



The Implementation of Halal Network Indonesia (HNI) Business Among Muslim and Non-Muslim Communities

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ABSTRACT

This research aims to describe the assumptions of mountain communities (Tosari and Nongkojajar) in using Halal labeling products (HNI) during the pandemic. The research design employed in this study is quantitative descriptive research with an associative or relational approach. Data collection techniques utilized research instruments, and the data analysis is quantitative/statistical, with the objective of testing the predetermined hypotheses. The researcher determined a sample size of 65 individuals using the Slovin formula, who then became one of the research targets for obtaining several data points. The research findings indicate that both non-Muslim and Muslim communities in Tosari and Nongkojajar generally prefer HNI for their daily needs and health due to the sense of security and high trust placed by the community in the HNI halal label. The implications of this research extend to the development of the local economy, the creation of sustainable business models, and the formulation of policies for the government.

Keyword: *Implementasi Bisnis, Muslim, Non-Muslim, New Normal.*

Paper type: *Research paper*

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A. INTRODUCTION

Widespread knowledge of the deadly Covid-19 pandemic, commonly known by its virus name, Corona, is now commonplace. This lethal pandemic, which has been affecting the entire world for a year, has brought about significant changes, particularly in Indonesian society (Aeni, 2021). Originating in Wuhan, China, the virus swiftly claimed thousands, if not millions, of lives, leading to drastic impacts on both health and the economy of nations (Saragih et al., 2022). Governments worldwide imposed restrictions on activities and movements, causing a profound economic downturn during the Covid-19 pandemic. The mountainous region of Pasuruan, including its residents, felt the repercussions of this viral threat (Yuliani, 2020). One significant change observed was the altered approach of mountain communities in choosing products, particularly those used on the body, such as cosmetics or food and beverages. People became more cautious, paying attention to product safety by scrutinizing usage recommendations and product authenticity, especially regarding product labeling (Siagian & Cahyono, 2021).

Before the Covid-19 pandemic, inhabitants of Pasuruan, especially those in mountainous areas, rarely paid attention to the details of product labeling and other assurances (Hadiwardoyo, 2020). The diverse religious backgrounds of the population led

to a high demand for various products among the communities of Nongkojajar and Tosari (Ramawati et al., 2020). Authenticity and safety considerations were often overlooked, with consumers underestimating the importance of a product's authenticity or prioritizing product safety. Hygiene levels were frequently disregarded in the daily use of products, with a predominant focus on product prices. If a product seemed below the market average, consumers tended to choose it over higher-quality alternatives with relatively higher prices (Asep Nurwanda, 2020).

In contrast, the aftermath of the pandemic and the transition to the new normal prompted mountain communities to become more discerning in their choices. The Covid-19 pandemic caused a shift in consumer purchasing behavior, with a rise in online buying systems due to restrictions on outdoor activities (Widiati, 2020). Almost all products are now available online, catering to the convenience of consumers in obtaining their needed products. Although some people still prefer to buy directly from stores or shopping centers, the government's regulations restricting movement have compelled individuals to stay home. This situation necessitates adjustments for small and medium-sized businesses to improve product quality and adapt services to attract consumers. As emphasized by Siagian et al., (2020), product quality encompasses a product's ability to perform its functions, including overall durability, reliability, accuracy, ease of operation, and repairability, among other product attributes.

It has been clearly explained that improving the quality of a product involves not only the development of content or product substance but also aspects such as cleanliness, safety, and the availability of services or ease of obtaining the product. Zulfar et al., (2022) also state that service quality encompasses the expected level of excellence and control over that level to meet customer expectations or the extent to which services can meet customer expectations. The study by Magaš, (2022) indicates that both product and service quality significantly impact consumer purchasing decisions and the enhancement of customer satisfaction, contributing to the formation of customer loyalty. Improving product quality is crucial, especially in facing the pandemic era and the new normal, where consumers become more selective in choosing safe and high-quality products (Batubara & Harahap, 2022).

