

The Role Of Unismuh Halal Center in Supporting Makassar's Halal Industry Development

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ARTICLE INFO

Article history:

Received

May 2025

Accepted

July 2025

Keywords

Halal Center
Unismuh, Halal
Industry, Makassar
City

ABSTRACT

The purpose of this study was to determine the role of the Unismuh Halal Center and the opportunities and challenges faced by the Unismuh Halal Center in supporting the development of the halal industry in Makassar City. This study uses a descriptive research type with a qualitative approach. This research was conducted at the Halal Center of the Muhammadiyah University of Makassar from February 15 to March 10, 2025. Then, based on the results of the seminar and the direction of the examining lecturer, the researcher added informants and again conducted further data collection on May 25 to 27, 2025. The informants who became the sources for collecting primary data consisted of the chairman, secretary, work partners and business actors and participants from programs that had been held by the Unismuh Halal Center. Data collection was carried out by means of interviews and documentation. In this study, the data sources used in data collection included primary data and secondary data. The results of the study indicate that the Unismuh Halal Center has a very strategic role in supporting the development of the halal industry in Makassar City. The opportunities for the Unismuh Halal Center are support from the government and university leaders as well as a wide network of partners, not only nationally but also internationally. One of the biggest challenges is the lack of awareness of business actors regarding the urgency of halal certification. Based on this, the author concludes that the role of the Unismuh Halal Center greatly contributes to strengthening a sustainable, inclusive, and competitive halal industry.

1. Introduction

1.1 Background

The halal industry is currently a global phenomenon. The proof is that every year the growth of the halal industry continues to increase (Fathoni, 2020). This is evident from the IMARC Group report which states that the global halal food market value will reach USD 2,714.4 billion in 2024 and is expected to grow to USD 5,912 billion in 2033, with a compound annual growth rate (CAGR) of 8.92% (IMARC Group, 2024). Furthermore, a report from Precedence Research noted that the global halal food market was worth USD 3.30 trillion in 2025 and is projected to reach USD 9.45 trillion in 2034 with a Compound Annual Growth Rate (CAGR) of 12.42% (Precedence Research, 2024).

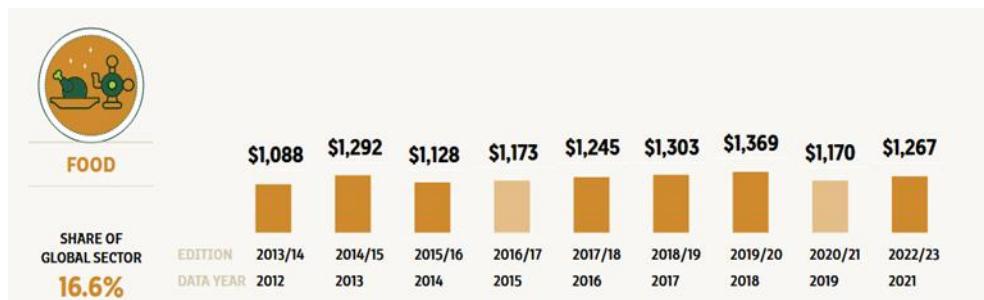


Figure 1.1 Growth of Halal Food Market

Source: *State of the Global Islamic Economy Report (SGIER) 2023*

Based on the State of the Global Islamic Economy Report (SGIER) 2023, the global halal food market value increased from US\$1,088 billion in 2012 to US\$1,267 billion in 2021. Despite experiencing a decline in several years, especially due to the pandemic, this sector continues to show resilience and strong growth potential. With a contribution of 16.6% to the total global Islamic economy market, halal food is the sector with the largest market share in the halal industry. This data shows that the need for halal-certified food products continues to increase globally.

Examining IMARC Group data stating that the global halal food market value will reach USD 2,714.4 billion in 2024 and increase in 2025 to USD 3.30 trillion as reported by Precedence Research, the data proves that the halal industry has indeed experienced a very significant increase. This growth covers various sectors in the halal industry, including food and beverages, cosmetics, pharmaceuticals, fashion, and service sectors such as tourism and finance. In addition, the increasing awareness of halal products is not only among Muslims but also among non-Muslims, because halal products are often considered more hygienic, safe, and of high quality. The halal industry has very bright prospects in the future, driven by the increasing number of Muslim population, consumer awareness, and innovation and diversification of products and services that continue to grow. Non-Muslim producing countries such as Brazil, Argentina, Australia, New Zealand and Singapore have the highest Global Islamic Economy Indicator (GIEI) values in the halal food sector in 2017–2018, so this momentum can be utilized. (Maulana & Zulfahmi, 2022). In recent years, the demand for halal products in local and international markets, including Indonesia, has increased sharply (Utami et al., 2025).

