

Opportunities and Challenges of Halal Chicken Processed Products in Improving the Creative Economy

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Abstract

The large consumer demand in Indonesia makes the halal food industry in Indonesia. This is also a sign that Indonesia has great potential in this industry. Indonesia can be a major player, not just as a consumer. However, to become a major player Indonesia must be able to face the challenges that exist in the development of the industry. This study aims to identify opportunities and challenges of halal chicken processed products in improving the creative economy in Indonesia. The method in this research is a qualitative method with a type of literature research, namely looking for concept theories that are used as a theoretical basis and information contained in the library in the form of books, articles, papers, and other documents. The results of this study show that halal chicken processed products have an opportunity with high market needs and household consumption of halal food.

Keywords: *Economy, Food, Halal*

Abstrak

Besarnya permintaan konsumen di Indonesia menjadikan industri makanan halal di Indonesia. Hal ini juga menjadi tanda bahwa Indonesia sangat berpotensi dalam industri ini. Indonesia dapat menjadi pemain utama, bukan hanya sebagai konsumen. Namun, untuk menjadi pemain utama Indonesia harus dapat menghadapi tantangan-tantangan yang ada dalam pengembangan industri tersebut. Penelitian ini bertujuan untuk mengidentifikasi peluang dan tantangan produk olahan ayam halal dalam meningkatkan ekonomi kreatif di Indonesia. Metode dalam penelitian ini adalah metode kualitatif dengan jenis penelitian kepustakaan yaitu mencari teori-teori konsep yang dijadikan landasan teoritis dan informasi yang terdapat di perpustakaan baik berupa buku, artikel, makalah, dan dokumen lainnya. Hasil penelitian ini menunjukkan bahwa produk olahan ayam halal memiliki peluang dengan tingginya kebutuhan pasar dan konsumsi rumah tangga terhadap makanan halal.

Katakunci: *Ekonomi, Makanan, Halal*

INTRODUCTION

The halal food industry in Indonesia has such a great opportunity. The large number of Muslim communities living in Indonesia is one of the opportunities for the industry. The State of Global Islamic Economy Report 2020/2021 shows that Indonesia is ranked first as a halal food consumer country with a total consumption of US\$ 144 billion.

The large consumer demand in Indonesia makes the halal food industry in Indonesia. This is also a sign that Indonesia has great potential in this industry. Indonesia can be a major player, not just as a consumer. However, to become a major player, Indonesia must be able to face the challenges that exist in the development of the industry.

The increasing number of new players in the culinary industry of poultry products can certainly be an indicator that the business in this field is still quite open to anyone who wants to be involved. On various occasions, the Creative Economy Agency has always said that the food industry in Indonesia still has the potential to develop coupled with trends among millennials who like culinary tourism, of course, it can become a new market that should be taken into account.

Halal Food

Halal can be defined as a quality standard that complies with Islamic Sharia law and is used in every activity carried out by Muslims (Bohari, Cheng, & Fuad, 2013). In the world of halal food or food industry, there are at least several aspects that must be considered regarding the halal

criteria of a food. There are several basic principles in a product that can be said to be halal, including (Elasrag, 2016):

1. Halal or haram products are actually a function of obedience or not to Illahi's commands
2. The determination of halal or haram depends on the aspects of benefits or mudharat respectively
3. The rules established by Shari'a are fixed (halal-haram), but the variables of the determination of the law are based on the circumstances of the subject at the time and place
4. Compliance with sharia is based on the choice of the preferred *maslahah* or *mudharat*.
5. Some controls and regulations that regulate such as not endangering humans and other important rules sometimes do not fulfill orders.

The Qur'an in Sura Abasa verse 24 mentions that Allah commands man to pay attention to his eating. The early *shalehs* always looked after and cared for their food. They always behave carefully in the selection of food to be consumed, so as to avoid eating foods that are not clear about halal and haram laws. The food consumed can have a very big impact on life, among others (Sholeh & et al, 2015):

1. Can affect the physical growth and intelligence of reason
2. Can influence human nature and behavior
3. Can affect children born
4. Can encourage people to do certain deeds
5. May affect the acceptance or rejection of a servant's worship and prayers
6. Can affect life in the afterlife.