Discussing the safety or quality level of products, especially during the pandemic, will bring about a new perception among the public regarding the importance of the cleanliness of product packaging and content they use (Rakhmawati et al., 2019). People tend to choose products that are safe, paying attention to the level of cleanliness and the ingredients used. One influential and sought-after product currently is those labeled as halal. In the new normal era, the sales of halal products have increased due to heightened awareness among the public regarding the cleanliness and composition of the products they need (Suhel et al., 2022). Whether for Islamic or non-Islamic communities, people prefer halal-labeled products for the safety of their composition and attention to cleanliness. Obtaining halal certification for a product involves testing and trials on the safety of the composition, from manufacturing to packaging. Public awareness of halal-labeled products is very high, especially for products from Halal Network Indonesia (HNI) that are highly favored by the communities in Tosari and Nongkojajar, both Muslims and non-Muslims (Huda et al., 2022). HNI products, including immune-boosting

medicines and household necessities such as toothpaste and soap, all bear the halal label. The strong marketing network of HNI allows these products to reach all segments of society, from cities to villages (Antin Rakhmawati, 2018).

The research aims to investigate the impact of the Covid-19 pandemic on consumer behavior in the mountainous region of Pasuruan, specifically in Nongkojajar and Tosari. It seeks to understand how the pandemic has influenced the preferences and decision-making processes of both Muslim and non-Muslim communities in choosing products, with a focus on safety, cleanliness, and halal certification. The study aims to provide insights into the changes in consumer preferences and purchasing patterns during the pandemic and the subsequent new normal era (Muhammad Nizar & Antin Rakhmawati, 2022). The significance of this research lies in its potential to contribute valuable information for businesses, policymakers, and researchers. By understanding the shifts in consumer behavior in response to the pandemic, businesses can tailor their strategies to meet evolving consumer expectations, enhance product quality, and improve marketing approaches. Policymakers can utilize the findings to formulate measures that support local businesses, particularly in adapting to the challenges brought about by the pandemic. Researchers can build upon this study to delve deeper into specific aspects of consumer behavior and its implications for various industries.

This research differs from previous studies by focusing on the specific impact of the Covid-19 pandemic on consumer behavior in the mountainous region of Pasuruan, particularly in Nongkojajar and Tosari (Rakhmawati, 2022). Previous research may have addressed broader aspects of consumer behavior during the pandemic, but this study aims to provide a localized and detailed perspective on the changes in product preferences in a specific geographical context. The novelty of this research lies in its exploration of the increasing demand for halal-labeled products in the mountainous region, especially those from Halal Network Indonesia (HNI). The study aims to uncover the reasons behind this surge in demand, whether it be driven by safety concerns, religious considerations, or other factors. By shedding light on the factors influencing the preference for halal products, the research aims to contribute to a deeper understanding of consumer behavior in the context of health crises and the new normal.

B. THEORETICAL STUDY

Significant changes have occurred in the health and economy of the community, undergoing a drastic transformation. Many individuals who contracted the Covid-19 virus have died, and the impact has been felt seriously on Indonesia's economy due to restrictions on movement and quarantine orders. This also applies to the mountainous communities such as Tosari and Nongkojajar. The extreme weather in the region has led to an increased level of vigilance, particularly regarding health. Based on survey results, many residents trust products with halal labels. Therefore, a large portion of the Tosari and Nongkojajar communities choose products from Halal Network Indonesia (HNI) to enhance their immune systems and fulfill other needs (Nisa, 2023).

When looking at the research keywords above, the research flow can be described as follows:

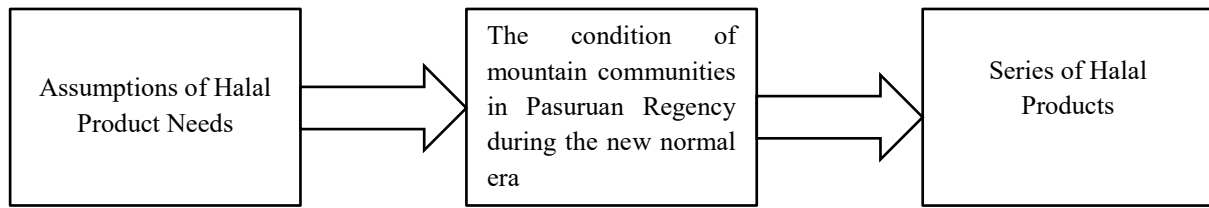


Figure 1. Research Flow

1. Assumption of Halal Product Needs

Based on village data, the mountainous communities in Pasuruan Regency can be categorized as middle-class. This condition applies not only to the Muslim population but also to the non-Muslim community in the area. Therefore, this middle-class group has a significant impact on changes in the economic level. The community has met their primary and secondary needs, so they are now focusing on other needs, including spiritual needs. One aspect of these needs is the enhancement of immune systems, caution in choosing safe cosmetic products, and consideration in selecting food deemed safe. Amid the pandemic and the new normal era, people tend to prefer products with halal labels because they are aware that the process of obtaining these labels is closely monitored by experts from MUI and the government (Kristina et al., 2021).

