Strategies to Inelasticize the Halal Food Industry in Indonesia

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Abstract

The main objectives of this study are threefold. First, to analyse the opportunities and expectations in Indonesia for its halal food industry. Second, to analyse the positioning in Indonesia in relation to the elasticity of its halal food industry. Finally, to formulate a strategy in Indonesia to inelasticise its halal food industry. The research approach used in this study is mixed methods, which combines quantitative and qualitative research. There are several important findings in this research. Firstly, the opportunities and expectations in Indonesia for its halal food industry, based on 2021 estimates, continue to grow. Second, the determinants of demand in Indonesia for halal food are income, price, advertising, and halal label, and the highest -lowest short-term elasticity values are Price elasticity, halal label, advertising, and income. Finally, the strategy to inelasticise the halal food industry in Indonesia is divided into two, namely priority strategies and supporting strategies. Priority strategies include: Maintain stability in people's income; Increase production efficiency (technical efficiency and price efficiency); The quality of human resources (HR) is improved and technology is improved; Application of tax incentives; Improving the quality and quantity of advertising; Socialisation of halal labeling; Halal certification management; Development of halal supply; Development of halal logistics. Supporting strategies consisting of An effort to develop and innovate products from the existing halal food industry; Guaranteeing legal certainty and quality of halal food products; Increasing ease of location and access; Service innovation; Improved facilities.

Keywords: *Halal industry; halal food; elasticity.*

Abstrak

Tujuan utama dari penelitian ini ada tiga. Pertama, menganalisis peluang dan ekspektasi di Indonesia pada industri makanan halalnya. Kedua, menganalisis posisioning di Indonesia terkait dengan elastisitas industri makanan halalnya. Terakhir, merumuskan strategi di Indonesia untuk meng-inelastis-kan industri makanan halalnya. Pendekatan penelitian yang digunakan dalam penelitian ini adalah mix methods, yang mengkombinasikan antara penelitian kuantitatif dan kualitatif. Ada beberapa temuan penting dalam penelitian ini. Pertama, peluang dan ekspektasi di Indonesia pada industri makanan halalnya yang didasarkan pada estimasi tahun 2021 terus mengalami perkembangan. Kedua, determinan permintaan di Indonesia akan makanan halalnya yaitu pendapatan, harga, iklan, dan label halal, serta nilai elastisitas dalam jangka pendek tertinggi -terendah yaitu elastisitas Harga, label halal, iklan, dan pendapatan. Terakhir, strategi meng-inelastis-kan industri halal food di Indonesia dibagi menjadi dua, yaitu strategi prioritas dan strategi penunjang. Strategi prioritas yang meliputi : Menjaga stabilitas pendapatan masyarakat; Meningkatkan efisiensi produksi

(efisiensi teknis dan efisiensi harga); Kualitas Sumberdaya Manusia (SDM) di tingkatkan dan Teknologi di tingkatkan; Penerapan insentif pajak; Peningkatan Kualitas dan kuantitas iklan; Sosialisasi labelisasi halal; Pengurusan sertifikasi halal; Pengembangan halal supply; Pengembangan halal logistic. Strategi penunjang yang terdiri dari Suatu upaya untuk melakukan pengembangan dan inovasi produk dari industry makanan halal yang sudah ada; Penjaminan kepastian hukum dan kualitas produk halal food; Peningkatan kemudahan lokasi dan akses; Inovasi pelayanan; Peningkatan fasilitas.

Kata Kunci: *Industri halal; Halal food; elastisitas.*

INTRODUCTION

The halal industry has been growing rapidly for decades. Halal lifestyle is synonymous with Muslims spread throughout the world, one of which is Indonesia. Indonesia is a country with the largest Muslim population in the world. Based on BPS data in 2019, Indonesia's population reached 267 million people with a Muslim population of 232 people (87 percent) (Firdausy, 2021).

Production and consumption of halal products initially relied on Muslims. The following developments have expanded the use of halal products and services. The use of halal products and services is not only enjoyed and used by Muslims, but the consumption of halal products has also begun to penetrate the population in a country with Muslims as a minority. Among countries with minority Muslim populations are Russia, England, Thailand, New Zealand, etc. The quality produced by halal products (Halalan Thayyiban) is a consideration for non-Muslims to use halal products (Samori et al., 2016). This condition makes quality assurance such as guarantees of hygiene, safety and product quality for the entire production chain. In general, halal has become the cornerstone of indicators for product quality assurance and living standards (Gillani et al., 2016). The large demand for halal products on the domestic and foreign sides has not fully received optimal support from the Indonesian government. One example is halal labeling and certification.

In this study, researchers will focus on calculating the elasticity level of a business entity in the halal industry both in terms of demand and supply. Conceptually, business entities in the halal food industry should be inelastic because both from the producer and consumer side there are binding provisions that every Muslim is required to consume halal food. This binding provision then makes business entities less volatile when there are dynamics in doing business. Furthermore, it is necessary to make efforts to inelasticize business entities in the halal food industry by formulating strategies implemented by all stakeholders including business entities, government and academics. Based on this, it is very necessary for each business entity to formulate a strategy to inelasticize business entities in the halal food industry in Indonesia.

This research has three main objectives. First, to analyze the potential and prospects of the halal food industry in Indonesia. Second, analyze the elasticity of the halal food industry in Indonesia. Finally, formulating strategies to inelasticize the halal food industry in Indonesia. This research provides benefits from the producer side to explore the issue of elasticity, consumers, and the government to get a strategy formulation to inelasticize the

halal food industry in Indonesia. The findings in this study can be used by policy makers in implementing strategies to inelasticize the halal food industry in Indonesia.

