

CHAPTER 1

INTRODUCTION

1.1 Background of Study

The largest of Muslim population in the world was in Southeast Asia, which includes Bangladesh, Pakistan, Malaysia, Indonesia, and other countries that have developed the halal food sector. Indonesia, as the country with the largest Muslim population, has a big responsibility to make sure Muslims can eat safely, like by using a comprehensive and standardized halal product assurance system (SJPH)..¹

According a Cognitive Market Research, the global Halal market was estimated reach USD 2151.5 million, with Asia Pacific holding approximately 23% of global revenue with a market of USD 494.85 million in 2024 and will grow at a CAGR or compound annual growth rate of 7.8% from 2024 to 2031..²

As consumer awareness of product halal certification increases, particularly in the food and beverage sector, consumer's demand the halal label not only as symbols, but also transparency and compliance with the entire food production process, from raw materials and service the food.³

Datas from *databoks.katadata.co.id*, the number of halal-certified products from 2020 to 2023 has increased dramatically, based on the data from the SiHalal application managed by MUI (Indonesian Ulema Council. Products with halal certification in Indonesia have been increasing steadily for four years since 2020.⁴

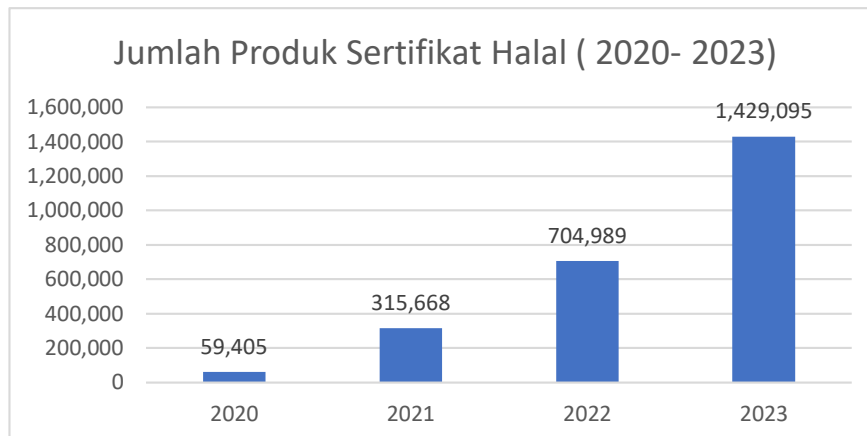
¹ Nisha Deore, "Halal Market Report 2025 (Global Edition)," Cognitive Market Research, 2024, https://www.cognitivemarketresearch.com/halal-market-report?campaign_source=google_ads&campaign_name=cmr_max3_APAC&gad_source=1&gclid=CjwKCAjw1NK4BhAwEiwAVUHPUBP6Gu-LVkJXrjfNkkAgX8Ty1t_ajc_ZgW2xDqvyieHKuUFJxcG_TJBoCJmQQAyD_BwE#tab_report_details.

² Ibid.

³ Abdul Hakim, "Dasar Hukum Halal Dan Penerapannya Di Indonesia," *Prosiding Seminar Nasional*, 2021, 83–94.

⁴ Erlina F. Santika, "Produk Bersertifikasi Halal RI Capai 1,42 Juta Produk Pada 2023," *Katadata Media Network*, 2023, <https://databoks.katadata.co.id/datapublish/2023/10/25/produk-bersertifikasi-halal-ri-capai-142-juta-produk-pada-2023>.

Figure 1. 1 Certified Halal Product Data 2020-2023



Source: <https://databoks.katadata.co.id/keuangan/statistik/fdfc795cf43714e/produk-bersertifikasi-halal-ri-capai-142-juta-produk-pada-2023>

In 2020, there were only 59,400 products with halal certification. A year later, the number increased to 315,660 products. Then, in 2022, the number of products skyrocketed to 704,980. As of the latest data input on September 20, 2023, the number had reached 1.42 million halal-certified products. These halal-certified products originate from businesses of all sizes, ranging from micro, small, medium, to large enterprises.⁵

In Indonesia itself, the consumption rate of halal products and services is estimated to increase by approximately 15% in 2025, or US\$281 billion. This condition makes halal becomes part of certification part of the halal lifestyle, as it creates comfort and consumer protection for the products purchased.⁶

*Halal Assurance Sistem*23000 Concept (HAS23000)⁷, As formulated by LPPOM MUI and reinforced by national regulations through Law No. 33 of 2014 concerning Halal Product Guarantee and explained in detail through Decision Of The Head Of BPJPH No. 20 of 2023, every food business operator is required to guarantee the halal status of their products systematically. HAS23000 emphasizes the selection of halal-certified raw materials, the use of clean equipment and

⁵ Ibid.