Halal Chicken Processed Products

Hubeis (2014) mentions that food is a basic need for human life. Food development is the development of a food system that includes production, processing, distribution and marketing activities, involvement of economic actors and government policies. Food or foodstuffs in general must be processed or processed first before consumption. Processing, in addition to obtaining a diversity of types, shapes and flavors of food that is tastier and easier to chew or digest, is also intended to extend its shelf life. However, it needs to be considered so that the quality of the food is maintained and not damaged (Nastiti, 2010).

The era of free trade of the ASEAN Economic Community (AEC) has been imposed on ASEAN member states. AEC is a form of regional economic integration that aims to make ASEAN a single market and production base where there is a freer flow of goods, services, investment, skilled labor, and capital. This AEC is a form of trade liberalization that requires every country to have high competitiveness, including broiler commodities. Current conditions where the production costs and selling prices of purebred chicken meat are higher than other countries, and with the enactment of the AEC, it is feared that local chicken meat cannot compete with imported meat which is cheaper.

There are three scenarios used to describe the competitiveness of broilers during the AEC, namely a decrease in import tariffs, a decrease in interest rates, and a decrease in logistics costs (Nurfadillah, 2015). One of the efforts to reduce logistics costs is through the Community Service (PkM) program. The aim is to stimulate the competitiveness and impact of government policies on the competitiveness of broilers, especially in Bogor City before and after the enactment of the ASEAN Economic Community. The solution offered is to assist in diversifying the processing of fresh chicken products into *ungkep* chicken that has been seasoned and ready to eat, so that it can be marketed to compete with modern retail.

Creative Economy

The structure of the world economy is undergoing rapid transformation along with economic growth, which is an aggregation between Natural Resources (SDA), Human Resources, and Artificial Resources (SDB) from the era of agriculture to the era of the industrial revolution 4.0 and information. Alvin Toffler in 1980 in his theory divided the wave of economic civilization into three waves. The first wave is the wave of agricultural economy. Second, is the wave of the

industrial economy. The third is the wave of the information economy. Then it is predicted that the fourth wave is a wave of the creative economy with an orientation to creative ideas and ideas.

The creative economy, including those based on food of animal origin (PAH) that is safe-healthy-whole-halal (ASUH) is the development of concepts based on creative assets that have the potential to increase economic growth. The concept of Creative Economy is increasingly receiving major attention in many countries because it turns out to be able to make a real contribution to the economy. Creative economy is an economic concept in the new economic era that intensifies data, information and creativity by relying on ideas and stock of knowledge, science, experience from the aggregation of human resources (HR) as the main production factor in economic activities with natural resources (SDA) and artificial resources (SDB). The creative economy in the culinary field is currently developing rapidly. Culinary trends in various cities in Indonesia are studied intensely such as creative economy-based business development strategies in an effort to preserve regional specialties that are almost submerged by modern culinary (Sari, 2018), and Hutabarat (2015).

The seriousness of the Government of Indonesia in developing the creative economy is marked by the issuance of Presidential Instruction No. 6 of 2009 concerning the Development of the Creative Economy which contains instructions from the President to ministers, heads of non-departmental government institutions, all governors, regents/mayors whose essence is to support the creative economy development policy in 2009-2015, 2015-2019, especially in the development of economic activities based on creativity, creative skills and creative power by developing and implementing an action plan to support the successful development of the creative economy. In addition, based on Presidential Regulation N0.92/2011 on December 21, 2011, the Ministry of Tourism and Creative Economy has been established with a vision to realize the welfare and quality of life of the Indonesian people by driving tourism and the creative economy. In this connection, one of the contributions that can be developed is by providing training in processing fresh PAH (TPnA production chicken) which is ASUH into processed food (ungkep chicken). This ungkep chicken is intended to meet the needs of people who have difficulty processing their own time at home because they are busy with their daily activities. In addition, ungkep chicken is popular, practical, and ready to eat. In other words, the processing of ungkep chicken can provide added value for TPnA and the community.

Based on the results of research conducted by (Mujar & Hassan, 2015) in Malaysia, it is stated that the development of the halal food industry in Malaysia has experienced significant developments in the economic aspect. The halal food industry has attracted the participation of Small and Medium Enterprises specializing in the processing and production of halal food, creating large job opportunities and having an impact on increasing Gross Domestic Product. In addition, the halal food industry also not only has an impact on the economy, but also has an impact on the physical and spiritual development of humans.