LITERATURE REVIEW

Elasticity and Inelasticity

The concepts of elasticity and inelasticity in demand are used as criteria. The response of changes in market prices to the amount demanded is called elasticity of demand. For this type of goods, price and sales volume are inversely proportional, meaning that if there is an increase in price, sales will decrease and vice versa. Inelastic, if the demand. is inelastic then there will be a change in price that results in a smaller change in volume (Gujarati, 2012; Syahputra, 2017).

Halal Food Concept

The concept of Halal Food is defined by Bohari et al. (2013) as a quality standard in accordance with Islamic Sharia law which is used for every activity carried out by Muslims. In this conception, the basis of the concept of halal food refers to Sharia law which is based on the Qur'an, Hadith, Ijma' and Qiyas as its legal basis. This concept is a guide for Muslims to carry out activities such as the procurement of daily food and beverages.

Industry is a form of economic activity that processes raw materials, both basic and semi-finished materials, which are processed by utilizing industrial resources including technology to produce goods that have added value (Arnold et al., 2020). Of course, in the concept of halal industry, in terms of raw materials, the production process to distribution still adheres to Islamic law which requires the halalness of a product. With halal products, there is quality assurance in terms of ethics, health, safety, and friendliness to the environment.

Halal food is food that when consumed gets rewarded and is free from sin, while haram food is food that if consumed results in sin from Allah SWT. On the other hand, Amin (2011) states that the Prophet Muhammad Saw. Stating that consuming haram goods causes prayers to be answered and the good deeds done are not accepted by Allah SWT. Therefore, in addition to external quality considerations, there is an issue of Islamic guidance that requires consumed products to be halal and thayyib according to the guidance of religious teachings.

Previous research

Here are some previous research results that are relevant to elasticity, and the halal food industry in Indonesia. First, Bohari et al. (2013) argued that the halal food industry is very important for Muslims around the world because it provides a sense of security that whatever they consume, use and buy is Sharia compliant. Simultaneously, the halal industry contributes to community development and national economic growth.

Second, Hasan (2014) in his study examined labor productivity and elasticity of employment opportunities in the industrial sector of South Sulawesi Province. This research is quantitative descriptive research. The data used in this study are secondary data on

industrial sector productivity and employment opportunities in South Sulawesi Province in 1999-2008. The result of this research shows that labor productivity and elasticity of employment opportunity during the observation period tend to fluctuate.

Third, the results of an empirical study on elasticity conducted by Dewi & Wardani (2018) show that the price elasticity of the static analysis function is the same as the regression coefficient because the function form used is double log. The price elasticity of broiler meat is -.334, the cross elasticity is 1.553 for eggs, and -.230 for rice while the income elasticity is 0.764. In the cross elasticity, the price of eggs has a positive sign. This means that eggs are a substitute for chicken meat. The positive sign indicates that between the price of eggs and the demand for broiler chickens in Surakarta City has a unidirectional relationship, if the price of eggs rises, the demand for broiler chickens will decrease because consumers switch or look for similar products at more affordable prices resulting in increased demand for eggs, and vice versa if the price of chicken meat falls, the demand for broiler chickens rises so that the demand for substitute goods in this case is eggs will fall. Meanwhile, the cross-elasticity of rice is negative. This means that rice is a complementary good to chicken meat. This negative sign indicates that between the price of rice and the demand for broiler chickens has an inverse relationship. If the price of rice increases, the demand for chicken meat will decrease, and vice versa, if the price of rice decreases, the demand for chicken meat will increase.

Finally, an empirical study conducted by Waharini & Annisa (2018) on the Halal Food Industry Development Model in Indonesia, the results of the analysis of the role of Islamic banking are not only sharia-based financing that is free of usury, maysir, and gharar. But it also includes management of the stages of the halal production process (halal value chain management). The role played by Islamic banking for the development and improvement of the halal food industry is three halal integrity processes. First halal control, second logistics process and finally halal verification stage.

RESEARCH METHODS

Research Approach

The research approach used in this study is mixed methods. Mixed methods research is a research approach that combines qualitative research with quantitative research (Creswell, 2010; Tashakkori and Teddlie, 2010). Mix methods are also defined as a research method by combining two research methods at once, qualitative and quantitative in a research activity, so that more comprehensive, valid, reliable, and objective data will be obtained (Sugiyono, 2011).

Important aspects in designing procedures for mixed research include: timing, weighting, mixing, and theorizing (Creswell, 2010). So that in this study the right criteria are needed, both related to the availability of secondary and primary data, as well as key informants.

Population and Sample

Population is a certain group of individuals who have the same or relatively the same characters (Herdiansyah, 2010; Pratama & Cahyono, 2021). The population in this study is used to determine respondents in a quantitative approach, to analyze the elasticity of the halal food industry. The population of this study is the Indonesian halal food industry players. While the sample is part of the population that will be involved in research which is a representative part and represents the character or characteristics of the population. Quantitative data research sampling is carried out using purposive sampling method.

Data Collection Method

There are three kinds of data collection methods used in this research, namely: observation, interview and focus group discussion (FGD). Observations, interviews, and FGDs were conducted with the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia, halal food actors in Jakarta, the Association of Halal Thayyib Study Centers, and FEBI UIN Salatiga academics.

Data validity methods
a. Quantitative approach

Azwar (2003) states that the calculation of validity can be done using the Pearson product moment correlation formula ($\alpha = 5\%$). The testing criteria if the product moment correlation is greater than r-table the item is declared valid, otherwise if the product moment correlation is smaller than r-table the item is declared invalid.