Indicator Scores Breakdown for Top 15 Ranking Countries

	GIEI	Islamic Finance	Halal Food	Muslim-Friendly Travel	Modest Fashion	Media and Recreation	Pharmaceuticals and Cosmetics
1 Malaysia	193.2	408.7	128.0	99.4	73.6	74.4	73.9
2 Saudi Arabia	93.6	194.9	48.5	99.7	34.3	37.5	34.3
3 Indonesia	80.1	93.2	94.4	60.7	66.3	52.4	58.6
4 United Arab Emirates	79.8	115.7	59.2	136.2	51.3	44.5	41.3
5 Bahrain	75.0	125.1	55.0	88.1	33.4	49.6	38.5
6 Iran	74.6	159.8	41.2	65.7	20.5	24.2	33.1
7 Türkiye	74.0	46.1	85.1	161.8	86.2	46.0	52.6
8 Singapore	62.7	52.2	67.7	50.3	64.3	72.6	79.9
9 Kuwait	60.2	123.6	42.2	28.7	20.0	26.8	29.2
10 Qatar	57.1	74.4	49.7	60.4	37.4	63.3	37.2
11 Jordan	52.2	65.6	49.4	88.3	22.1	26.3	39.9
12 Oman	50.0	78.7	48.3	48.0	20.1	24.4	26.3
13 Pakistan	47.5	69.6	51.4	38.4	27.5	17.2	28.6
14 South Africa	44.7	51.1	53.8	25.3	32.4	31.9	43.2
14 United Kingdom	44.7	46.0	43.7	28.1	47.7	54.4	48.2

Figure 1.2 Indonesia Top 3 Ranking

Source: *State of the Global Islamic Economy Report (SGIER) 2023*

Based on the State of the Global Islamic Economy Report (SGIER) 2023, Indonesia is ranked third globally in the Global Islamic Economy Indicator (GIEI). This position shows that Indonesia has great potential in developing the sharia economy. In the report, Indonesia scored high in several key sectors, such as halal food (score 94.4), modest fashion (66.3), and media & recreation (53.2). In addition, Indonesia also showed progress in the halal travel and halal cosmetics sectors.

This achievement places Indonesia right below Malaysia and Saudi Arabia, which are ranked first and second respectively. This achievement reflects Indonesia's strong commitment to developing a halal ecosystem, both in terms of regulation, government support, and the active role of the community. This is also proof that Indonesia has a great opportunity to become the center of the world's halal industry in the future, including in the halal food sector which continues to grow.

Indonesia as the country with the largest Muslim population in the world, is the starting point for global halal business with 209.12 million Muslims or almost 87% of the total population of Indonesia. In 2010, Indonesia was the country with the largest Muslim population in the world, according to Global Religious Futures in 2020, this figure is projected to increase to 229.62 million people. The fact that there were 1.6 billion Muslims worldwide in 2010 or around 23% of the world's population further illustrates that Indonesia has the potential to become a center for the halal industry (Saputri, 2020). According to the National Committee for Sharia Economics and Finance (KNEKS), the trade value of Indonesian halal products reached USD 53.73 billion between January and October 2024, indicating an increase of 0.58% compared to the same period in 2023 (KNEKS, 2024). Indonesia has a huge opportunity to develop and lead the global halal industry. According to Bank Indonesia, the halal value chain sector will grow by 3.93% (year-on-year) in 2023 with major contributions from the halal food and beverage sector, Muslim-friendly tourism, and Muslim fashion (Bank Indonesia, 2024). The large Muslim population in Indonesia creates high domestic demand for halal products, which in turn drives the development of the local halal industry. In addition, Indonesia has the potential to become a major exporter of halal products to countries with other large Muslim populations.

Along with the increasing consumer awareness of halal products, the halal business in Indonesia is currently experiencing tremendous growth. To support the halal industry, the Indonesian government has implemented the Halal Assurance System (SJH) regulated by the Halal Product Assurance Organizing Agency (BPJPH) in accordance with Law Number 33 of 2014 concerning Halal Product Assurance. To meet the increasing market demand, more and more food and beverage companies and other industries are starting to seek halal certification at the local level. In addition, more and more restaurants, lodgings, and other businesses are offering halal goods and services in an effort to attract Muslim tourists both from within and outside the country (Azwar & Aqbar, 2024).

Mandatory provisions regarding halal certification for all products are stated in Article 4 of Law Number 33 of 2014 which states that: "Products entering, circulating, and traded in the territory of Indonesia must be halal certified." The implementation of Law Number 33 of 2014 concerning Halal Product Assurance (JPH) along with its advantages and disadvantages is difficult to implement in practice. It can be seen in reality that there are still many business actors who do not have halal certification. The findings of the government's ambiguity in implementing Law Number 33 of 2014 were conveyed by the Ombudsman of the Republic of Indonesia (ORI). The government is not ready to enforce the

law. Human resources (HR), derivative regulations, and institutional infrastructure are examples of this lack of readiness (Lestari et al., 2024).