⁶ Ibid.

⁷ Ahmad Rifai, "Berkenalan Dengan Halal Assurance Sistem (HAS) 23000," Catalyst Consulting, 2022, <https://catalystconsulting.id/halal-assurance-sistem-has-23000.php>.

facilities free from contamination, and a serving system that is not cross-contaminated with non-halal materials or equipment.⁸

However, there are still restaurants that mix tableware and cooking ware used for halal and non-halal meat, use ingredients from suppliers that are not halal certified, or serve food in places that do not meet halal hygiene standards.⁹ This could cause consumer uncertainty and even risk violating regulations established by the Halal Product Guarantee Agency (BPJPH) under the Indonesian Ministry of Religious Affairs.

The previous studies reinforce the urgency of evaluating the compliance of restaurant operators with the SJPH system. Zulfikri & Arodha's research revealed that many food and beverage from MSME that haven't, the particularly in terms of serving food in accordance with Islamic law.¹⁰ Fatimah added that the lack of separation between halal and non-halal storage areas remains a crucial issue that raises concerns about cross-contamination..¹¹

In a case study conducted by Widayat, it was found that providing assistance to restaurants in compiling SJPH manuals was able to raise awareness, but technical compliance with raw materials and serving remained a challenge due to limited training and a lack of regular supervision. Even at the management level of medium-sized restaurants, there are often conflicts between operational efficiency and commitment to halal standards.¹²

⁸ LPPOM, "Kriteria Sistem Jaminan Produk Halal," 2023, <https://halalmui.org/kriteria-sistem-jaminan-halal-dalam-has23000/>.

⁹ Hassanawildan Ahmad Zain, Fifik Wiryani, and Idaul Hasanah, "Kesadaran Hukum Sertifikasi Halal Pelaku Usaha Rumah Makan Di Kota Malang," *Indonesia Law Reform Journal* 1, no. 1 (2021), <https://doi.org/10.22219/ilrej.v1i1.16130>.

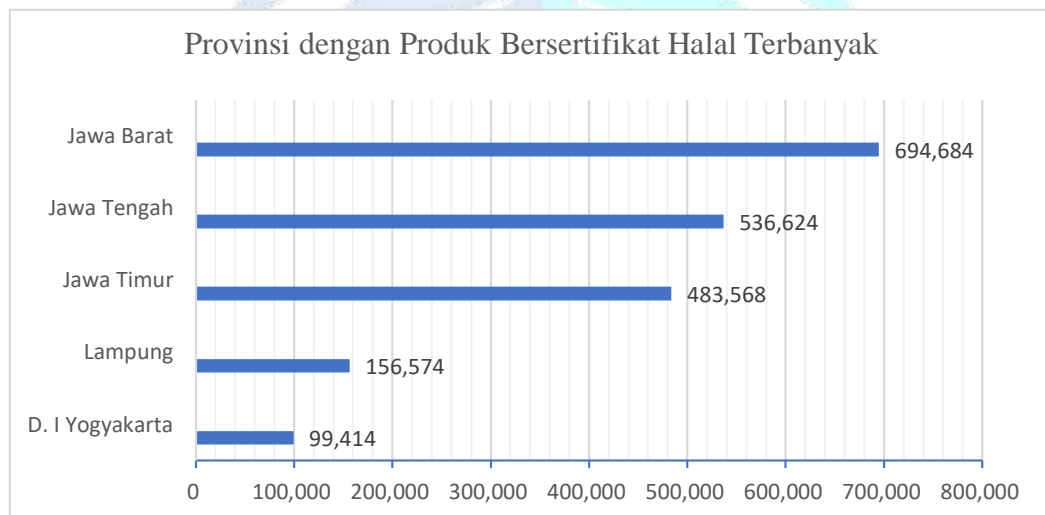
¹⁰ Robby Reza Zulfikri and Dianidza Arodha, "Keterkaitan Antara Jaminan Halal Terhadap Kualitas Dan Keamanan Produk Makanan Dan Minuman," *I'THISOM : Jurnal Ekonomi Syariah* 2, no. 2 (2023), <https://doi.org/10.70412/its.v2i2.63>.