The reliability test uses the Cronbach alpha coefficient formula (Azwar, 2003). The test criteria if the Cronbach alpha correlation is greater than the criteria, namely 0.6, the instrument is declared reliable, otherwise if the Cronbach alpha correlation is greater than the criteria the instrument is declared unreliable (Ghozali, 2001).

b. Qualitative approach

Data validity methods in a qualitative approach are carried out by triangulating methods and triangulating data sources. Triangulation of methods is carried out by checking the use of data collection methods to obtain the suitability of information obtained through interview methods with observation methods, observation results with interviews. Data Source Triangulation is done by checking data by comparing and checking both the degree of trust in information obtained through different times and methods. Research data obtained from observations and interviews with the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religion of the Republic of Indonesia, halal food actors in Jakarta, the Halal Thayyib Study Center Association, and FEBI UIN Salatiga academics.

Analysis Method

This research aims to find strategies to ensure the halal food industry. There are 2 (two) analysis methods in identifying the halal food industry, namely quantitative analysis (elasticity) using the regression analysis method and qualitative analysis by conducting field studies.

Quantitative analysis approach with regression method to identify whether the percentage change in Y is due to a percentage change in the value of X. The change in question can be positive (in the same direction) or negative (in the opposite direction) according to the sign of the coefficient on the regression. The concept of elasticity is used to obtain a quantitative measure of the response of a function to influencing factors (Gujarati, 2012). The regression method is also able to see short-term and long-term elasticity. The empirical regression models in this study are:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots .. + e$$

The determination of short-term elasticity can be done by calculating

$$E_{SR} = \left(\frac{\Delta Y}{\Delta X}\right) * \frac{\bar{X}}{\bar{Y}}$$

(ΔY/ΔX) = the coefficient produced in the regression process.

From the results of this elasticity test, a field study test is then carried out, to determine the strategy to inelasticize the halal food industry. The model in this study is:

Demand = β_0 + β_1Income + β_2Price + β_3Advertising + β_4Taste + β_5Expectation + β_6Label + β_7Location Access + β_8Service + β_9Place Facilities + e

Description:
Demand	: Total demand for halal food
Income	: Consumer income level
Price	: The price given by the producer
Advertising	: Advertising done by producers
Taste	: Consumer taste
Expectation	: Consumer expectations
Label	: Halal food labeling
Location access	: Location access
Service	: Services received by consumers
Place Facilities	: Facilities and places provided to consumers

The field study approach (grounded method) is an analytical technique carried out by means of researchers to the field directly to obtain research objectives in the form of theories, hypotheses and concepts. So that this study approach is based on observations with inductive development (Glaser & Strauss, 1967). So that the right strategy for the halal food industry will be obtained.

RESULTS AND DISCUSSION

A. Potential and Projections of the Halal Food Industry in Indonesia
The potential of the halal food industry in Indonesia can be seen from the potential revenue recorded in the halal industry in Indonesia. The development of the halal industry

continues to experience a positive increase. The following presents data on the potential of the halal industry in Indonesia.

Table 1. Total Revenue and Estimated Revenue of Halal Industry

Sector	Total Revenue (2015)	Estimasi Revenue (2021)
Halal food	$1,17 Triliun	$ 1,9 Triliun
Finance	$ 2 Triliun	$ 3,5 Triliun
Travel	$ 151 Miliar	$ 243 Miliar
Fashion	$ 243 Miliar	$ 368 Miliar
Medicine, cosmetic	$ 78 Miliar	$ 132 Miliar
Media and entertainment	$ 189 Miliar	$ 262 Miliar
Healthcare	$ 436 Miliar	-
Education	$ 402 Miliar	-

Source: *State of The Global Islamic Economy 2016/2017*

Based on Table 1 above, it can be seen that the Islamic finance sector ranks first in the total revenue of the halal industry with $2 trillion in 2015 with a projection of reaching $3.5 trillion in 2021. Meanwhile, halal food in 2015 contributed $1.17 with a projection of $1.9 trillion in 2021. Based on the data above, we can see that the halal food industry has enormous potential.

Halal Food, Halal Certification and Industry

Halal-certified food carries a quality attribute of trust, which is a characteristic that individual consumers cannot evaluate or verify, even after consuming the product. This attribute encompasses the "halal" status, origin, and processing methods of the food, as well as considerations related to animal welfare and sustainability. Therefore, it is essential to clearly communicate this trustworthy quality through labeling. The source of this communication and the message regarding the quality's trustworthiness must also be reliable and credible. Halal certification is crucial as it serves as the sole mark indicating that the product complies with halal standards (Abdul et al., 2009).

Muslims are recognized as discerning consumers, with the consumption of halal food being standard practice. To appeal to the Muslim market, food companies must guarantee that their products are Halal, as research indicates that Halal certification positively affects a company's image and reputation. Consumers view halal certification as an indicator of safe, hygienic, and healthy food options. This perception can lead consumers to believe that the manufacturer upholds high standards of cleanliness and reliability in their operations (Ab Talib et al., 2016).

Religion plays a significant role in shaping consumer buying behavior, especially concerning concerns about the halal status of products available in the market. By providing reassurance through Halal Food Safety Certification (HFSC), companies can experience considerable benefits, such as an increase in customer numbers and enhanced brand recognition. While well-known food brands are often associated with quality, consumers place unique value on HFSC when making purchasing decisions, viewing it as more influential than brand name or price. This behavior can be understood by noting that HFSC impacts consumers' purchasing intentions and their level of trust. Consequently, labeling a product with HFSC can attract more customers, ultimately leading to increased revenue and profit for the company (Ab Talib, 2017).

