

PROBLEM EXPLORE IN DEVELOPING THE HALAL FOOD INDUSTRY IN TOURISM AREA

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Abstract

Purpose - This paper aims to explore the problems in developing the halal food industry in the tourism area, and then find solutions to overcome these issues. One of the popular tourism areas in Indonesia is Bangka Belitung. **Design/methodology/approach** –The respondents in this study are practitioners and academics who have knowledge of the halal food industry in Bangka Belitung. Then, the analytic network process is used as a tool to analyze priority problems and solutions. **Findings** - The analysis reveals that there are three priority issues: 1. Lack of understanding and commitment from companies to excel the halal products, 2. Lack of company understanding related to the halal supply chain, 3. Declining performance of the tourism industry sector. Then, the priority solution in this finding is to increase and improve professions, academics, and supporting institutions. **Research limitations/implications** - This study only examines the problem of developing the halal food industry in the tourism area. This study contributes to the literature by exploring problems and discussing solutions. **Practical implications** –This study highlights the priority problems and discusses the solutions to become a reference in making policies and strategies in the development of the halal food industry in the tourism area, especially in the Bangka Belitung Islands, Indonesia. **Originality/value** – Although there are several studies in this field, to the best of the author's knowledge, there has been no research analysis about the problems of the halal food industry in tourism areas. Therefore, the analysis is presented using the pioneering method which considers sustainability and innovation as the priorities.

Keywords: Halal Food, Analytic Network Process, Tourism Area, Development Problem.

Paper type: Research paper

1. Introduction

The Indonesian government has not maximized the market potential. It is shown by Indonesia has 10th rank position in the category of halal food producers (Purwanto et al., 2020). The main factor of strong countries in the global halal food industry, such as Thailand, is that the tourism industry is bustling. Therefore, it helps to improve the country's halal branding, such as uniformity in definitions and standards of halal as well as practical support for local SMEs (Nawawi et al., 2019). The strong link between the halal food industry and tourism has been the focus of many researchers. Some of them, Yusof and Shutto (2014), researched the development of the halal food market in Japan. According to their findings, tourism has strong potential. Other research by Henderson (2016) examined the halal food industry and tourism in Malaysia and Singapore. Then, Khan and Callanan, in their study of the main problems in halal tourism, found that the primary concern of halal tourism is the role of certification in convincing tourists and the lack of standardization of halal certification, one of which is in food. Some studies above indirectly reveal that tourism can be a solution to developing the halal food industry (Khan and Callanan, 2017).

Bangka Belitung is one of the tourism areas in Indonesia that will be a host of the international halal congress in 2022. The government of Bangka Belitung is working on several things to encourage MSME products to have high competitiveness and halal certification. Around 89.4% of Bangka Belitung people are Muslim, so it could be a factor that this area can be an economic driver in the halal sector. The second thing that can encourage the halal industry in Bangka Belitung is the characteristics of the tourism area, mostly dominated by the ocean. Bangka Belitung oceans produce many kinds of marine biota products, which in the end they can bring advantage to support the prospect of developing the halal industry. It is undeniable that Bangka Belitung has not been able to compete with cheaper imported products (Indonesia, 2020). There is a need for an in-depth study of the halal food industry in Bangka Belitung as one of Indonesia's tourism areas in order to compete in the global arena. Various empirical studies, theoretical studies, and the problems above are interesting to investigate further with the analysis how the problems and solutions of the halal food industry in the tourism area located in Bangka Belitung.

2. Literature Review

The term “halal” means everything beneficial and does not harm the body, mind, and religion. It is the one consumption of the main pillars of Islamic economic activity and must adhere to the halal concept. In recent years, discussions related to halal industry research have increased. The concept-based research on halal food was conducted by Bohari et al., (2017) using SWOT-ICT analysis and Othman et al., (2009); Yusof and Shutto, (2014); Rahman et al., (2011); Alqudsi, (2014); Yunos et al., (2014) used a review analysis and literature study. Other studies related to the halal food manufacturing industry were also conducted by Yunus et al., (2014). They analyzed halal awareness and buying interest, Muslim brands, and purchases. Then, research was conducted by Ambali and Bakar (2014) on public awareness and concern for halal food and products.