¹¹ S Fatimah, "Analisis Kesesuaian Kriteria Sistem Jaminan Produk Halal Titan88 Roti Kota Tangerang Selatan," *Skripsi*, 2023, 18–19.

¹² A. Muzaeni Efendi, M. Nur Kholis, and Agency Nurmaydha, "Analisis Implementasi Sistem Jaminan Halal (SJH) Pada Usaha Makanan Siap Saji (Studi Kasus Herbal Chicken Ponorogo)," *ATI: Agroindustrial Technology Journal* 3, no. 1 (2022).

Chuzaemi Abidin as Secretary of BPJPH said “ *West Java is one of the provinces with the highest number of halal-certified products among all provinces in Indonesia, and today we are witnessing the handover of free halal certificates (SEHATI) to MSME players, from a total of 3.2 million halal-certified products that we have issued, and in the future this process will not stop here..*”¹³

Figure 1. 2 Provinces with Halal-Certified Products



Source: <https://BPJPH.halal.go.id/detail/jawa-barat-jadi-provinsi-terbanyak-miliki-produk-telah-bersertifikat-halal-tahun-2023>

There are five provinces with a large number of halal-certified products, including West Java with 694,684 products for the most halal certified, followed by Central Java with 536,624 products, East Java with 483,568 products, Lampung with 156,574 products, and finally the Special Region of Yogyakarta with 99,414 products.¹⁴

Many culture and culinary in Indonesia's and culinary traditions have fostered a growing market for a wide range of halal dishes, from fine dining to street food. The reality on the ground shows that many restaurants, including traditional specialty restaurants, do not yet fully understand and consistently apply SJPH principles. This phenomenon is increasingly important to study, as the “halal” label

¹³ Chuzaemi Abidin, “Sambutan Di Acara Workshop SiHalal Bagi Pelaku Usaha,” Ahad, 23 November 2023, Aula Padjadjaran Hotel.

¹⁴ Admin BPJPH, “Jawa Barat Jadi Provinsi Terbanyak Miliki Produk Telah Bersertifikat Halal Tahun 2023,” Badan Penjaminan Produk Halal, 2023, <https://bpjph.halal.go.id/detail/jawa-barat-jadi-provinsi-terbanyak-miliki-produk-telah-bersertifikat-halal-tahun-2023>.

in the culinary context is not merely a commercial identity but also only legal and religious responsibility with serious implications for the credibility of food products and the rights of Muslim consumers.¹⁵

Rasa Sunda Restaurant, as one of the well-known traditional restaurants among the people of Garut, plays an important role in shaping consumer perceptions and expectations of halal traditional food. The “Sunda” label carries a strong cultural connotation and belief in conformity with Islamic values.

This selection of Rumah Makan Rasa Sunda as the object of research in this thesis is based on several relevant considerations. First, Rasa Sunda Restaurant is one of the restaurants that has great potential in attracting customers from the Muslim consumer group, so compliance with the halal product assurance system is very important to maintain customer trust and loyalty. Second, although there are regulations regarding halal product assurance, there are still challenges in its implementation in the field, especially in the culinary sector.

Therefore, it is important to examine the extent to which compliance with SJPH in terms of production and service of food processes is truly implemented comprehensively and systematically in these restaurants. This study not only fills the empirical gap in research on halal assurance systems in the restaurant sector but also provides concrete recommendations for businesses to align with national halal regulations, as well as serving as a reference for the BPJPH in developing more effective training strategies.

Thus, this study aims to analyze the compliance of Rasa Sunda Restaurant with the halal product assurance system, with a primary focus on the aspects of food production and service food. Therefore, the researcher is interested in conducting a study titled Analysis of Halal Compliance of Halal Product Assurance System in the Aspects of Production and Service Process at Rasa Sunda Restaurant Garut.

¹⁵ M. Soleh Al Munawar et al., “Penerapan Sistem Jaminan Produk Halal Pada UMKM Untuk Meningkatkan Daya Saing Produk,” *Jurnal Pembelajaran Pemberdayaan Masyarakat (JP2M)* 4, no. 1 (2023): 165–76, <https://doi.org/10.33474/jp2m.v4i1.19996>.

