

Public Perception of The Halal Status of The Indonesian Ulema Council MUI) on JCO Donut Products in Indonesia

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Abstract. This research is entitled Public Perception of the Halal Status of the Indonesian Ulema Council on Jco Donut Products in Indonesia. The goal to be achieved is to find out public perception of the existence of halal fatwas published by the Indonesian Ulema Council (MUI) on Jco donut products in Indonesia. To achieve this goal, the methodology used is qualitative descriptive research with data collection techniques through interviews (interviews) and literature studies (literature review). The results showed that the existence of halal fatwas on Jco Indonesia donuts showed different public responses or perceptions, including the following; *First*, the response of the community who became calmer and did not hesitate anymore in buying and consuming Jco donuts because of the official halal status of MUI. *Second*, the lack of public attention with the development of opinion that Jco donuts consumed are halal, and do not evaluate the truth of the information. The assumptions that develop in the community that Jco donuts do not contain ingredients and illegal processing methods are seen as one of the influences of the lack of community literacy culture in responding to information about the existence of halal status officially issued by the Indonesian Ulema Council (MUI) on the 19th of the 5th month of 2023 and what attitude consumers must show towards the issuance of the fatwa. Third, the Jco Donut producers regarding the issuance of the MUI halal certificate fatwa are increasingly beneficial for Jco donut producers in gaining more consumer interest and will have implications for the increasing number of Jco Donuts enthusiasts in Indonesia.

Keywords: Perception, Society, Halal Status, MUI, Donut Jco.