Several researchers also analyzed the determinants of consumption of halal products, namely Briliana and Mursito, (2017); Asnawi et al., (2018) and perceptions of halal by consumers Said et al., (2014); Rios et al., (2014); Rahim et al., (2016). Research that examines the halal food literature has been carried out by Secinaro and Calandra, (2020). In his study, he used a sample of 221 scientific articles published from 1997 to 2020 in the Scopus database. The findings in this study revealed five research clusters: halal food and the role of certification, halal food and public awareness, production, and quality of halal food, halal food in tourism management, and halal food and supply chain supplies.

According to some previous research above, this research was pioneering research focused on developing the halal food industry in Bangka Belitung. Analysis of the problem used the analytic network process method. Analytic Network Process (ANP) was a mathematical theory that could analyze the influence with an assumptions approach to solve the problem. This method was used in the form of a solution considering adjusting the situation's complexity by parsing the synthesis accompanied by a priority scale that produces the most significant priority effect (Saaty and Vargas, 2006).

3. Method

In this study, the data used primary data obtained from in-depth interviews with experts and practitioners who know the related issues discussed by filling out the questionnaire with the respondents. The respondents in this study have understood the problems found in the halal food industry, especially in Bangka Belitung. The number of respondents in this study consisted of two experts and practitioners with thoughtful considerations in the field of the halal industry. The requirements for valid respondents in the ANP do not need to be many. The important thing is that they master or in their fields (Ascarya, 2015). Therefore, the respondents selected in this survey are experts/researchers of the halal food industry and practitioners working in the halal food industry. This research used qualitative-quantitative analysis research that aims to capture a value or view represented by experts and practitioners of the halal food industry on developing the halal food industry in Bangka Belitung. The analytical tool used the Analytic Network Process (ANP) method and was processed using the "Super Decision" software. The ANP could explain the model of dependence factors and their feedback systematically. Decision-making in the ANP application involved considering and validating practical experience (Saaty and Vargas, 2006).

The research stages were divided into three phases. The first phase is constructing the ANP model based on a theoretical and empirical literature review and asking questions to experts and practitioners of the halal industry and through in-depth interviews to examine information more intensely to get to the real problems. The second phase is the quantification of the model using questions in the ANP questionnaire in the form of a pair wise comparison between elements in the cluster to find out which of the two has the more significant influence (more dominant) and how big the differences through a numerical scale of 1-9. The data from the assessment were then collected and inputted through super decision software to be processed and produced the outputs in the form of priorities. Questionnaires from each respondent were inputted on a separate ANP network (Ascarya, 2015). The third phase was Synthesis and Analysis based on Geometric Mean and Rater Agreement.

4. Result

The problems that cause low level development of the halal food industry in Bangka Belitung are explained into four aspects: industry, capital, proponent, and market. The clusters as a whole are classified into problem and solution clusters.

4.1 Cluster problems:

A. Industry Problems

After conducting a literature study and discussing with the respondents, this study found four industrial issues: 1) Lack of understanding and commitment from industries to excel the halal products. 2) Industries do not want to take risks for product development. 3) The low industries initiative and innovation. 4) Lack of industries understanding regarding the halal supply chain.

B. Capital Problems

After reviewing the literature and discussing with the respondents, four problems were found in the aspect of capital, namely: 1) Lack of a healthy sharia investment climate that can support the requirements of the halal food industry. 2) There is still a lack of knowledge owned by the investors. 3) The risk that investors consider, one of which is the risk of business loss. 4) Investors tend to be conservative by choosing which one is more profitable without seeing and considering the sharia aspect.

C. Proponent Problem

After conducting a literature review and discussion with the respondents, four problems were found in the proponent aspects, namely: 1) Lack of socialization; there is still a lack of knowledge provided to the public, business actors, and investors regarding the halal food industry. 2) Lack of public awareness about the halal food industry. 3) Limited research and research. 4) Lack of incentives from the government and related institutions toward the halal food industry.

D. Market Problems

After reviewing the literature and discussing with the respondents, four problems were found in the market aspect: 1) there are still many imported products which have lower prices. 2) The lack of demand for local products in the world market. 3) Lack of product differentiation and diversification. 4) The decline in the performance of the tourism industry sector.

4.2 Solution clusters:

A. Fundamental Solution

1) Formal education; the requirements in increasing literacy in the halal industry through a standard education curriculum. 2) Conducting intensive, directed, and integrated socialization. 3) Optimizing Good Corporate Governance to improve company performance. 4) Improving and perfecting the role of professions, academics, and supporting institutions.

B. Technical Solution

1) Innovating products in variety, shape, and packing. 2) Increasing incentives for business actors. 3) Improving the marketing strategies, both traditional marketing and digital marketing. 4) Improving training programs held by government, private sector, associations, and related institutions.

