Development of Halal Product Industry to Improve Food Security for Muslim Community in Indonesia

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Abstract. Indonesia is a country where the majority of the population is Muslim. This can actually be a potential for Indonesia to develop the halal product industry, especially in the food sector. Halal food is food that does not contain elements or items that are haram or prohibited for consumption by Muslims, both regarding food raw materials, food additives and other supporting materials, including food ingredients processed through genetic engineering and food irradiation processes. Halal food is a food product that has been declared halal in accordance with Islamic law. The forms can vary from animals, fruit, vegetables and other plants, unless there is a hadith or explanation in the Koran that explains the prohibition. The halal food process includes providing ingredients, processing, storing, packaging, distributing, selling and serving products. Halal food products must be protected from contamination with unclean things, such as faeces, urine or other substances considered unclean in Islam and accompanied by good food safety. Food safety is the conditions and efforts needed to prevent food from possible three contaminants, namely biological, chemical and other contaminants that can disturb, harm and endanger human health and do not conflict with religion, belief and community culture. In the current era, there are many foods that are popular with the public but their halal qualities are ignored. Based on several studies, among the factors that influence consumer halal awareness are: trust and religiosity, identity, marketing components, and halal guarantee labels. This research tries to look at a number of factors that influence halal awareness and the development of halal products from a food safety perspective in urban communities. For this reason, high security is needed, so that Muslim communities in Indonesia consume halal food products, considering that Indonesia has the largest Muslim population in the world who should be the leading halal industry developer.

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