1.2 Problem Formulation

Based on the previous background description, the researcher can formulate the research questions in this study as follows;

1. How is production and service foods at the Rasa Sunda restaurant in Garut??
2. How to analyze compliance of Halal Product Guarantee System (SJPH) based on Decision Of The Head Of The Agency BPJPH No. 20 of 2023 at the Rasa Sunda restaurant in Garut?

1.3 Research Objectives

Based on the existing problems, the objectives of this study are as follows;

1. To explain about the production and service foods at the Rasa Sunda restaurant in Garut
2. To analyze the compliance the Halal Product Guarantee System (SJPH) based on Decision Of The Head Of The Agency BPJPH No. 20 of 2023 at the Rasa Sunda restaurant in Garut.

1.4 Research Benefits

The benefits of this research are expected to contribute significantly in various aspects, both theoretically and practically, as follows;

1.4.1 Theoretical Benefits

- a. It more to explore from this research for development of halal theories hoped that this research can serve as a reference and study qmaterial for students in their discussions.
- b. It is this research can be an additional reference for future thesis
- c. It is hoped that this research can be a benchmark for halal product assurance at Rasa Sunda Restaurant

1.4.2 Practical Benefits

- a. This reseach can be serve as an evaluation and motivation fo Rasa Sunda Restaurant in implementing halal product assurance in its services.
- b. This reseach canbe one of literally for halal business for other restaurants.

1.5 Literature Review

Previous research serves as reinforcement and support for the research to be conducted by the researcher. To avoid duplication of research, the researcher lists will be systematic discuss by the relevant previous research to this study.¹⁶ Several studies relevant to this research include halal product assurance systems, production, and serving as follows:

Thesis written by Mulya Sari on the halal assurance system in food production in Bireuen City from an Islamic law perspective, Ar-Raniry State Islamic University, Banda Aceh, 2021.¹⁷ The study aimed to determine the halal assurance system for Nagasari cakes (Traditional Indonesian steamed cake) at Toko Mutiara, to determine the halal status of food processing in the production of these cakes, and to determine the use of food ingredients and other facilities in accordance with halal assurance. The research method used was descriptive analysis, and Data were obtained from field observations and interviews with workers at the Nagasari cake home industry. The research findings revealed that two Muslim workers stated that the ingredients used to make Nagasari cakes at Mutiara Bakery in Birueuen City meet halal food requirements, as these ingredients are specifically used for making Nagasari cakes. The similarity of this study is that the researcher also examined the analysis of the halal product assurance system. The difference is that the study focused on production carried out by non-Muslims with their products, while the researcher wanted to analyze compliance with the halal product assurance system in the products and food serving at the Rasa Sunda Restaurant in Garut.

Thesis by Rina Aditia Wati entitled “Analysis of the Halal Product Assurance System in the Production Process (Case Study on Manco Ketan Wijen Putkinas Products in Majapura Village, Purbalingga Regency),” State Islamic University Prof. K.H. Saifuddin Zuhri Purwokerto, 2023.¹⁸ The study aimed to

¹⁶ Ahmad Muqorobin et al., *Pedoman Penulisan Skripsi Fakultas Syariah Universitas Darussalam Gontor*, ed. Andini Rachmawati, 1st ed. (Ponorogo: UNIDA Gontor Press, 2024), 5.

¹⁷ Mulyasari, “Analisis Sistem Jaminan Halal Pada Produksi Makanan Di Kota Bireuen Dalam Perspektif Hukum Islam,” *UIN Ar- Raniry Banda Aceh*, 2021.

¹⁸ Rina Aditia Wati, “Analisis Sistem Jaminan Produk Halal Dalam Proses Produksi (Studi Kasus Pada Produk Manco Ketan Wijen Putkinas Desa Majapura, Kabupaten Purbalingga),” *At-*

determine the behavior of owners and employees who truly understand and implement the Halal Assurance System in Manco Ketan Wijen Putkinas products in Majapura Village, Purbalingga Regency. The research method used was qualitative with data collection techniques from documentation, interviews, and observation. The results of the study indicate that the Manco product does not have a halal certificate; however, the production activities for the Manco Ketan Wijen Putkinas product align with the fundamental principles of Islamic law. The similarity of this study is the analysis of the Halal Product Assurance System. The difference in this study is that it focuses on the production process, whereas the researcher conducted research on both the production process and food serving.