C. Macro Solution

1) Providing a small-scale capital market platform specifically for the halal food industry MSMEs. 2) Having encouragement in Islamic financial institutions to increase funding the halal food industry. 3) Optimizing the halal food product export institutions. 4) Implementing the strategy to follow the market by guiding its strategy indirectly in the desired direction.

D. Roadmap Solution

1) Improved regulation; increasing regulations that are inclined to benefit the halal food industry. 2) The government and academics prepare education and promotion patterns in collaboration with business actors and Islamic financial institutions. 3) Improving the development of human resources for competence, experience, and morals through applying qualification standards and certification for professionals. 4) Preparation of a research roadmap for the halal food industry in tourism areas by the relevant institutions.

4.3 Synthesis result of the problem aspect

The results obtained show statistical consensus from experts and practitioners regarding problems and solutions in developing the halal food industry in the tourism area of Bangka Belitung. In Figure 1 below, the experts show that business actors and market are the two most important aspects. The results of the rater agreement for the problem cluster show a value of $W=0.357$, which means 35.7% of respondents agree that market players can be a priority aspect in the clustering problem of developing the halal food industry in the tourism area of Bangka Belitung. The priority aspect of the problem cluster shows that the industry is a priority aspect, which is 34.31%. The next element is followed by the market aspect (25.11%), the capital aspect (20.53%), and the proponent aspect (20.05%) ranks last.

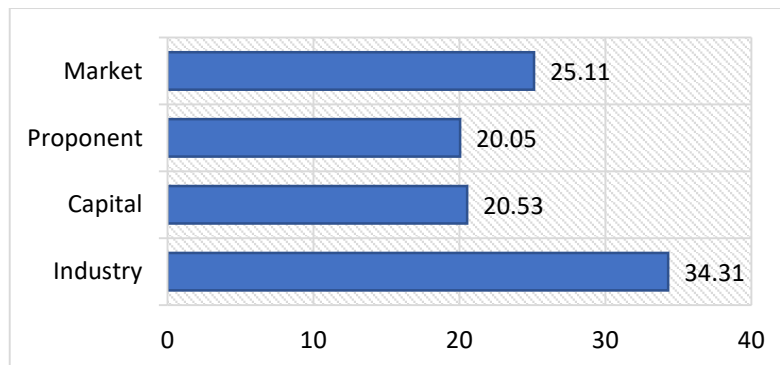


Figure 1: Problem Aspect Priority

In the industrial aspect, the results of the rater agreement for the industrial problem aspect show a value of $W=0.138$, which means 13.8% of respondents agree that the priority order for industrial aspect problems are lack of commitment, lack of understanding, averse to risk, and lack of initiative. As shown in Figure 2, lack of responsibility is the most priority problem with a value of 33.57%. The second priority problem in the industry aspect is lack of understanding, with a value of 32.63%. Then, the lack of industry understanding, especially the supply chain, which causes the halal food industry, has lack coordination. The supply chain requires coordination for all actions taken to increase profits and take into account the impacts that will occur (Mohamed et al., 2020).

Finally, the lack of good coordination reduced the total gain. Then the problem of malicious to risk becomes the third priority in the industrial aspect with a value of 23.17%. In this problem, most of the business actors in the halal food industry are less willing to take risks to

develop their products. Lack of initiative problem became the last priority problem in the industrial aspect with a value of 10.62%.

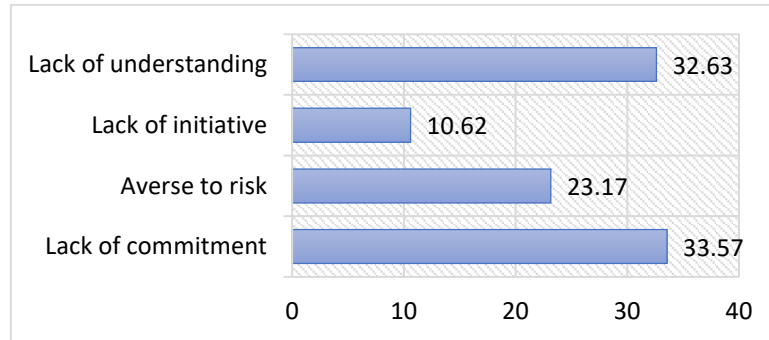


Figure 2: Industry Problem Priority

The rater agreement for the capital problem aspect shows a value of $W=0.237$, which means 23.7% of respondents agree that the order of priority for the capital problem aspect is lack of knowledge, averse to risk, conservative, and lack of sharia investment. Lack of knowledge is a priority problem in the capital aspect with a value of 29.75%. The lack of public knowledge about sharia investment is a priority problem in the part of capital problems in the halal food industry. Sharia investment in the business world uses Mudharabah contracts, namely people who have excess funds provide capital to business actors and then they get profit sharing (Arifin, 2012).

