal certification.

e) Low Human Resources (Human Resources)

Human resources (HR) are productive individuals and act as the driving force of an entity, be it in an institution or company, which is considered an asset and needs to be empowered and improved in its skills. The condition of the quality of human resources (HR) is still relatively low, which causes low human resources. namely from the level of education and lack of socialization. Finally, this condition will have implications for the ability of home industry business actors to obtain various information, utilize production technology, understand the significance of legality and licensing aspects, including the administrative process, and use information technology to reach the market. Home industry business actors also have difficulties in using information technology to apply for halal certification online. They need help or assistance during the process. As Mrs. Lis and Ms. Dilla said:

"I don't have in-depth knowledge of what halal certification is and how to register it"

This shows the need for assistance on how to register halal certificates for home industry business actors and of course also the need for socialization first in Karaban Village, so that home industry business actors in Karaban know

better first and understand what halal certification is.

From the explanation above, it can be concluded that several factors are behind the food home industry business actors in Karaban Village, Pati Regency have not carried out halal certification for food products sold and distributed. Many of them do not understand how to register and the cost as well, due to small income and daily economic needs, the next is that business actors have also stated and are confident that the products they sell are safe and holy from the ingredients, the processing and even the cleanliness has also been maintained. By doing such production, they already believe that the product is halal.

Based on Article 4 of the UUJPH which stipulates that products circulating in Indonesia must be halal certified, business actors are required to carry out halal certification in accordance with the regulations that have been set. Governments also have a very important role in efforts to protect the rights of consumers legally, which is an inseparable part of the government's responsibility for the safety, well-being of its people and security. The following are the efforts made to increase the legal awareness of business actors:

- a. The tariff for halal product certification fees is pegged at a fairly affordable level.
- b. Showing a professional attitude in service and handling the entire halal product certification process.
- c. Providing socialization or coaching to small entrepreneurs to increase legal awareness about the benefits of halal certification.
- d. Supervise all entrepreneur activities in terms of awareness to apply for halal product certification.
- e. Providing and facilitating the information needed to apply for halal product certification.

Therefore, laws and regulations governing halal certification are an important need and provide legal certainty for society as a whole, especially for Muslim consumers. This will make consumers more confident and confident

in consuming food products that have halal labels. The implementation of the Halal Product Guarantee Law (JPH) is not only for the benefit of consumers, but also for business actors. For example, Article 3 of the JPH Law aims to provide convenience, security, safety, and certainty of the availability of halal products for the community, as well as increase added value for business actors in producing and selling halal products.

2. Responsibilities of Food Home Industry Business Actors in Convincing Consumers of Halal Assurance

Halal assurance is a form of halal product guarantee that has been stipulated by Law No. 33 of 2014 concerning Halal Product Assurance as the legal basis for protection for the Indonesian people in consuming halal products. Currently, the Law has been amended to Law Number 11 of 2020 concerning Job Creation. In the revision, an article was inserted that requires micro and small business actors to have halal certification for their processed products. This emphasizes that every product circulating in Indonesia must be halal certified in accordance with the applicable provisions of the provisions that have been stipulated by the law. The existence of these regulations is a form of consumer protection to avoid things that can harm consumers.

Law Number 8 of 1999 concerning Consumer Protection stipulates civil liability by business actors, especially producers, in Article 19 as follows:

- a Business actors are responsible for reimbursing for damage, pollution, or losses experienced by consumers as a result of the use of goods or services produced or traded by them.
- b The remedies mentioned in the first section may include refunds, replacement of goods or services of similar or equivalent value, or provision of health care or compensation in accordance with applicable regulations.
- c The provision of compensation must be made within a maximum of 7 days after the date of the transaction.

d The provision of compensation as mentioned in the first and second points does not eliminate the possibility of criminal prosecution based on further evidence regarding the existence of wrongdoing.

e The provisions mentioned in the first and second paragraphs do not apply if the business actor can prove that the error is the fault of the consumer."

Based on the discussion above about the responsibility of the product, the author argues that it is not necessarily the wrong business actor, for example goods distributed in shops and stalls. Of course, consumers cannot blame the business actors who produce these products. Sometimes the wrong thing is also the person who has sold the product and is not careful and does not check whether the product has expired or not.

The relationship between consumers and business actors is based on a standard agreement or a standard contract that contains the choice of whether the consumer agrees and buys the goods or not. In the case of food liability, there are two parties involved: those who can make demands and those who can be sued, namely consumers and business actors. can demand consumers, who can be individuals who are tired of consuming food and then getting sick. Meanwhile, the parties that can be sued are business actors who sell products purchased by their consumers. The individuals in question are any individuals who consume food without considering the origin or method of obtaining it in question. This is related to an interview conducted with Mbah Sarni:

"I have not fully understood halal certification and recommendations related to it. My daughter who helped me in this business also never discussed it with me. For me, the most important thing is that my products are circulating and I guarantee their safety and halal."

This can be concluded that the business actor does not know the importance of implementing halal certification and the need for science for the business actor. Not only that, the perpetrator also believes that the product

is safe and halal. The responsibility of business actors, according to the principle of balance with consumers, is a form of intervention that aims to provide legal protection, in accordance with the provisions contained in Article 18 of Law Number 8 of 1999 concerning Consumer Protection. This principle of responsibility is very vital in the study of consumer protection law. One of the rights of consumers is to have comfort, security, and safety when consuming goods or services.