Thesis by Annisa Rika Rachmita entitled “Analysis of the Implementation of the Halal Assurance System for Meatball Products by Kusno Meatball Home Industry” State Islamic University Syarif Hidayatullah Jakarta, 2012¹⁹. The study aimed to determine the conformity of the halal assurance system documents at the Kusno Meatball Household Industry with the MUI's SJH documents and to determine the consistency of SJH implementation at the Kusno Meatball Industry. The research method used was descriptive qualitative with data collection techniques from interviews, questionnaires, and observation. The results of the study indicate that the company's SJH documents are in line with MUI guidelines, and the implementation of SJH is consistent across all departments, including purchasing, warehousing, production, marketing, and physical facilities. The difference in the research is that the researcher focused on the product and food serving, while Annisa's thesis focused on the company's documents.

Thesis by Muhammad Amjad Shalahuddin entitled “Evaluation and Implementation of the Halal Product Assurance System (SJPH) on Frozen Dimsum Food Products at CV. Indomitra Citra Pangan Tangerang” State Islamic University Syarif Hidayatullah Jakarta 2024.²⁰ The study aims to evaluate the suitability of SJPH implementation at CV ICP with SJPH criteria based on Kepka

Tawassuth: Jurnal Ekonomi Islam VIII, no. I (2023): 27.

¹⁹ Annisa Rika Rachmita, “Analisis Penerapan Sistem Jaminan Halal Produk Bakso Sapi Pada Industri Rumah Tangga Bakso Kusno,” *UIN Syarif Hidayatullah Jakarta* (2012).

²⁰ Muhammad Amjad Shalahuddin, “Evaluasi Dan Implementasi Sistem Jaminan Produk Halal (SJPH) Pada Produk Frozen Food Dimsum Di CV. Indomitra Cipta Pangan Tangerang,” 2024.

BPJPH No. 20 of 2023 and formulate recommendations to improve as well as the develop SOPs for halal product processes and critical points in the production process. The research method used was descriptive qualitative, with data collection methods including interviews, observations, documentation, and literature review. The research findings indicate that CV ICP's compliance score reached only 45%, and the halal certificate was issued on September 6, 2023. The difference in the research is that CV ICP previously did not have a halal certificate, whereas the Rasa Sunda Garut Restaurant already had a halal certificate.

Thesis by Alfi Nur Hani entitled “Analysis of Understanding of Halal Certification Among Meat Processing Restaurant Business Operators in Seputih Raman Subdistrict” at the State Islamic Institute of Metro in 2023.²¹ The study aims to determine the extent of business operators' understanding of halal certification and their understanding of Law No. 33 of 2014 regarding the obligation of halal certification. The research method used is qualitative descriptive field research with data collection techniques including interviews, observations, and documentation. The results of the study indicate that the level of understanding among business operators falls into the moderate category. While they are beginning to recognize the importance of halal certification, can explain basic concepts, and understand halal ingredients, few have obtained halal certification due to confusion over the procedures involved and the belief that the ingredients used are already halal without the need for official certification. The difference between the studies is that the former focuses on the understanding of halal products in processed meat, while this restaurant study focuses on both the products and services.

Table 1. 1. Literature Review

No	Name and Year	Research Title	Variable	Research Result
1	Mulya Sari, 2021	Analysis of the Halal	Non-Muslim Producers,	The research results show that

²¹ alfi Nurhani, “Analisis Pemahaman Sertifikasi Halal Pada Pelaku Usaha Rumah Makan Olahan Daging Di Kecamatan Seputih Raman” (IAIN Metro, 2023).