The second priority on the capital aspect is averse to risk with a value of 27.61%. Considering the risk of high mudharabah returns makes people are reluctant to invest their funds directly in the business world. Moreover, the third priority on the problem capital aspect is conservative, with a value of 24.79%. Investors tend to choose investments with high returns and lower risks. The fourth priority on the problem capital aspect is the lack of sharia investment with a value of 17.85%. Islamic financial planning plays a vital role in providing funds and investment opportunities, especially for business actors in the halal food industry (Waharini and Purwantini, 2018).

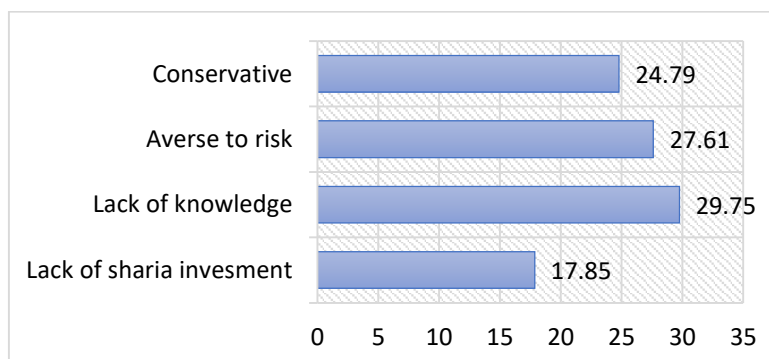


Figure 3: Capital Problem Priority

In the problem of proponent aspect, the result of the rater agreement shows a value of $W=0.578$, which means that 57.8% respondents agree that the priority order of problems in the proponent aspect is lack of public concern, limited research, lack of socialization, and lack of incentives. Lack of public concern is a priority problem in the proponent aspect with a value of 28.01%. The local community's respect for halal food products dramatically affects the development of the halal food industry because local people are the primary consumers. After the lack of public concern, limited research became the second priority problem in the proponent aspect, with a value of 27.93%.

The study's limitations in the halal food industry in the Bangka Belitung tourism area can be an obstacle in preparing regulations and strategies for developing the halal food industry in its area. The third priority problem in the proponent aspect is lack of socialization, with a value of 26.63%. Socialization was also carried out to the community so that they prefer to consume local halal products. The fourth priority in the problem proponent aspect is the lack of incentives with a value of 17.43%. The incentives given by the Bangka Belitung government to the halal food industry have been started from 2017 until now to issue for free halal labelling. But apart from that, other incentives still need to be increased to develop the halal food industry in Bangka Belitung.

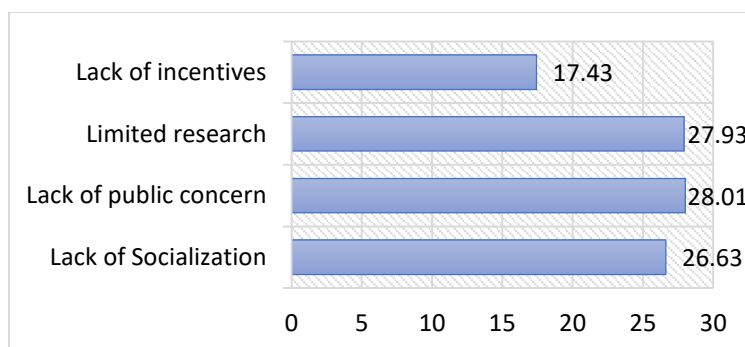


Figure 4: Proponent Problem Priority

In the problem market aspect, the results of the rater agreement result shows a value of $W = 0.612$, which means that the respondents' agreement is 61.2% that the priority order of market aspect problems is tourism lethargy (30.91%), import product competition (24.73%), lack of differentiation and diversification (24.65%), and low demand (19.71%). In this situation, tourism lethargy is a priority problem in the market aspect with a value of 30.91%. The decline in the number of foreign tourists in Bangka Belitung began to occur since the COVID-19 pandemic. This problem has become one of the priority issues in developing the halal food industry in Bangka Belitung (Valeriani, et al., 2020). The second priority in the problem market aspect is import product competition with a value of 24.73%. The third priority in the problem market aspect is lack of differentiation and diversification with a value of 24.64%.