The Indonesian government has taken strategic steps to strengthen the halal industry, one of which is through the implementation of the halal assurance system (SJH). With this system, all products circulating in Indonesia must meet strict halal standards, providing a sense of security and trust to consumers. Then at the local level, many food and beverage companies and other industries have begun to obtain halal certification to meet the increasing market demand. This step not only increases the competitiveness of products in an increasingly competitive market but also strengthens the company's commitment to the quality and halalness of the products they offer.

The development of the halal industry in Indonesia shows very positive prospects. Strong support from the government through regulations and implementation of SJH, as well as positive responses from industry players, put Indonesia on the right track to become one of the world's halal industry centers. With increasing consumer awareness and commitment from all related parties, the halal industry in Indonesia will continue to grow and make significant contributions to the national and global economy. One of the areas in Indonesia that has the potential to develop the halal industry is the city of Makassar.

Makassar City is the capital of South Sulawesi province. Makassar is the largest city in the Eastern Indonesia Region and the second largest metropolitan area outside Java, after Medan City. In terms of development and infrastructure, Makassar City is classified as one of the largest cities in Indonesia and with an area of 199.26 km² and a population of almost 1.4 million, this city is ranked fifth in terms of population after Jakarta, Surabaya, Bandung and Medan (Annisa & Nurhidayanti, 2022). One of the places that has the potential for the growth of the halal industry is Makassar City, especially in the tourism and food industries, with increasing economic growth and increasing consumer knowledge of halal products (Anggara, Hasan, & Ridwan, 2025). Makassar City has many types of tourist attractions, both cultural, culinary, and natural tourism. One of the leading halal tourist destinations in Indonesia is Makassar City, where the travel and tourism sector is experiencing rapid progress. This is based on data from the Badan Pusat Statistik (BPS) of South Sulawesi which shows that the national economy grew by 7.78% in the fourth quarter of 2017, an increase compared to 2016 which only grew by 7.67%. The highest growth in that period was contributed by all business fields providing accommodation, food, and beverage services which grew by 11.66% (Badan Pusat Statistik, 2018) so that Makassar City is one of the cities that has the potential to increase the development of the halal industry considering tourist attractions and various culinary delights.

The current era is very supportive of economic growth based on the halal industry so that many institutions facilitate the creation of halal certificates for MSME actors. One of them is the Halal Center Unismuh, where the institution is under the auspices of the Muhammadiyah University of Makassar which is located at Jalan Sultan Alauddin No. 259, Gn. Sari, Makassar City. Based on this background, the author intends to conduct a study related to the obstacles and potential for the development of the halal industry in Makassar City with a study entitled **The Role Of Unismuh Halal Center in Supporting Makassar's Halal Industry Development** with the aim of providing an overview of the development of the halal industry and the growth of the sharia economy in Makassar City and to be a reference in developing the halal industry for the progress of a region or country.

1.2 Problem Statement

Based on the background description, the formulation of the problem in this study is as follows:

- a. What is the role of the Halal Center Unismuh Makassar in supporting the development of the halal industry in Makassar City?
- b. What are the opportunities and challenges faced by the Halal Center Unismuh Makassar in supporting the development of the halal industry in Makassar City?

1.3 Objectives and Scope

The objectives of this study are in line with the formulation of the problem, namely as follows:

- a. To determine the role of the Halal Center Unismuh Makassar in supporting the development of the halal industry in Makassar City.
- b. To determine the opportunities and challenges faced by the Halal Center Unismuh in supporting the development of the halal industry in Makassar City.

2. Literature Review

The Concept of Halalan Thayyiban

Halal is linguistically derived from Arabic which means "allowed" or "justified". In sharia terminology, halal refers to anything that is permitted by Allah SWT to be consumed, used, or done by Muslims. Halal products must meet the requirements of halalan thayyiban, which is not only halal, but also good, healthy, and beneficial [1]. The concept of halal includes several main aspects, namely halal food and beverages, halal cosmetics, halal pharmaceuticals, halal fashion, as well as the halal tourism and halal financial services sectors. The concept of halal includes several main aspects, namely it must be free from prohibited substances, such as pork, alcohol, blood, and animals that are not slaughtered according to sharia, does not contain unclean or forbidden materials, both in the production and distribution processes and activities such as sharia finance must be free from usury, gharar (uncertainty), and maisir (gambling) [2].