RESEARCH METHOD

The method in this study is a concept that is carried out by starting with data collection and continuing the necessary analysis, in answering the problems faced. So the research method can be interpreted as a discussion of the strategies used by a researcher in the data collection process to achieve research goals and answer research problems. The type of research used by researchers in this research is library research, which is looking for concept theories that are used as theoretical foundations and information contained in libraries in the form of books, articles, papers, and other documents. The data in the literature is collected by reading, classifying relevant sections to the discussion chapter which further describes these data. So at the final stage all the data collected and presented in such a way as to make it easier to analyze.

RESULT AND DISCUSSIONS

Chicken meat is one of the food products of animal origin (PAH) which is classified as white meat (poultry meat), because this meat has a more white fiber ratio. Chicken meat that is picked up and then fried is one of the PAH products that has become a favorite food by most people in Indonesia.

Tough meat is one of the problems faced by many people in the presentation of food products made from raw meat. Various methods have been applied by the community, including

old cooking with high temperatures to the use of stacking enzymes. This method has many disadvantages, including the time used is relatively longer so that the cost becomes more expensive. The unkep method is one of the solutions that can be done to provide the consistency of tender meat.

Unkep chicken as one of the foods produced by man, became developed. According to the form of human culture, in its function, food can be classified as originally a primary need, namely being: staple food, side dishes, snacks, to meet physical needs, for special event needs, food to be able to live, and for ceremonial purposes. Culture also aims to: the reduction of hunger grows in line with development although not absolutely, adding substances caused by internal factors that are absent or lacking in food.

Currently, unkep technology has developed rapidly to produce 1,255 unkep chicken recipes in various regions in Indonesia (cookpad.com). Unkep is one of the food processing technologies. The unkep technique is to cook over low heat for a long time. This technique makes the seasoning release enzymes, thus emitting a distinctive aroma, making all the spices and spices seep into the food ingredients. The use of basic seasonings, spices and proper cooking techniques, will result in a rich taste, without the addition of flavorings. The basic seasoning, in general, can be divided into three, namely: (1) white spice, (2) yellow spice, and (3) red spice. The addition of spices allows the basic spices to be processed into various specialties of each region. The basic seasoning can be made in large quantities and then stored and used in small pieces as needed. The seasoning used should be fresh, finely ground, and then sautéed with a little oil and salt. Oil and salt are natural preservatives for seasonings by storing them in a tightly closed container and put in the refrigerator so that they last for more than 12 months. These spices and spices are the culinary heart of Indonesia that makes our country once colonized by Europeans for centuries.

Ariyanti (2016) mentioned that in today's urban society, there is a phenomenon of food consumption activities that increasingly dominate daily life. Food consumption is strongly influenced by people's purchasing power and public awareness of food and nutrition. Diversification of food consumption in principle is to provide choices to the public in consumption activities in the food sector that are in accordance with the tastes and tastes of consumers, as well as to avoid boredom with the same food menu every day in order to get sufficient food and nutrition and good for a healthy and active life. Mufidah (2012) then strengthened that the proliferation of culinary business is the answer to the needs of urban people who are fast and fast-paced (fast food), which results in the habit of eating out, including even in the lower class.

The halal chicken processed products business is related to the growth of the Muslim population. Indonesia, which as a country majority of Muslims, processed halal chicken products have the opportunity to increase the creative economy. The opportunity is, first, a large market potential. Indonesia is a country that has more value as an agricultural and maritime country in terms of high economic potential and can be increased to superior value (Warto & Arif, 2020). Halal products have an average growth rate of seven percent per year and an increasing Muslim population so that halal producers and business people have plans to expand the market internationally, including the expansion of the Indonesian halal product market (Purnomo, 2011). Thus, the need for halal products, especially processed chicken products, is very high.

Secondly, the high consumption of households. In this case, high household consumption will affect the interest and needs of the community or households for halal processed products so that for this cultivation and ensuring the peace of Muslim consumers, safe and halal products are needed for Indonesian families (Warto & Arif, 2020). In addition, some people need fast food which can be produced by processed chicken products.