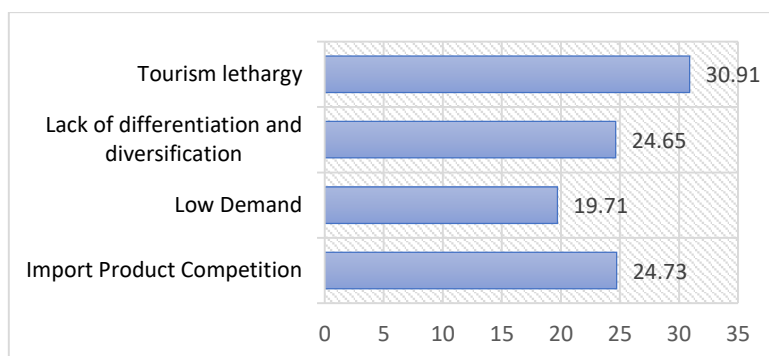


Figure 5: Market Problem Priority

4.4 Synthesis result of the solution aspect

Figure 6 below shows that business actors and the market are the two most important aspects. The results of the rater agreement for the clustering problem show a value of $W = 0.617$, which means 61.7% of respondents agree that the fundamental solution is a priority aspect in the cluster solution for developing the halal food industry in the tourism area of Bangka Belitung. The priority aspect in the solution cluster shows that the fundamental is the priority aspect, which is 26.71%. The next element is followed by the technical part (25.42%), the roadmap aspect (24.76%), and the macro aspect (23.11%) ranks last.

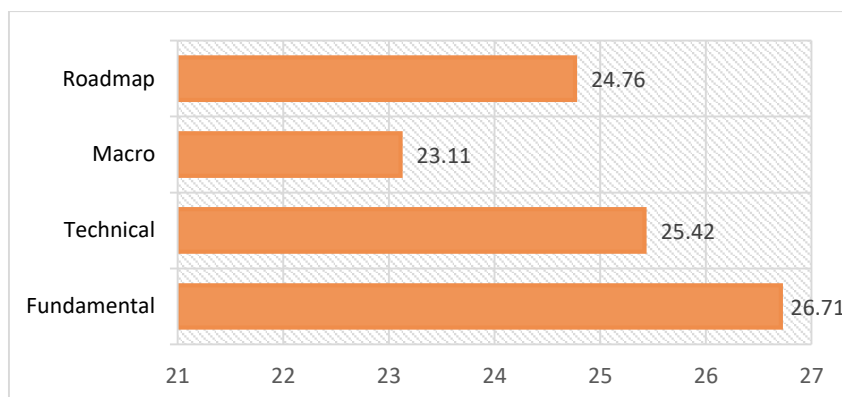


Figure 6: Solution Aspect Priority

In the aspect of fundamental solutions, respondents think that the most critical answer lies in perfect the role and intensive socialization. At the same time, formal education and GCG optimization only get scores below 25%. The result of the rater agreement for the fundamental solution aspect shows the value of $W=0.157$. Perfect the role in fundamental solutions is a priority solution with a value of 32.71%. They are improving and perfecting the part, especially the part of academics that can enhance education and research in the halal food industry, then Islamic financial institutions that can socialize and increase investment in the halal food industry. The part of the government is also needed to improve and perfect

regulations in the halal food industry. Intensive socialization becomes the second priority in fundamental solutions, with a value of 26.85%. Intensive socialization is needed after increasing and perfecting roles.

After intensive socialization, the priority solution in the third fundamental aspect is formal education, with a value of 22.19%. The halal industry in the standard education curriculum needs to be improved, considering that young people are the agents of change for a nation. One of the ways to shape the character of young people is through formal education (Kumar et al., 2022). The fourth priority in fundamental solutions is good corporate governance optimization with a value of 18.25%. The main parties in the corporate governance of the halal food industry are the owners of capital, management, and the board of directors.