Halal food certification is a crucial aspect of the halal food market for both consumers and industry stakeholders. This certification, whether presented as a certificate, logo, trademark, or seal indicates that a food product has been thoroughly and rigorously assessed by a recognized Islamic certification authority, ensuring that its sources, ingredients, and processes comply with Shariah principles. Moreover, halal certification significantly impacts consumer preferences, trust, purchasing behavior, and willingness to pay (Ab Talib et al., 2016). Typically, ingredient labels do not specify the origin of their components, which poses a challenge for Muslim consumers due to the presence of hidden ingredients from various sources. The growing demand for transparency in the food sector has led to advancements in ingredient analysis methods (Fadzlillah et al., 2011).

Halal analysis and verification should primarily take place at the production site before products are dispatched to ensure that they are untainted when they leave the facility. Additionally, it is crucial to conduct halal analysis and verification at downstream locations, such as docks in importing countries and distribution warehouses, to prevent damage during transit. The food industry collaborates with various halal regulatory agencies to gain permission to use their trademark symbols on products, relying on these agencies' credibility, recognition, and acceptance (Lubis et al., 2016).

From a spiritual perspective, the primary motivation for implementing halal operations through Halal Food Safety Certification (HFSC) is the commitment to uphold fairness, ethical conduct, and a business practice that is free from usury. In addition to the essential physical attributes of halal products, pricing must also be devoid of usury. As consumers become more aware of halal principles, the use of HFSC serves as a means to assure them that food products are usury-free. Moreover, halal carriers embody ethical values. This can be understood as halal certification reflecting an ethical dimension, signaling to consumers that the product adheres to stringent standards. Consequently, products with ethical characteristics often present themselves as premium brands. The drive for fairness and ethical conduct in business is motivated by a belief in the afterlife (Ab Talib, 2017).

In recent years, growing concerns about questionable food ingredients have heightened consumer awareness regarding the purchase and consumption of halal food. As a result, Halal certification has become a key assurance for consumers prior to buying and consuming products. This situation has led to an increased demand for Halal certification. In response to this demand, food companies are dedicated to ensuring that their products are Halal certified without compromise. Given that halal food consumption is the standard in the market and driven by significant demand from the large Muslim consumer base, companies feel compelled and motivated to pursue Halal food certification (Ab Talib et al., 2016).

Today, the authenticity of halal is a significant concern within the food industry. Numerous reports across the globe have highlighted instances of haram ingredients being mixed into food products. Furthermore, advancements in modern science and technology have led to various processing methods and global distribution, raising concerns among Muslim consumers about the potential presence of haram substances in processed foods. Recently, issues regarding the contamination of food products with pork and fat have emerged (Fadzlillah et al., 2011; Khattak et al., 2011).

In some countries, there is a growing trend to incorporate pork and lard into food products for additional economic gain. Research on detection methods has focused on cake, chocolate, and biscuit formulations. Additionally, mislabeling of food content can result from either intentional or accidental contamination. Common issues in food production include products made with pork, the use of gelatin from non-halal animals, the inclusion of non-

halal food additives, contamination with alcohol, meat not slaughtered in accordance with Islamic practices, and the use of genetically modified foods (Fadzlillah et al., 2011).

A significant aspect of an individual's attitude toward purchasing halal food revolves around trust. Many consumers lack sufficient confidence in halal food providers to establish a food exchange relationship. Given their concerns about the reliability of halal food, it is not surprising that recent studies have identified halal food shopping as a risky endeavor. Consequently, consumers' perceptions of the trustworthiness of halal food are likely to shape their attitudes toward buying such products (Ashraf, 2019).

Halal Food, Halal Lifestyle and Environment

Consumers of halal food, particularly within the Muslim community, are increasingly becoming more informed and educated about their food purchases. Their concerns are justified, given that many food products are sourced globally. This raises questions not only about the distance and numerous handling processes involved but also about the authenticity of the halal status of the products' origins. This issue is particularly relevant to halal meat, as many exporters are from non-Muslim countries like Australia, Brazil, and New Zealand. The critical question is whether the halal integrity of these food products can truly be assured and if they can remain halal throughout the entire supply chain in the current food trade environment (Shafii & Khadijah, 2012; Zulfakar et al., 2014).

The risk of food products being non-halal increases when they must travel long distances and pass through multiple handling points. These points are critical control areas where the halal status of a product can be compromised if all parties involved in the supply chain, particularly those handling the products, do not fully understand halal integrity. For instance, halal beef slaughtered in a strictly certified abattoir in Australia could become cross-contaminated at any point during its transport to customers in the Middle East. Without a clear understanding of halal integrity, workers at a port warehouse might unknowingly store a batch of halal meat alongside non-halal or pork products in the same cold room. While some may see no immediate danger in storing these meats together, from the perspective of halal consumers and the principles of Sharia law, that halal meat becomes unsuitable for consumption due to the violation of its halal integrity (Shafii & Khadijah, 2012; Zulfakar et al., 2014).

Halal food is becoming a trend in Muslim countries and some other countries in the world. In European countries where Muslims are a minority, halal food is also considered by a group of people. From the producer's side, providing information about the halalness of food products is one of the efforts to protect consumers. On the other hand, halal certificate is also to attract Muslim buyers to the product (Fithriana & Kusuma, 2018).

In the Western world, "eco-friendly food" is currently the strongest trend. This is the main concern of people who care about the environment, especially educated people. This group is very concerned about the eco-friendly label, when they have environmental products (Vlaeminck et al., 2014; Jung et al., 2017; He et al., 2019; Nam, 2020).