		Assurance System in Food Production in Bireuen City from an Islamic Law Perspective	Food, Halal Guaranty	two Muslim workers stated that the ingredients used to make the nagasari cake at the Mutiara Bakery in Bireuen City met the requirements for halal food because those ingredients were used to make the nagasari cake. The similarity of this research is that the researcher also studied the analysis of the halal product assurance system.
2	Rina Aditia Wati, 2023	Analysis of the Halal Product Assurance System in the Production Process (Case Study on Manco Ketan Wijen Putkinas Products in Majapura Village, Purbalingga	Halal Product Assurance System, Halal Products, Manco Sticky Rice.	The research results show that the implementation of Halal Assurance System (HAS) by Manco Ketan Wijen Putkinas only met the criteria for 5 components: ingredients, products, product facilities,

		Regency)		<p>traceability, and product handling. Factors indicating that Manco does not yet have a halal certificate are that business owners assume, without a halal label on the packaging, it does not reduce buyer interest in purchasing the product. Additionally, the long processing time and procedures for obtaining a halal certificate, as well as the lack of strict sanctions from the government toward business owners who do not include a halal label, are also factors.</p>
3	Annisa Rika Rachmita, 2012	Analysis of the Implementation of the Halal Product Guaranty	Halal Assurance System, Halal Products,	The Halal Assurance System document for beef meatballs at the Bakso Kusno

		System for Beef Meatball Products in the Bakso Kusno Home Industry	Meatballs	Home Industry is in accordance with the theory or guidelines issued by MUI for producing halal meatball products, which can be seen from the components of the HAS present in the company.
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4	Muhammad Amjad Shalahuddin, 2024	Evaluation and Implementation of the Halal Product Assurance System (Sjph) for Frozen Food Products, Dim Sum, at Cv Indomitra Cipta Pangan Tangerang	Halal Product Assurance System, Halal Products, Frozen Food,	<p>The results of the study indicate that the evaluation of SJPH criteria compliance at CV ICP still requires significant improvement to meet the requirements for applying for the latest halal certification. The average percentage score for SJPH criteria compliance at CV ICP is 45%, and the average percentage gap score is 55%. The formulation of improvement recommendations yielded 18 recommendations from the 5W+1H method and 11 recommendations from OPC analysis. Overall, a total of 24 improvement recommendations</p>
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				<p>were obtained. The latest SJPH implementation was obtained from 24 improvement recommendations, but the packaging improvement aspect is still not optimal because the company considers the variable costs of packaging. Overall, the latest SJPH is meeting administrative and technical requirements, therefore the latest halal certificate was issued on September 6, 2023, valid for the next 4 years.</p>
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5	Alfi Nur Hani, 2023	Analysis of Understanding of Halal Certification Among Meat Processing Restaurant Business Operators in Seputih Raman Subdistrict	Understanding Halal Certificates, Halal Products, Halal Awareness	The results of this study indicate that restaurant owners' understanding of halal certification has a second level or parameter, namely, an intermediate level of understanding or interpretation, whereby restaurant owners are able to explain halal certification, are aware of halal issues, understand halal products, and are beginning to understand the laws and regulations governing halal certification.
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1.6 Research Methodology

1.6.1 Type of Research

This research uses a qualitative research with descriptive method, a method of inquiry that centers on issues in human existence. This approach requires the researcher to write elaborate descriptions, draw detailed

conclusions about the source's point of view, and conduct field research supported by related literature.²²

Qualitative research that uses positivism to describe the surface of reality, qualitative research seeks to understand human and social issues at a deeper level. Researchers are aware of how people interpret their environment and how those interpretations affect their behavior.²³

The qualitative approach refers to a research methodology that focuses more on the process aspects of a particular research that is thoroughly studied.²⁴ In this study, researchers wanted to explore further the implementation of the Halal Product Guarantee System (SJPH) at the Rasa Sunda Restaurant in Garut in the aspects of the halal product process and products. This research is conducted by describing and explaining the provisions in the SJPH criteria, which are then related to the actual situation in the field. It is expected that this research will produce objective, logical, consistent, and systematic data regarding the level of food safety in these restaurants in relation to the applicable halal product guarantee system.

1.6.2 Object of Research

The object of research is an explanation of where the research location is carried out (for field research), and what important things are studied. Determining the scope of research is used so that researchers are not biased towards the amount of data they want to examine and remain focused on the research problem.²⁵ The research object in this study is the Sundanese Taste Restaurant located in Garut.

1.6.3 Data Sources

In qualitative research, statements made during interviews, observations of actions, and significant supporting documentation serve as

²² Sugiyono, *Metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D* (Bandung: Alfabeta, 2013).

²³ Asfi Manzilati, *Metodologi Penelitian Kualitatif: Paradigma, Metode Dan Aplikasi*. (Malang: UB Press, 2017).

²⁴ Ibid.