As a business actor, there is an obligation and responsibility to play an active role in creating and maintaining a healthy business environment that supports overall national economic development. This responsibility is included in the implementation of duties and obligations as well as responsibilities as business actors can be understood from two main aspects: a) Ensuring the creation of a healthy business environment, both among fellow business actors and between business actors and the consumer community. This is done by complying with applicable prohibitions that can prevent market distortions, unfair competition, and the potential to damage the national economic structure. This supports the smooth development of the country. Therefore, every business actor has duties, obligations, and responsibilities to always ensure the creation of a good business environment. b) Responsible for protecting the consumer community, both individually and as a whole, from the possibility of loss to themselves or their property. This includes the responsibility of maintaining the welfare of the people by providing quality and healthy products. As a business actor, producers are also responsible for all forms of losses experienced by consumers due to the use or consumption of their products that can cause losses. As Mrs. Restutik said

"I am aware of halal certification and currently I am in the process of submitting for my tempeh chips product. This is because my products have been widely spread in big stores, even outside Java and even to Hong Kong."

This is what Mrs. Restutik has said to care about consumers for the guarantee of halal products because her products have been

distributed in stores and even abroad such as in Hong Kong. Therefore, Mrs. Restutik urgently needs halal certification so that consumers believe. The same thing was also said by Mrs. Sri:

"I am aware of the importance of halal certification and currently it is still in the process of being managed. As a catering service provider for various events such as slametan, thanksgiving, and weddings, as well as a producer of frozen food and wet and dry food, I considered registering it. This is so that consumers have confidence that the ingredients I use and my ungkep chicken products are in accordance with the principles of Islamic sharia and applicable regulations."

Mrs. Sri is a caterer at events and sells wet and light food products and sells frozen chicken as well. Mrs. Sri wants more so that consumers are safe and believe that the ingredients and products are halal and in accordance with Islamic law, whether from the method of slaughter, the ingredients and the process.

The principle of responsibility plays a key role in consumer protection against the certainty of halal products. In cases of consumer rights violations, it is important to conduct a careful analysis to determine who is responsible and to what extent those responsibilities can be assigned to the relevant parties. In this context, the role of the Halal Product Assurance Agency (BPJPH) is very vital. Through halal certification, consumers can easily ensure that the products they consume have been confirmed to be halal. Therefore, halal certification is a must that should not be ignored to ensure that the products produced are truly halal and trustworthy. Halal labeling on processed foods is needed by business actors to protect consumers by providing honest and non-harmful information or statements about processed food products. This includes information on product composition and treatment in accordance with religious teachings. The implementation of halal certification and labeling aims to ensure that consumers have the right to get clear information about the products they consume, including products that are in accordance with religious principles.

Although the inclusion of halal labels on products is usually voluntary, for business actors who produce or trade food in Indonesia and declare their products as halal, it is mandatory to include a halal label and be responsible for the halalness of the product. This aims to provide protection to consumers so that they get true, clear, and honest information about the condition and guarantee of the products or services provided. If a business actor does not include a halal label and causes losses to consumers, then the business actor can be subject to sanctions, including the obligation to compensate consumers for losses experienced. Consumers can file a claim for compensation to the Court on the basis of a lawsuit for default (if there is a contractual relationship between the consumer and the business actor) and/or unlawful acts (if there is no contractual relationship between the consumer and the business actor).

From the results of interviews conducted by researchers, it can be concluded that many business actors in Karaban Village, Pati Regency do not understand the relationship between consumers and business actors, but they can guarantee that the products sold meet the requirements of the Halal certification regulations. And some business actors also think that their products are halal and safe without a halal certificate. However, in line with existing regulations, the producer or business actor is obliged to meet the needs or rights of consumers. The form of responsibility of business actors towards consumers, especially Muslim consumers, is to produce halal food products. Business actors must of course have responsibility for the products they sell. Because with this form of responsibility, business actors mean caring about the health of their consumers.

Conclusion

From the results of the research on the awareness of food home industry business actors towards halal certification in Karaban Village, Pati Regency, it can be concluded as follows:

1. Halal Product Guarantee for business actors who have a food product business

must be halal certified to protect Muslim consumers and not harm the community. For example, in Karaban Village, Pati Regency, there are 6 business actors who produce various kinds of processed and wet foods, namely tempeh chips, banana cherries, tela cherries, onion sticks, rempeyek, and others. Business actors' awareness of halal certification is caused by several factors, namely to better convince consumers of the products sold and recommendations from other business actors. From the results of interviews with several business actors in Karaban Village, only a few are aware of the importance of halal certification for the products sold and the rest are still many who do not understand the importance of halal certification. In Karaban Village, the awareness of food home industry business actors towards halal certification is said to be low, because the understanding and knowledge of halal certification do not know or even some do not know at all. The factors that cause the lack of insight or understanding of this halal certificate are the lack of support from the surrounding community, the absence of socialization, missing updates and many others.

2. The responsibility of business actors in convincing consumers of halal guarantees is an obligation. The inclusion of the halal label is the result of the halal certification of a product, which allows consumers to choose and consume the product with confidence. Business actors who have certified the halalness of their products are required to develop a system that ensures the continuity of halal production consistently, known as the halal assurance system. From the results of interviews with industry players in Karaban Village, they guarantee that the products sold are safe and healthy and in accordance with halal certification. However, they do not understand the recommendation of halal certification. The implementation of the Halal

Certification Law in Karaban Village has been carried out, although it is not optimal because there are still business actors who do not have halal certificates. Although the obligation of halal certification has been established for products, this has not encouraged the awareness of business actors to take care of halal certification for the products they produce.

Confession

1. For the Halal Product Assurance Institution and of course also the Karaban Village Government, it should hold a socialization regarding the importance of halal certification
2. Especially for business actors, it is also expected to be aware of registering halal certification for a product.
3. For consumers, especially Muslim consumers, they should increase their understanding and awareness of the importance of paying attention to and ensuring the halalness of a product.

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