Halal food also has the opportunity to become a global trend, if halal food is understood not only as food that meets the formal rules of fiqh, but also how halal food is in line with maqasid al-shari'ah. Eco-friendly food will intersect with the aspect of hifz al-bi'ah (which many people suspect) to be one part of daruriyyat in maqasid al-shari'ah (Alzeer et al., 2018).

Halal Food among Non-Muslims

The concept of halal highlights the safety, hygiene, and quality of food, offering a strong foundation for healthy eating. Key considerations include the location and methods

used for slaughtering animals, as well as the welfare of these animals, ensuring that they do not pose health risks to consumers. Today, halal has evolved beyond being merely a religious obligation; it is now recognized as a preferred standard for both Muslims and non-Muslims worldwide (Golnaz et al., 2010).

The notion that "Halal food is exclusively for Muslims" is increasingly outdated in today's global food market. Halal food products exemplify a complex supply chain that entails cross-border trade, necessitating that food manufacturers and retailers serving the Muslim community ensure their products are certified by a recognized Halal authority. We contend that to successfully market Halal food products internationally while adhering to local regulations, companies are driven to obtain Halal certification. While government regulations may pose challenges to cross-border trade, certification is viewed as a means to navigate these trade barriers and promote international commerce. Furthermore, halal-certified food products are recognized as being in high demand in both domestic and global markets (Ab Talib et al., 2016).

In light of the expanding Muslim population and rising demand from both Muslim and non-Muslim consumers, global food brands like Nestle, McDonald's, KFC, and Starbucks are adopting halal practices in their food production and pursuing halal certification for their products. These companies aim to regain their market influence by addressing the needs of the increasingly aware Muslim market that seeks halal food options. This approach highlights the significance of halal certification as a means to enhance market share and serve as a strategic tool for market positioning (Ab Talib, 2017).

In Malaysia, non-Muslims account for 38.7 percent of the population. This significant proportion of non-Muslim consumers presents a potential opportunity to explore a niche halal market, which could further contribute to the growth of the intermediate industry. This inclusivity benefits not only Muslims but the wider community as well (Mathew et al., 2014).

A notable example of consumer awareness and understanding of halal food products is the significant growth in annual sales at halal stores in Moscow, Russia, which rose from USD 45 million in 2004 to USD 70 million in 2006, with expectations to reach USD 100 million by 2008. According to a report from the Canadian Agri-Food Trade Service, there is a strong demand for halal products in several non-Muslim countries among both consumer groups. Additionally, halal products are gaining popularity among non-Muslim consumers due to the humane treatment of animals and the perception that these products are healthier and safer (Golnaz et al., 2010).

Developed countries like Japan, Australia, and the UK show a strong demand for halal products that cater to their convenience-focused lifestyles. By 2014, the halal food market had grown to USD 1 million. Consumers of halal food include not only Muslims but also individuals from other religions who perceive these products as safer. In the UK, where the Muslim population is approximately 3 million, halal meat consumption exceeds USD 6 million, likely driven by non-Muslim demand (Nurrachmi, 2017).

In the Philippines, non-Muslims are increasingly opting for food items marked with the halal logo for health reasons (Karseno et al., 2021). The people relations office of Victoria Foods Corporation, one of the many companies holding halal certification, noted that more Filipinos are becoming health-conscious. Many are seeking halal products, believing them to be safe, healthy, and suitable for consumption. However, a significant number of non-Muslim consumers still view halal labeling primarily from a religious standpoint and have yet to recognize the fundamental benefits associated with halal products. These products undergo stringent hygienic processes and thorough inspections to ensure cleanliness and proper manufacturing practices before reaching the market.

Halal Food Industry in Non-Muslim Countries

The largest Muslim populations are found in Asian countries, which are abundant in natural resources such as oil, gas, agriculture, and food. Developing nations like Malaysia, Indonesia, and Thailand, which are enhancing their halal industries, have the potential to become central hubs for halal commerce (Majid et al., 2015). Interestingly, many halal food exporters are from non-Muslim countries like Australia, Canada, France, and New Zealand, which have relatively small Muslim populations. This indicates that developed countries exporting halal food recognize the significance of the halal market, as it plays a crucial role in boosting their national income (Nurrachmi, 2017).

A significant portion of halal food products is produced by non-Muslim countries, including Argentina, Canada, New Zealand, France, Brazil, and Australia. These countries export halal meat despite having small Muslim populations. Additionally, countries like Australia, Brazil, and the United States have substantial halal sectors, with most of their halal meat exports going to members of the Organisation of Islamic Cooperation (OIC). This demonstrates their recognition of the niche halal market's contribution to national income and their understanding of the importance of the halal food industry (Nurrachmi, 2017).

The involvement of non-Muslim countries in the production of halal food is not based on theological backgrounds, but rather on economic issues alone, especially because it captures the golden opportunity of the halal food business. This is partly because the Muslim population in the world is quite large, so that it can become a market share for halal food.

Muslim countries should develop halal food production. This is partly because there are two main reasons behind it: theological reasons and reasons for empowering the people's economy. Theological reasons in this case are related to religious responsibilities to provide halal food and ensure the halalness of food consumed by Muslims, so that Muslims are protected by their religion. The reason for economic empowerment relates to efforts to make a positive contribution to strengthening the economy for Muslim communities, by for example opening a halal food factory in a Muslim country, which allows Muslim communities in that country to be involved either as workers or in the ranks of staff and management. Self-sufficiency in halal food is thus important for strengthening the economy of Muslims.