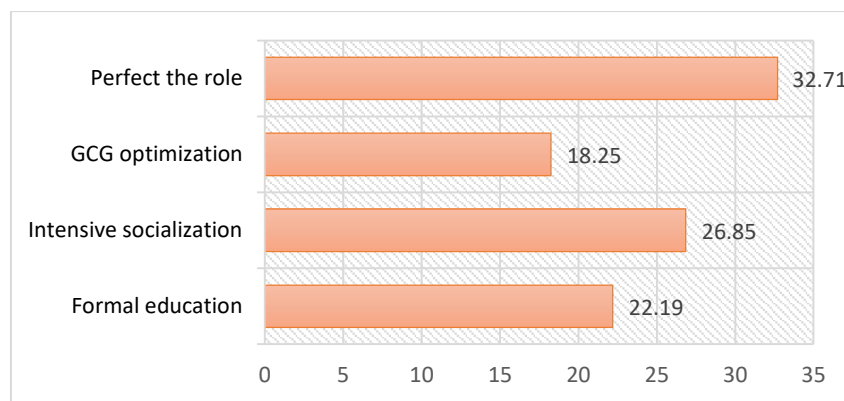


Figure 7: Fundamental Solution Priority

The result of the rater agreement for the technical solution aspect shows the value of $W=0.283$. The priority in the technical solution is divided into four aspects, the first priority is a marketing strategy, the second priority is the training program, the third priority is product innovation, and the fourth priority is increased incentives. Marketing strategy is the priority in terms of technical solutions with a value of 26.39% and the second priority is the training program, with a value of 25.87%. Product innovation is the third priority in terms of technical solutions, with a value of 24.38%. The fourth priority in the aspect of technical solutions with a value of 23.36% is increased incentives. Marketing strategy becomes the priority in the element of technical solutions, which means as the crucial solutions. The training program scored 25.87% in the priority aspects of technical solutions.

After the training program, the next priority for technical aspects is product innovation, with a value of 24.38%. The last priority in the technical solution aspect is increased incentives with a value of 23.36%. In here, incentives' still need to be increased in Bangka, the halal food industry in Bangka Belitung, although with the lowest priority value in terms of technical solutions.

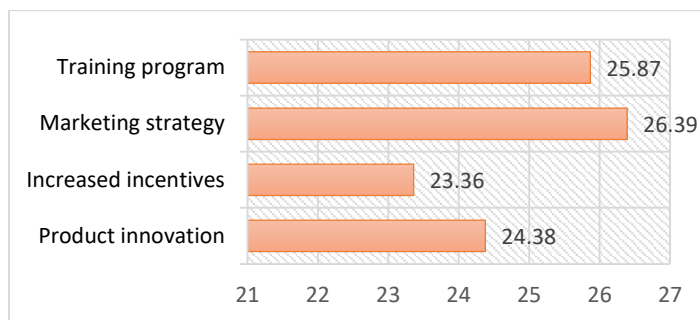


Figure 8: Technical Solution Priority

Figure 9 shows the priorities in the macro solution aspect, namely the priority is directed market-driven, the second priority is export agencies, the third priority is the optimization of Islamic financial institutions, and the fourth priority is the nano capital market. The result of the rater agreement for the macro solution aspect shows the value of $W=0.196$. The priority in the macro solution aspect is directed market-driven with a value of 25.62%. It was placing the market and consumers as the starting point in formulating an executed market-driven strategy. The second priority in the macro solution aspect is the export agency, with a value of 25.36%. The establishment of an export agency for the halal food industry is expected to help the halal food industry in Bangka Belitung can promote its products in the world market.

Furthermore, the optimization of Islamic financial institutions becomes the third priority in macro solutions with a value of 25.09%. This solution is a strategic step in developing business capital for the halal food industry in Bangka Belitung. The last priority in macro keys with a value of 23.93% is the nano capital market. The establishment of a small-scale capital market aims to help business players in the halal food industry in Bangka Belitung which obtain additional capital through selling shares.

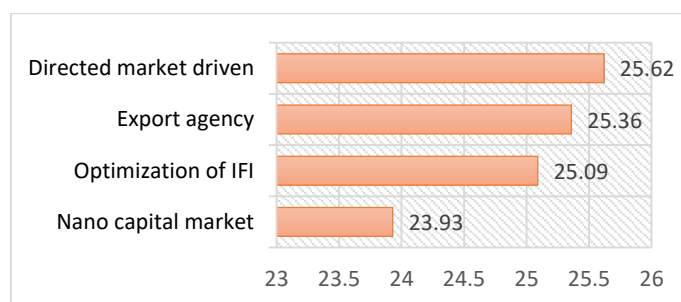


Figure 9: Macro Solution Priority

In the aspect of the solution roadmap, the rater agreement result shows the value of $W=0.626$. Figure 10 shows the priority in the roadmap solution with a value above 25%, namely HRD improvement with a value of 29.22% and research roadmap with a value of 27.45%. In comparison, educational patterns and improved regulation solutions get a value below 25%. Human resource development is the priority in the roadmap solution aspect. The third priority

solution on the roadmap aspect is the educational pattern with a value of 24.01%. The fourth priority in the aspect of the roadmap solution with a value of 19.32% is improved regulation.