Before the MUI decision on the establishment of the halal product assurance institution, various issues regarding halal products emerged, such as the mixing of forbidden ingredients in the production of soy sauce and other products. Responding to this background, the Indonesian government established the halal assurance institution known as LPPOM MUI (Lesmana et al., 2021). On the other hand, the government has issued various regulations related to halal food, including Presidential Instruction of the Republic of Indonesia Number 2 of 1991 concerning the Improvement of Supervision and Control of the Production and Distribution of Processed Foods; Law Number 23 of 1992 concerning Health; Minister of Agriculture Decree Number 413/Kpts/Tn.310/7/1992 concerning Procedures for the Slaughter of Livestock and Handling; Law Number 7 of 1996 concerning Food; Minister of Health Decree of the Republic of Indonesia Number 82/Menkes/SK/VIII/1996 concerning the Inclusion of Halal Writing on Food Labels; Minister of Religion of the Republic of Indonesia Decree Number 518 of 2001 concerning Guidelines and Procedures for the Examination and Determination of Halal Food; Minister of Religion of the Republic of Indonesia Decree Number 519 of 2001 concerning the Implementation of Halal Food Examination Institutions; Law Number 36 of 2009 concerning Health; and Law Number 33 of 2014 concerning the Guarantee of Halal Products (Farhan, 2019).

2. Condition of Mountain Communities in Pasuruan Regency during the New Normal Era

The village of Wonosari, better known as Nongkojajar, is located in the Tutur District of Pasuruan Regency, East Java. Nongkojajar is situated at the foot of Mount Bromo and serves as one of the gateways to Mount Bromo. Due to its proximity to Mount Bromo, Nongkojajar has a considerably low temperature in the Pasuruan Regency, leading many residents to choose occupations such as farmers and fruit and vegetable traders. The same applies to the residents of Tosari, which is adjacent to Nongkojajar.

Both villages are currently considered gateways to cultural tourism in Pasuruan Regency, with Tosari, in particular, being an area of protected forest. Thus, development oriented towards the local culture of the Tengger Tribe is essential. Previous research indicated that the potential strengths of these areas lie in agriculture, specifically the potato commodity. Based on SWOT and EFAS IFAS analyses, suitable strategies for developing the local economic potential of Tosari include increasing the quantity and quality of agricultural production, adding value to agricultural commodities, and enhancing cooperation with private entities in both the agricultural and tourism sectors (Sarno & Kurniawan, 2023).

Considering the frequent interactions of the local community with outsiders, there is an increased awareness of the need to boost the immune system in the region, especially after the pandemic. The community is required to be vigilant against the potential threat of the Covid virus. Therefore, even in the new normal era, people remain cautious about the use of safe products, including the demand for halal products. This aspect will be an additional variable to strengthen the previous data, which is the initial data in the analysis of community assumptions about the need for halal products (Solehah et al., 2022).

3. Series of Halal Products

As a complement to the data analysis of the need for halal products in mountain communities, the next step is to gather questionnaire and interview results from the community regarding the series of halal products they currently use, especially during the new normal (Muslimin, 2019). This data is essential in validating the hypothesis that the author's analysis on the high demand for halal products in mountain communities is accurate. Despite having diverse cultures, religions, and varying needs, these communities share a common preference for halal-labeled products. In the new normal era, Nongkojajar and Tosari communities have various needs for halal products, ranging from health and beauty products to snacks, food, and beverages. Products that have direct physical contact with their bodies are more likely to be chosen if they have a high level of safety, particularly those labeled as halal (Purnama & Auwalin, 2020). Once all the data is collected, the researcher will begin testing the analysis of the need for halal products in mountain communities during the new normal era, using the accumulated variables obtained, until the research questions posed above are answered (Norlila Mahidin et al., 2016).