Halal Food and Human Welfare

Islamic teachings related to halal and tayyib food have the potential to develop the public good. This emphasizes the universality of Islamic teachings, especially related to food. Islamic teachings related to halal and tayyib food are not related to aspects of ta'abbudiyyah alone, how Muslims show their obedience in carrying out religious orders, related to consuming halal food and staying away from haram food (Alzeer et al., 2018).

Muslims should ideally be a role model in the development of a moral and intelligent society. Consumption of halal and tayyib food is a lifestyle of Muslims. This kind of life style is not considered as exclusivity but as a conscious effort in contributing to society and human civilization. The fundamental impact of food, namely moral and intelligent individuals and families, is certainly more emphasized, not the ta'abbudiyyah aspect alone. What is seen by others is not a person's obedience in carrying out religious orders, but how the effects of obedience in shaping the morality that underlies his behavior and social relations (Rohim & Priyatno, 2021).

The Islamic teaching on the prohibition of eating wild animals is expected to have a positive impact on Muslims, namely to erode the nature of hatred that exists in humans. A good Muslim should ideally display a polite and humanist attitude, especially in treating and interacting with other humans. Avoiding eating wild animals actually implies keeping away

the nature of savagery. With this politeness and humanism, Muslims are expected to make a positive contribution to the benefit of humanity.

B. Inelasticity of Halal Food in Indonesia

Description of Research Data

Descriptive statistical analysis is a statistic that serves to describe or give an overview of the object under study through sample or population data as it is and make conclusions that apply to the public. The data depiction in question includes the average value (mean), the highest value (maximum), the lowest value (minimum) and the standard deviation value that describes the distribution of this research data. The description data on the research variables are in Table 2.

Table 2. Descriptive Statistical Analysis Results

	Minimum	Maximum	Mean	Std. Deviation
Demand	3,00	9,00	6,0310	2,06245
Revenue	1,00	11,00	5,9412	3,00097
Price	12,00	27,00	20,0372	2,77721
Advertising	13,00	28,00	19,9969	2,76007
Tastes	13,00	27,00	19,9752	2,89023
Expectations	13,00	27,00	19,9690	2,89017
Label	13,00	28,00	20,2879	2,92888
AccessLocation	12,00	28,00	19,8266	2,88619
Service	13,00	28,00	20,2043	2,84949
Venue Facilities	13,00	27,00	20,0991	2,88217

Source: Processed data

Multiple Linear Regression

This study uses a multiple linear regression approach. This approach is used to determine the effect of the independent variable on the dependent variable. The independent variables include Income, Price, Advertising, Taste, Expectations, Label, Location Access, Service, and Place Facilities, while the dependent is the amount of demand for halal food. The estimation results with multiple linear regression analysis as Table 3.

Table 3. Multiple Linear Regression Estimation Results

Variable	Coefficient	Std. Error	t-Statistic	Prob.
(Constant)	-5,295	1,739	-3,045	0,003
Revenue	0,176	0,032	5,535	0,000
Price	0,273	0,035	7,819	0,000
Advertising	0,073	0,034	2,164	0,031
Tastes	0,049	0,031	1,555	0,121
Expectations	-0,063	0,032	-1,958	0,051
Label	0,178	0,032	5,500	0,000
AccessLocation	0,016	0,032	0,490	0,625
Service	-0,021	0,032	-0,666	0,506
Venue Facilities	0,007	0,032	0,202	0,840

Source: Processed data

Based on Table 3, the empirical model in this study can be written as follows:

Demand $= \beta_0 + \beta_1$ Revenue $+ \beta_2$ Price $+ \beta_3$ Advertising $+ \beta_4$ Tastes $+ \beta_5$ Expectations $+ \beta_6$ Label $+ \beta_7$ AccessLocation $+ \beta_8$ Service $+ \beta_9$ Venue Facilities $+ et$

Permintaan $= -5{,}295 + 0{,}176$ Revenue $+ 0{,}273$ Price $+ 0{,}073$ Advertising $+ 0{,}049$ Tastes $- 0{,}063$ Expectations $+ 0{,}178$ Label $+ 0{,}016$ AccessLocation $- 0{,}021$ Service $+ 0{,}007$ Venue Facilities

Referring to Table 3, the significant variables are marked by the prob t-statistic <0.05. So that with a confidence level of 95 percent, the variables that significantly affect demand are income, price, advertisement, label, and price.

Multicollinearity Test

Multicollinearity aims to test whether the regression model found a correlation between independent variables. The new regression model should not have a correlation between variables. The statistical test used to detect the presence or absence of multicolinearity is the tolerasnce test as in Table 4.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Revenue	0,896	1,116
Price	0,867	1,154
Advertising	0,930	1,075
Tastes	0,989	1,011
Expectations	0,957	1,045
Label	0,907	1,102
AccessLocation	0,975	1,025
Service	0,971	1,030
Venue Facilities	0,930	1,076

Source: Processed data

Table 4 shows that the tolerance value for each variable is> 0.10 so it can be said that there is no multicollinearity problem in the model.

Normality Test

Normality test is a statistical test conducted to determine how the distribution of a research data. Data can be said to be normal if it has a probability value greater than the alpha value (0.05), and vice versa. The approach used in this study is Kolmogorov-Smirnov, the results are as in Table 5.

Table 5. Normality Test Results

		Unstandardized Residual
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,59668027
Most Extreme Differences	Absolute	,048
	Positive	,042
	Negative	-,048
Kolmogorov-Smirnov Z		,863
Asymp. Sig. (2-tailed)		,446

a. Test distribution is Normal.
b. Calculated from data.