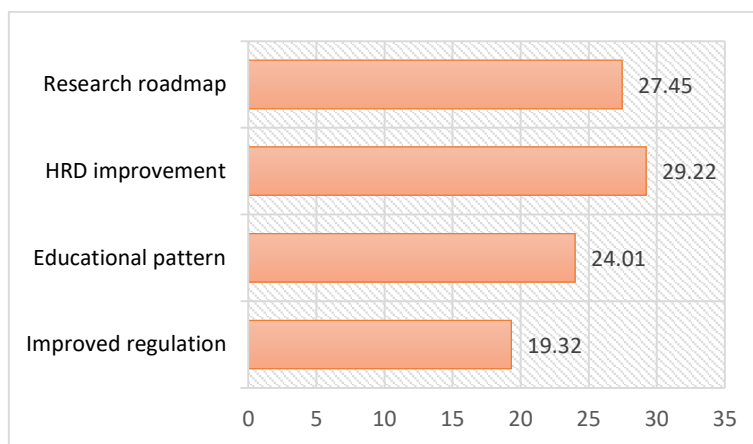


Figure 10: Roadmap Solution Priority

5. Discussion

The analysis of the results in this study has shown priority problems and solutions in the halal food industry in Bangka Belitung. It can be seen in Figure 11 that the contribution of each element in each problem aspect. Suppose the problem elements to increase the development of the halal food industry in Bangka Belitung as a whole are combined. In that case, it produces the three most priority problems with a value above 30%. The priorities are lack of commitment and lack of understanding of the aspect of the industry problem. The third is tourism lethargy on the aspect of the problem market. Industry commitments and initiatives still need to be developed. The industry must have a high initiative in seeing the potential and opportunities of the halal food industry (Roanisca et al., 2019). The increased commitment of the halal food industry to developing and marketing halal food products is fundamental to developing the halal food industry.

In addition, five other priority problems are above the linear trend line that also needs to be considered by the halal food industry policymakers in Bangka Belitung, namely two issues in the capital aspect and three problems in the proponent aspect. The priority problems above the linear trend line are lack of knowledge and averse to risk in the capital aspect. Then, in the aspect of proponent priority problems above the linear trend line, namely lack of public concern, limited research, and lack of socialization.

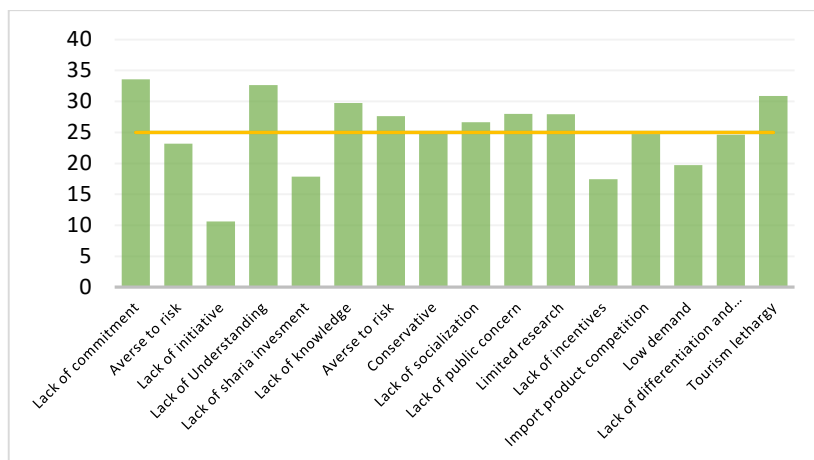


Figure 11: Problem Priority

Based on the Figure 12, it can be seen the contribution of each element in each solution aspect. Suppose the solution elements to increase the development of the halal food industry in Bangka Belitung are combined. In that case, it will produce the most priority solution with a value above 30%, namely, perfect the role. Completing the intended function is improving the part of all related institutions. In addition, five other priority solutions are above the linear trend line that also needs to be considered by the halal food industry policymakers in Bangka Belitung, namely one answer on the fundamental aspect, two solutions on the technical aspect, and two solutions on the roadmap aspect.