The food sector, especially processed halal chicken products, has several challenges both in terms of business actors and products, including:

1. Demand and market

There are many challenges that Indonesia must face in the demand and market segments, such as the number of multinational companies from outside engaged in processed food products. This makes new and old Indonesian business actors must be able to compete to develop the halal food industry in Indonesia. To face these challenges, they must provide new innovations in their products in order to attract consumers. Business actors for the processed chicken food product

industry must also better research the movement, segmentation, and taste of the market. By getting to know the market better, players can customize their products and goals. This makes the products they offer and their business more dynamic.

Wide international market access is also a challenge in this segment. Various parties must be able to find solutions to this problem, so that they can help business actors from Indonesia be able to sell their products abroad. That way, consumers from outside can get to know more and at the same time attract customers from outside to buy products from Indonesia.

In addition, the development of the halal market requires increased efficiency in the market to be able to keep up with this growth. One approach that can be used is Supply Chain Management (Nordin & Samicho, 2014). Supply Chain Management can be utilized to increase productivity and profitability of the halal market (Waharini & Purwantini, 2018). Supply Chain Management develops according to industry needs into halal supply chain which is defined as the integration of processes from raw materials to end consumers (Omar & Jaafar, 2011). Halal supply chain is used by companies or manufacturers that aim to maintain and maintain halal products (Batool & Farrukh, 2016). Halal products that are maintained will be a superior value in competing with other manufacturers in the same industry (Waharini & Purwantini, 2018).

2. Technology

Technology is also a challenge for the processed chicken food industry. Technology can facilitate the work processes in this industry, such as facilitating the production process, distribution process, to commercialization and promotion.

Therefore, the technology used by the halal food and beverage industry in Indonesia must be able to compete with existing technology in other countries. This technological advancement must also be followed by education to workers and business actors in this industry so that technology can be useful efficiently.

3. Maintain the halalness of the product

A food industry needs raw materials to produce products. This industry requires raw materials and products that are maintained halal value starting from the process of obtaining raw materials to consumers. This is important so that the food and beverages produced do not lose their halal value. For this reason, this is a challenge in the processed chicken food industry.

Raw materials and products also require further research for new developments and innovations. This is so that raw materials for production and product products have added value and are competitive.

4. Human Resources

Human resources are an important segment in the development of all kinds of industries. This is because human resources are the driving force in the industry. Human resources in Indonesia still lack understanding in the halal chicken processed food industry from various aspects, such as the lack of understanding of the halal value chain in the food and beverage production system. Various parties who understand the halal value chain must provide education about this to business actors, workers, or the community. This needs to focus more so that the industry can run well and in accordance with its goals.

Furthermore, there are also many people who are not interested in doing business in this industry. This problem arises because there is still a lack of understanding of opportunities in the halal market. This must be resolved by providing information as well as education to attract the interest of the public in this industry.

5. Financing challenges

Business actors who want to open a chicken processed product business are sometimes or often constrained in financing matters. Financing parties usually need tangible guarantees that must be met by business actors. These guarantees can be in the form of diplomas, certificates, and especially business plans. This guarantee is a problem for business actors to open their businesses. Therefore, there is a need for solutions to these challenges, whether it is helping business actors in fulfilling their guarantees or loosening these guarantees. However, this is difficult to do because it involves trust.

CONCLUSION

People today see the phenomenon of food consumption activities that increasingly dominate daily life. Food consumption is strongly influenced by people's purchasing power and public awareness of food and nutrition. Diversification of food consumption in principle is to provide choices to the public in consumption activities in the food sector that are in accordance with the taste of consumers.

The halal chicken processed products business is related to the growth of the Muslim population. Indonesia, which as a country majority of Muslims, processed halal chicken products have the opportunity to increase the creative economy. The opportunity is a large market potential and high household consumption so that the need for halal products, especially processed chicken products, is very high.

The food sector, especially halal chicken processed products, has several challenges both in terms of business actors and products, namely market demand, the use of technology, maintaining product halalness, human resources, and financing challenges. These challenges can be overcome by collaboration between the government as policymakers, producers who produce processed chicken products, the public as consumers and academics who help in increasing the knowledge of business people. This collaboration will improve the creative economy in Indonesia.

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