

THE ROLE OF CULTURAL PHILOSOPHY IN THE IMPLEMENTATION OF HALAL PRODUCTS IN SOUTH SULAWESI, INDONESIA

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BACKGROUND: The implementation of halal products in Indonesia, particularly in South Sulawesi, is becoming increasingly relevant as consumer awareness grows regarding the importance of sharia-compliant food and beverages. Local cultural philosophies, especially those originating from the Bugis Makassar culture, play a significant role in shaping the attitudes and practices of business actors in this sector. This study aims to explore how local cultural values influence the implementation of halal products within the food and beverage industry.

METHOD: The method used in this research is qualitative, with data collection through in-depth interviews and participatory observation. The number of informants involved in this study is 15 business actors from the food and beverage sector who have implemented halal principles in their products. Informant criteria include business actors who have a minimum of two years of experience in the industry and possess halal certification.

RESULTS & DISCUSSION: The research results indicate that business actors in South Sulawesi who apply the Bugis Makassar cultural philosophy in their businesses not only meet the halal requirements but also create a strong emotional connection with consumers. Cultural values such as 'siri' (self-esteem/honor) and 'malebbi' (honesty/integrity) were proven to be significant in influencing the attitudes of business actors. Many informants stated that they feel responsible for maintaining the reputation and trust of the community towards the products they offer, which motivates them to ensure that all production processes comply with high standards. Furthermore, the study found that transparency in the production process, which is linked to the value of honesty, is crucial for building consumer trust. Business actors who provide clear information regarding halal certification and production processes tend to gain customer loyalty. Innovation also emerged as an important theme in the research findings. Business actors who understand and apply the Bugis Makassar cultural values are better able to develop halal products that not only meet sharia standards but also showcase the richness of local cuisine. For example, some entrepreneurs created product variants that combine traditional recipes with modern methods, which enhances the product's appeal in the market.

CONCLUSION: the conclusion of this study indicates that cultural philosophy, which encompasses values such as honesty, responsibility, and mutual respect, contributes significantly to shaping the practices of halal product implementation and increasing consumer trust in these products. The suggestion given is for business actors to further integrate local cultural values into their marketing strategies and halal product development, as well as to increase collaboration with relevant institutions through training, to strengthen public understanding of the importance of culturally-based halal products.

KEYWORDS: Halal Product, Cultural Philosophy, Bugis, Makassar, MSMEs