In the fundamental aspect, the priority of solutions that are above the linear trend line is intensive socialization. Then, on the technical aspect, the priority solutions above the linear trend line are marketing strategy and training programs (Istianingsih et al., 2022). In the aspect of the roadmap, the priority solutions are HRD improvement and research roadmap.

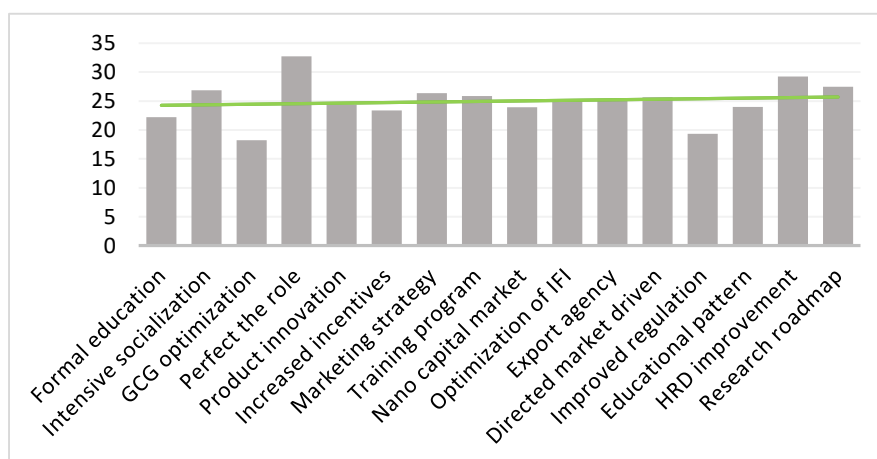


Figure 12. Solution Priority

Lack of understanding and commitment to excel in halal products and lack of knowledge of the industry's halal supply chain is the most priority problems in developing the halal food industry in Bangka Belitung. Research conducted by Haleem and Khan (2017) and Abd Rahman et al., (2017) stated that the importance of the company's understanding of halal products and the company's commitment to maintaining the quality of the halal supply chain would increase consumer confidence. The lack of consumer awareness is closely related to the industry's lack of understanding and commitment to favouring halal products and maintaining the quality of the halal supply chain. These problems can be solved with solutions to improve and perfect the roles of professions, academics, and supporting institutions to carry out intensive, directed, and integrated socialization. Lack of socialization is a priority problem that is above the linear trend line. The solution to this problem is to increase training programs by the government, private sector, associations, and related institutions. Then in the capital problem, the lack of investor knowledge and the risks investors consider can resolve human resource development solutions. In the halal food industry, companies need to work with ethics, integrity, cleanliness, safety, the importance of customer preferences, and adherence to consumer religious, and social norms (Haleem and Khan, 2017). When human resources meet these criteria, the risk of business losses that investors fear can be minimized. In addition, the preparation of a research roadmap for the halal food industry must be carried out immediately to assist policymakers. The research results can also help companies to find new marketing strategies, especially when the tourism sector is experiencing a decline in performance. The halal food industry will be substantial with the strong tourism industry (Nawawi et al., 2020). Companies must find new marketing strategies to continue developing the halal food industry without relying on the tourism sector.

6. Managerial implications, limitation and future research

This study describes the situation of developing the halal food industry in Bangka Belitung. The halal food industry in this area has excellent potential for developing the halal food industry in Indonesia. The reason is that Bangka Belitung is a tourism area that will host an international halal congress in 2022. However, there are still many problems in the development of the halal food industry in this area. The most priority issues that must be addressed immediately are 1. Lack of understanding and commitment from companies to excel in halal products, 2. Lack of company understanding of the halal supply chain, 3. The declining performance of the tourism industry sector. Therefore, the priority to overcome the problem of developing the halal food industry in Bangka Belitung was found, namely increasing and perfecting the profession's role, solutions, and supporting institutions. These solutions can be done through training programs, intensive socialization, and improvements in the halal food industry in Bangka Belitung. In the end, competent and moral human resources will be created by applying qualification and certification standards for professionals. This research explores problems and discusses solutions together with practitioners and academics that then prioritize them through an analysis network process. Future research should add policy makers as respondents. It is also hoped that further

research will not only analyze problems and solutions but also design policy plans and strategies.

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