4. Social Network and Marketing Networking of HNI Products

Social networks are the most crucial element in any business. Baidowi, (2021) interprets this as the presence of interconnected nodes in a network that can sustain a group. Furthermore, it involves collaboration among nodes within the group through social relationships, leading to the formation of cooperation. The interconnectedness between groups linked through various social media platforms creates norms for collaboration, signifying one of the meanings of social networks in economic functions. In the HNI community, social trust is highly essential as it serves as a foundation for enhancing community achievements. The trust built among business members undoubtedly improves the performance of community members (Wahyuningsih, 2020).

However, during the pandemic, many HNI members, from leaders to ordinary members, introduced new concepts by enhancing product presentations online. Leaders and their team members have their own social media networks, centralized under one leadership team. These social media networks include various platforms such as Facebook, WhatsApp, and YouTube. From promotional processes to recruitment, social media platforms play a crucial role. This is done to enhance the sales network of HNI products and does not hinder community members from improving their productivity. The concept of social capital networks focuses more on the bonding aspect among nodes in the form of a community bound by trust. Trust is a key element for MLM business members in expanding their networks. Building trust with others to use business products is challenging and requires achieving many milestones before others can see the results of the business. Networks can form through interpersonal relationships, between individuals and institutions, or within communities (Syahida, 2023).

Trust is an expectation that grows within a community or group of people, demonstrated by honest, orderly, and cooperative behavior based on shared norms. Social trust has positive rules, eventually leading to good collaborative relationships among business members. In this multi-level marketing business, leaders emphasize that the way they build trust with potential business members or consumers is by showcasing the results or reactions to the products used. In business, members will demonstrate the amount of income earned and showcase the achievements they have attained since joining the business (Kusumastuti, 2022).

C. METHODOLOGY

The type of research employed in this study is interactive research according to the Miles and Huberman approach. The selection of this method is tailored to the need for data collection through interview and questionnaire techniques regarding the assumptions of the community that chooses and recognizes HNI through social networks and marketing. There are four technical stages in this method: data collection (through interviews and questionnaires), data reduction (selecting and filtering data according to research needs), data presentation (displaying data to see the overall picture of research results), and data verification (confirming conclusions using triangulation to ensure validity is maintained) (Riyanto & Hatmawan, 2020).

In data collection, this method involves interviews and questionnaires with 65 randomly selected participants. The selected participants are expected to have a deep understanding of HNI products and have consumed them for an extended period. The focus is to determine the extent of the community's understanding of HNI through social networks and marketing used by the HNI team. The team leaders and members have their own social media networks centralized under one team leader. This social media network involves platforms such as Facebook, WhatsApp, and YouTube, covering promotion to recruitment (Sugiyono, 2017).

The importance of trust in social networks is described as a crucial aspect in developing MLM businesses, including HNI members. Consumer trust is the key to expanding networks, and this trust needs to be built through tangible product results and

business members' achievements. Loss of consumer trust can result in a decline in business; hence, special attention is given to building and maintaining trust. Trust is seen as an action that requires honesty from all parties and demands high commitment (Nurlan, 2019).

In the data collection stage, this study employs triangulation, involving questionnaires, observations, and documentation. Questionnaires serve as instruments to collect data, with closed-ended questions that respondents can answer based on predetermined choices. The study population includes representatives from mountain communities in Pasuruan Regency, with a total of 65 participants as samples. Additionally, questionnaires are used as data collection tools to obtain information necessary for achieving research objectives (Riyanto & Hatmawan, 2020).

D. RESULTS AND DISCUSSION

This research is of an interactive descriptive nature with the aim of explaining the assumptions of the mountainous communities (Tosari and Nongkojajar) regarding the use of products labeled as Halal, especially those from Halal Network Indonesia (HNI), during the Covid-19 pandemic. The evaluation of these products is conducted through the community's responses to several research questions. Various answers provided by the respondents are then inputted into a prepared scoring table. The responses from the participants to the seven questions posed indicate that the majority of them agree with the use of HNI products that have Halal labeling as a solution to meet their needs during the pandemic, showing a significant increase. The details can be found in the survey results table below:

Table 1. Details can be found in the survey results

No	Question	Respondent's Answer Level			
		Menerima (S + SS)		Do not accept (D+ DS+ SD)	
		F	%	F	%
1	You feel more confident in choosing HNI products to meet your health needs because of the halal label.	59	97,7	6	9,2
2	HNI products are more appealing to you because their halal status is guaranteed.	60	92,3	5	3,7
3	You have knowledge about the manufacturing process of HNI products in accordance with Islamic principles.	58	89,2	7	10,8
4	The 'halal' label on HNI products provides information that ensures the quality and excellence of the products.	65	100	0	0
5	In your view, halal labeling is a top priority when choosing products.	57	87,7	8	12,3
6	The presence of the halal label on HNI products makes you believe that the raw materials used are safe and the quality is guaranteed.	62	95,4	3	4,6
7	Your choice of HNI products is based on positive experiences and a high level of trust in the quality	60	92,3	5	7,7

and excellence of HNI products that are halal certified, indicating that the products are truly made from natural and safe ingredients.

Source: Processed by researchers

Based on the results of the survey, it can be concluded that the majority of consumers agree that the halal labeling on HNI products increases the interest of the community in the product. The highest average approval is evident in question number 4, where 100% of respondents chose agree or strongly agree. Meanwhile, the lowest level of approval is still relatively high, namely in question number 5 with a percentage of 87.7% from 100% choosing agree or strongly agree. From the percentage results, it can be concluded that the community in the Tosari and Nongkojajar regions, both Muslims and non-Muslims, generally have a high interest in HNI products as a fulfillment of daily and health needs. This is evident from the high sense of security and trust the community has in the halal label of HNI (Suhel et al., 2022).

The summary of the survey results shows that out of the 7 questions asked to 65 HNI customers, both Muslims and non-Muslims, the majority answered agree or strongly agree regarding the use of HNI products, especially in the context of post-Covid-19 recovery. The lowest percentage of agreement or strongly agree reaches 87.7%. The question with the highest percentage is about the use of halal labeling on HNI products, with 100% of respondents agreeing and trusting the quality of HNI that has been halal certified (Yuliani, 2020).

The number of respondents who disagreed is very low, only about 12.3% of the 65 respondents doubted some of the questions asked. Although some questions indicate a lower level of confidence regarding the priority of using HNI products, the low percentage of disagreement or doubt in the questionnaire results indicates that the majority of the community in the Nongkojajar and Tosari regions are familiar with HNI and consider it a primary choice during the post-Covid-19 recovery period (Hadiwardoyo, 2020).

Consumer interest in HNI products can be attributed to several factors. First, safety and trust. The halal label guarantees that the product is safe and adheres to strict hygiene and quality standards. This increases consumer confidence, especially in the post-Covid-19 context where cleanliness and health are top priorities. Second, daily and health needs. HNI products are considered to meet consumers' daily and health needs. With the increased awareness of health post-pandemic, halal-labeled products are increasingly favored as they are perceived to be safer and healthier (Widiati, 2020).

The results of this survey can be used by HNI to develop marketing strategies that emphasize the trust and safety provided by the halal label. Transparent marketing about the halal certification process can increase consumer interest and trust. Additionally, with the growing interest in products that support health, HNI can consider introducing new products focused on health and wellness, which are, of course, halal-certified.

This survey shows that the halal label on HNI products has a significantly positive impact on consumer interest and trust in the Tosari and Nongkojajar regions. Both Muslim and non-Muslim consumers show high interest in HNI products, especially in the context of post-pandemic health recovery (Batubara & Harahap, 2022). These results can

serve as a basis for HNI to continuously improve product quality and consumer trust through effective marketing and relevant product innovation.

E. CONCLUSION

The magnitude of the impact of the Covid-19 pandemic in Indonesia has made the society more cautious and vigilant in anticipating various aspects, especially concerning health. During this period, governments worldwide have decided to restrict or even halt most activities and engagements of their populations, resulting in serious economic repercussions. The mountainous region in Pasuruan Regency has also felt the effects of the virus threat.

One significant change that has occurred is the pattern of product selection by the mountainous community. Many of them have become more cautious in choosing products, especially those used on the body, including cosmetics, food, and beverages. Product safety has become a primary concern, with a focus on details such as recommended usage and product authenticity, particularly product labeling. Many people now prefer products with halal labels, especially to enhance the immune system or ensure the safety of vitamin intake for the body. Herbal products have become the top choice, and HNI, as a trusted herbal company, is currently favored among the mountainous communities in Pasuruan. Its products are sought after by various groups, both Muslims and non-Muslims. The social network and marketing strategies of HNI products have successfully reached all layers of society.

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