²⁵ Muqorobin et al., *Pedoman Penulisan Skripsi Fakultas Syariah Universitas Darussalam Gontor*, 45.

primary data sources. Primary or direct data sources and primary or indirect data sources are the two categories of data sources used in the research.²⁶

1.6.3.1 Primary Data Source

Primary data sources are the main data sources in research. This data source must refer to the original data source.²⁷ Primary data sources in this study were obtained through interviews and direct observation at the Rasa Sunda Restaurant in Garut. Interviews were conducted with various parties who play a role in the implementation of the Halal Product Guarantee System (SJPH), including restaurant owners and other related parties. The data obtained from these interviews and observations became the main reference in the study to understand the level of compliance of restaurants with applicable SJPH standards.²⁸

1.6.3.2 Secondary Data Source

Secondary data sources are supporting data sources that are related to and can support the main data sources in research. Secondary data sources must refer to relevant data sources.²⁹ Secondary data sources in this study were obtained from various references that support the analysis of compliance with the implementation of the Halal Product Guarantee System (SJPH). The data or information used comes from Government Regulation No. 39 of 2021 concerning the Implementation of the Halal Product Guarantee Field, HAS23000, BPJPH Decree No. 20 of 2023, books, articles, journals, theses, research reports, and news related to the implementation of SJPH in restaurants. In addition, literature that discusses halal standards and related policies is also used as a reference in this study.³⁰

²⁶ Raihan, *Metodelogi Penelitian Universitas Islam Jakarta* (Jakarta: Universitas Islam Jakarta, 2017).

²⁷ Muqorobin et al., *Pedoman Penulisan Skripsi Fakultas Syariah Universitas Darussalam Gontor*.

²⁸ Nurhani, "Analisis Pemahaman Sertifikasi Halal Pada Pelaku Usaha Rumah Makan Olahan Daging Di Kecamatan Seputih Raman."

²⁹ Muqorobin et al., *Pedoman Penulisan Skripsi Fakultas Syariah Universitas Darussalam Gontor*, 46.

³⁰ President of The Republic of Indonesia, "Peraturan Pemerintah Republik Indonesia Nomor 39 Tahun 2021 Tentang Penyelenggaraan Bidang Jaminan Produk Halal," *Government of The*

1.6.4 Data Collection Methods

1.6.4.1 Observation

Observation is a data collection technique conducted through direct observation, accompanied by systematic recording of the conditions or behavior of the object being studied. In this study, the researcher conducted direct observation at the Rasa Sunda Restaurant in Garut using a descriptive and exploratory approach. The focus of the observation covered all stages of the food production and serving process, from the receipt of raw materials, storage, processing, to serving to consumers.

The researchers systematically recorded all findings related to behavior, interactions, and environmental conditions at Rasa Sunda Restaurant, especially those related to the application of halal principles in accordance with the Halal Product Guarantee System (SJPH) guidelines as regulated in the Decree of the Head of BPJPH Number 20 of 2023.

The purpose of this data collection technique is to present accurate data and descriptions regarding the implementation of food production and serving processes in relation to halal standards during the research period.³¹

1.6.4.2 Interview

Interviews are a way to double-check or verify information that has been obtained previously. The technique used in this study was structured interviews, in which questions prepared in advance were used to collect answers from respondents. In addition, the interview process was conducted with the owner of Rasa Sunda Restaurant in Garut.³²

Republic of Indonesia, no. 086085 (2021): 1–110, http://www.halalmui.org/images/stories/kebijakan-halal-di-indonesia/PP_Nomor_39_Tahun_2021.pdf.

³¹ Nurhani, “Analisis Pemahaman Sertifikasi Halal Pada Pelaku Usaha Rumah Makan Olahan Daging Di Kecamatan Seputih Raman.”

³² Manzilati, *Metodologi Penelitian Kualitatif: Paradigma, Metode Dan Aplikasi*.

Interviews are a way to double-check or verify information that has been obtained previously. The technique used in this study was structured interviews, in which questions prepared in advance were used to collect answers from respondents. In addition, the interview process was conducted with the owner of Rasa Sunda Restaurant in Garut.