Table 5 shows the sig value of 0.446> 0.05, so the model can be said to be normally distributed.

Heteroscedasticity Test
Heteroscedasticity is the variation of residuals that is not the same for all observations. The statistical test used to detect the presence or absence of heterocedacity is Harvey, whose estimation results are as in Table 6.

Table 6. Heteroskedasticity Test Results: Harvey

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,178ᵃ	,032	,004	2,28413

Based on the results described in Table 6, it is necessary to calculate the Obs*R Square and also the probability. The calculation results are as follows

Number of observations	323	R-Square	0,032
Obs*R-squared	10,25677	Prob. Chi-Square(9)	0,3301

The calculation results show that the Chi-Square probability value is 0.3301> 0.05. This means that there is no heteroscedasticity problem in the model.

Individual Parameter Significance Test (t-test)
The t test is used to determine whether changes in each independent variable can explain changes in the dependent variable. The t test results are as in Table 7.

Tabel 7. Statistical Test Results t

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Revenue	0,176	0,032	5,535	0,000
Price	0,273	0,035	7,819	0,000
Advertising	0,073	0,034	2,164	0,031
Tastes	0,049	0,031	1,555	0,121
Expectations	-0,063	0,032	-1,958	0,051
Label	0,178	0,032	5,500	0,000
AccessLocation	0,016	0,032	0,490	0,625
Service	-0,021	0,032	-0,666	0,506
Venue Facilities	0,007	0,032	0,202	0,840

Source: Processed data

Based on Table 7, the influence of each variable can be explained as follows
1. Income on the number of halal food requests
   Income based on the t test has a probability value of 0.0000 <0.05, so Ho is rejected. This means that there is an effect of income on the amount of demand for halal food. The more the amount of income increases, the more the amount of demand for halal food increases, and vice versa.

2. Price on the number of requests for halal food
    Income based on the t test has a probability value of 0.0000 <0.05, so Ho is rejected. This means that there is an effect of price on the number of requests for halal food. The better the price given, the more the number of requests for halal food will increase, and vice versa.

3. Advertising on the number of requests for halal food
    Advertising based on the t test has a probability value of 0.031 <0.05, so Ho is rejected. This means that there is an effect of advertising on the number of requests for halal food. The better the advertisement given, the more the number of requests for halal food will increase, and vice versa.

4. Taste on the number of requests for halal food
    Taste based on the t test has a probability value of 0.121> 0.05, then Ho is accepted. This means that there is no effect of taste on the amount of demand for halal food. The better the consumer's taste, it has no effect on the amount of demand for halal food, and vice versa.

5. Expectations of the number of halal food requests
    Expectations based on the t test have a probability value of 0.051> 0.05, so Ho is accepted. This means that there is no effect of expectations on the amount of demand for halal food. The higher the consumer's expectations, the less influence on the amount of demand for halal food, and vice versa.

6. Label on the number of requests for halal food
    Label based on the t test has a probability value of 0.0000 <0.05, so Ho is rejected. This means that there is an influence of halal labeling on the number of requests for halal food. The better the halal labeling agreement, the effect on the number of requests for halal food, and vice versa.

7. Location access to the number of requests for halal food
    Location access based on the t test has a probability value of 0.625> 0.05, then Ho is accepted. This means that there is no effect of location access on the number of requests for halal food. The farther the location access, the more it does not affect the number of requests for halal food, and vice versa.

8. Service on the number of requests for halal food
    Service based on the t test has a probability value of 0.506> 0.05, then Ho is accepted. This means that there is no effect of service on the number of requests for halal food. The better the service provided, it has no effect on the number of requests for halal food, and vice versa.

9. Facilities and Places on the number of requests for halal food
    Facilities and places based on the t test have a probability value of 0.840> 0.05, then Ho is accepted. This means that there is no effect of facilities and places on the number of requests for halal food. The better the facilities and places, the less influence on the number of requests for halal food, and vice versa.

Simultaneous Parameter Significance Test (F Test)

The F test is carried out basically to show whether all the independent variables included in the model have a joint influence on the dependent variable. The results of the F test are as in Table 8.

Table 8. F Statistical Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	548,788	9	60,976	23,250	,000[b]
Residual	820,903	313	2,623		
Total	1369,690	322			

Source: Processed data

Based on Table 8. it can be seen that the statistical significance value of F / prob. F is 0.000000 <0.05, then H0 is rejected. From the results of the study, simultaneously the variables of Income, Price, Advertising, Taste, Expectations, Label, Access, Location, Service, and Place Facilities, affect the variable number of halal food requests.

Coefficient of Determination (R^2)

The R^2 test is used to determine how far the proportion of variation in the independent variables can explain well the dependent variable. The R^2 value lies between 0 and 1, if R^2, it means that the regression line explains 100% of the variation or proportion and the dependent variable. As for the estimation results with multiple linear regression approaches as in Table 9.

Table 9. Results of the Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
,633[a]	,401	,383	1,61947

Source: Processed data

Based on table 9. shows that the coefficient of determination is 0.401. This means that 40.1 percent of the independent variables in this study can explain the dependent variable, the rest is explained by other variables outside the model.