This interview aimed to explore information regarding the implementation of the Halal Product Guarantee System (SJPH) in accordance with the Head of BPJPH Decree Number 20 of 2023 and the HAS23000 Halal Guarantee System guidelines published by LPPOM MUI. This research process was conducted using an online or face-to-face question and answer method, in which respondents were asked to explain their understanding and application of halal assurance principles, including the selection of raw materials, production processes, storage, and presentation. The information obtained was then analyzed to determine the compliance of Restoran Rasa Sunda with with the Head of BPJPH Decree Number 20 of 2023.³³

1.6.4.3 Documentation

The documentation collected by the researcher includes a photo record of the Rasa Sunda Restaurant building, data related to the application of halal assurance principles such as halal-certified food ingredients, procurement documents, food processing procedures, and storage management. In addition, the documentation also includes forms of contracts with suppliers, records of handling halal and non-halal products, and restaurant facilities that support compliance with halal standards.³⁴

Furthermore, after obtaining this data, researchers will compile field notes that will assist in systematically analyzing the level of compliance of the Rasa Sunda Restaurant with the Decree of the Head of BPJPH No. 20 of 2023

³³ Ibid.

³⁴ Ibid.

1.6.5 Data Analysis Methods

After the data is collected, the data will be tested for credibility using the source triangulation technique. The source triangulation technique is carried out by verifying data obtained from various sources to support and test the validity of data related to the implementation of the Halal Product Guarantee System (SJPH) at the Rasa Sunda Restaurant in Garut. The collected data will be described and categorized based on the similarity of views and relevant specific aspects. The data analysis technique in this study uses the Miles and Huberman analysis model, which consists of three main stages,³⁵ there are:

1.6.5.1 Data Reduction

Data reduction is the process of transforming recorded data into patterns, focuses, categories, or various specific subject matters after the data has been collected. The data collected and recorded in various notes while in the field were then summarized and selected.³⁶

Data collection was carried out using observation, interviews, and documentation. After obtaining all the data from the field, the next stage is to review all the data received and select data according to the existing problems. All information from the field becomes the main material that will be organized more systematically.³⁷

1.6.5.2 Data Presentation

After reducing the data by focusing on important things, the next step is to organize and compile it by grouping the data obtained. After obtaining data from the field, researchers made data transcripts in the form of narrative and scientific interview texts. The data is described in a brief

³⁵ Matthew B. Milles and A. Michael Hubberman, "Drawing Valid Meaning from Qualitative Data: Toward a Shared Craft," *Sage Journal* 13, no. 5 (1984), <https://doi.org/10.3102/0013189X013005020>.

³⁶ Ahmad Rijali, "Analisis Data Kualitatif," *Alhadharah: Jurnal Ilmu Dakwah* 17, no. 33 (2019): 81, <https://doi.org/10.18592/alhadharah.v17i33.2374>.

³⁷ Milles and Hubberman, "Drawing Valid Meaning from Qualitative Data: Toward a Shared Craft."

description with various forms of charts and relationships so that it is easy to understand.³⁸

1.6.5.3 Conclusion

The analysis method uses inductive thinking, which is a way of concluding data that is specific and general. Initial conclusions are still temporary and will change if no strong evidence is found. This conclusion will answer the existing problem formulation.³⁹

1.7 Systematic Writing

Research systematics is a series of sequences of several descriptions of a discussion system in a scientific essay. In relation to this thesis research as a whole consists of 4 (four) chapters, each chapter consists of several sub-chapters that are arranged and related to each other, thus forming a systematic description in one unit. The systematics of this thesis research can be described as follows:

Chapter I Introduction, contains the background of the problem that the researcher examines with the title “Analysis Of Halal Compliance On Halal Product Guarantee System For Food Production And Serving Based On Decree Of The Head Of The BPJPH Number 20 of 2023 (Study At Rasa Sunda Restaurant Garut)”. Contains the background of the problem, problem formulation, research objectives, research benefits, previous research, research methodology, and systematic discussion.

Chapter II Theoretical Framework, contains a general discussion related to the theoretical basis, in the form of the concept of halal and thayyib food, halal product guarantee system, regulations on halal product guarantee, and those related to this research.

Chapter III Results and Discussion, contains an overview of the Rasa Sunda Restaurant in Garut, practices in the process of halal products to products at the Rasa Sunda Restaurant and the implementation of SJPH in aspects of the production process and serving food at the Rasa Sunda Restaurant.

³⁸ Ibid.

³⁹ Ibid.

Chapter IV Closing, contains conclusions and suggestions related to the problems studied.