Elasticity

Based on the T test results, there are several variables that are not significant. This means that in writing the empirical model does not need to be presented, so the empirical model in this study is:

Demand = -5,295+ 0,176Revenue + 0,273Price + 0,073Advertising + 0,178Label

The calculation of elasticity in the short term based on the empirical model that determines the amount of demand for halal food in this study, namely:

Table 10: Elasticity in the short run

Variable	Coefficient	average i	average demand	elastisicity
Revenue	0,176	5,9412	6,031	0,1733794
Price	0,273	20,0372	6,031	0,9070064
Advertising	0,073	19,9969	6,031	0,2420451
Label	0,178	20,2879	6,031	0,5987807

Source: Processed data

Based on Table 10, it shows that of the influential variables that have the highest elasticity in the short term is Price, while the lowest elasticity is Income. This condition shows that price is a priority parameter for consumers in determining the demand for halal food. In addition, the halal food label is the second consideration that determines the amount of halal food demand. However, because the price elasticity value <1, the demand for goods is inelastic.

C. Strategies for Inelasticizing the Halal Food Industry in Indonesia

Strategy Formulation based on Elasticity Test for Halal Food Industry

The formulation of strategies to inelasticize the halal food industry was preceded by an elasticity test on the halal food industry in Indonesia as described in the previous chapter. The concept of inelasticizing referred to in this study is a concept that seeks to make demand for halal food not easily change with changes in variables. Some of the variables that form the basis of the formulation are as follows:

1. Income to Total demand for halal food

   There is an effect of income on the amount of demand for halal food. The more the amount of income increases, the more the amount of demand for halal food increases, and vice versa.

2. Price to Total demand for halal food

   There is an effect of price on the number of requests for halal food. The better the price given, the more the number of requests for halal food will increase, and vice versa.

3. Advertising on the number of requests for halal food

   There is an effect of advertising on the number of requests for halal food. The better the advertisement given, the more the number of requests for halal food will increase, and vice versa.

4. Taste on the number of requests for halal food

   There is no effect of taste on the amount of demand for halal food. The better the consumer's taste, it has no effect on the amount of demand for halal food, and vice versa.

5. Expectations of the amount of demand for halal food

   There is no effect of expectations on the amount of demand for halal food. The higher consumer expectations, the less influence on the amount of demand for halal food, and vice versa.

6. Label on the number of requests for halal food
   There is an influence of halal labeling on the amount of demand for halal food. The better the halal labeling agreement, the effect on the number of requests for halal food, and vice versa.

7. Location Access to Total demand for halal food
   There is no effect of location access on the number of requests for halal food. The farther the location access is, it has no effect on the number of requests for halal food, and vice versa.

8. Service to the number of requests for halal food
   There is no effect of service on the number of requests for halal food. The better the service provided, it has no effect on the number of requests for halal food, and vice versa.

9. Facilities and Places on the number of requests for halal food
   There is no effect of facilities and places on the number of requests for halal food. The better the facilities and the place, it has no effect on the number of requests for halal food, and vice versa.

Strategy based on Elasticity Test for Halal Food Industry
   The strategy to inelasticize the halal food industry in Indonesia is divided into 2 categories, namely priority strategies and supporting strategies. Priority strategies are based on the test results of variables that fall into the elastic category, namely income, price, advertising, and labeling. While supporting strategies are based on inelastic variables, namely tastes, expectations, location, services and facilities.
1. Priority Strategy to inelasticize the halal food industry in Indonesia
   a. Maintain the stability of people's income so that people's purchasing power to buy halal food products is maintained.
   b. Increase production efficiency (technical efficiency and price efficiency) in order to create a good price that is affordable by consumers.
   c. Improve the quality of Human Resources (HR) and improve technology.
   d. Implementation of tax incentives for halal food industry players.
   e. Increasing the quality and quantity of advertising through increased halal food literacy, social, print and electronic media.
   f. Socialization of the importance of halal labeling to halal food industry players.
   g. Easy and cheap halal certification management.
   h. Development of halal supply chain to maintain and maintain product halalness.
   i. Development of halal logistics to ensure proper consumption of halal food.

2. Supporting strategies to inelasticize the halal food industry in Indonesia.
   a. Need for innovation in the development of halal food industry products
   b. Guaranteeing legal certainty and quality of halal food products.
   c. Increased ease of location and access, making it easy to reach.
   d. Service innovations such as drive thru, delivery and online services.
   e. Improved facilities to support consumer comfort.

CONCLUSIONS AND SUGGESTIONS

Based on the research findings, there are several important points of conclusion in this study. First, the potential and projection of the halal food industry in Indonesia, which is based on an estimate of 2021, continues to grow. Second, the factors that influence the demand for halal food in Indonesia are income, price, advertising, and halal labeling. Third, the highest -lowest short-term elasticity values are price elasticity, halal labeling, advertising, and income. Finally, the strategy to inelasticize the halal food industry in Indonesia is divided into 2, namely priority strategies and supporting strategies. Priority strategies include: Maintain the stability of people's income; Increase production efficiency (technical and price efficiency); Improve the quality of Human Resources and improve technology; Application of tax incentives; Improving the quality and quantity of advertising; Socialization of halal labeling; Halal certification management; Development of halal supply; Development of halal logistics. Supporting strategies consisting of innovation in the development of halal food industry products; Guaranteeing legal certainty and quality of halal food products; Increasing ease of location and access; Service innovation; Improving facilities.

The important findings of this study provide important implications for producers and the government in Indonesia. For producers, in order to increase demand for halal food, the priorities are to increase production efficiency (technical efficiency and price); Improve the quality of human resources and improve technology; Increase the quality and quantity of advertising; and the application of halal labeling. In order to encourage halal food Indonesia, the government must take a role, both in terms of budget and others. In addition, it also provides adequate support or promotional venues. As well as in order to reduce prices that are affordable by consumers, the government needs to provide special treatment to halal food culinary actors in terms of taxes.

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