Halal and Haram are important in Islam because they are part of the core of Islamic law. The Quran is a basic command for every Muslim who consumes halal food to pay attention and choose to consume only halal food. Allah SWT said in QS. Al-Baqarah/2: 168

يَأَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالٌ طَيِّبٌ وَلَا تَتَّبِعُوا حُطُوتَ الشَّيْطَنِ إِنَّهُ لَكُمْ عَذُولٌ مُّبِينٌ

"O humanity! Eat what is halal and good from what is on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy for you." (QS. Al-Baqarah/2: 168)

Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH) stipulates that all products circulating in Indonesia must be halal certified. The Indonesian Ulema Council (MUI) has an important role in providing halal fatwas used in product certification. The implementation of the halal concept in Islamic finance can be in the form of prioritizing usury-free transactions through contracts such as murabahah, ijarah, or mudharabah. The implementation of the halal tourism industry is the provision of facilities and services in accordance with sharia, such as halal food and places of worship at tourist destinations. Yusuf Al-Qaradawi (2016) in his book "Al-Halal wa Al-Haram fil Islam" (Halal and Haram in Islam), explains several halal principles:

- a. As long as everything is permissible

This refers to the fiqh principle that everything in this world is permissible unless there is a sharia argument that forbids it.

b. Halalan Thayyiban (permissible and good)

In addition to being permissible, something must also be good, healthy, and not harmful to humans.

c. Explicit prohibition

Something is considered haram if there is clear evidence in the Qur'an or Sunnah, such as the prohibition of drinking alcohol, consuming pork, or usury.

d. Laws are made for the benefit

The concept of halal not only maintains the spiritual aspect but also human health and well-being. This theory is an important reference in the study of halal and haram, especially in the context of food, drink, and behavior.

Halal Center Unismuh

Halal center is an institution or organization that is tasked with supervising, verifying, and providing halal certification for products and services in accordance with Islamic law. The word halal itself comes from Arabic, namely halla, yahillu, hillan, which means free, loose, legal, accepted, not prohibited and permitted. In addition to generating high-caliber human resources in the field of Sharia and contributing to the development of the Sharia economics and finance, Halal Centre also conducts research linked to the advancement of the halal product business. Aspects of human life or those pertaining to high-quality products are included in the industrial sector [3]. Halal Center Unismuh is an institution that functions as a center for the development and support of the halal industry, which is under the auspices of the Muhammadiyah University of Makassar (Unismuh). This institution has a strategic role in ensuring halal products and services in accordance with Islamic sharia principles, as well as supporting business actors in obtaining halal certification.

Halal Center Unismuh focuses on various aspects, including education, training, certification, and research related to the halal industry. In addition, this institution is also active in building a network of cooperation with various government institutions, certification bodies, and other related organizations to strengthen the halal industry ecosystem, both at the regional and national levels. Its main objective is to support economic growth through the development of a sustainable halal industry, as well as to increase public and business awareness of the importance of halal products and services. Halal in a general sense can be translated as meaning permissible or justified. A basic understanding of what is halal is the core of every Muslim's belief [4].

Development of the Halal Industry

Halal industry is an industry that produces halal goods and services according to sharia. Halal industry is also used in halal food, kitchen, dress code, cutlery, logo, and halal certificate. The anonymity of halal itself is haram. To avoid haram, every individual follows the instructions about halal and haram [5]. The halal industry is a process of processing goods based on sharia guarantees, so that the products produced are good (thayib), healthy, safe and not harmful, therefore halal to be consumed, enjoyed or used. The concept of halal is not only to avoid substances that should not be consumed (haram) but also includes aspects of safety and quality related to the processing process, handling, equipment used, storage, packaging, transportation and distribution [6].

According to the Ministry of Industry (Kemenperin), the halal industrial area is an industrial area in which all industries implement or comply with Islamic standards from upstream to downstream. This concept was built in collaboration between the Trade Industry and the Indonesian Ulema Council (MUI) with the main product focus to be developed being the production of food and beverages, cosmetics, medicines and fashion that use halal standards. The development of the halal industry can be seen from the increase in halal products, awareness of business actors, the competitiveness of the halal industry and the expansion of the halal industry market which continues to increase [7].

A Muslim must always act according to the Qur'an and Sunnah to fulfill the requirements of Islam. In addition to the "taste" factor which is often the determining factor, every Muslim, in addition to halal values, must also consider the importance of thayyib-an (good) values for health. The following verses in the Qur'an emphasize the importance of eating halal food and practicing thayyib. This concept aligns with the words of Allah SWT:

يَأَيُّهَا الَّذِينَ آمَنُوا كُلُّوا مِنْ طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِنْ كُنْتُمْ إِيمَانًا تَعْبُدُونَ

“O you who believe, eat of the good things We have provided for you and give thanks to Allah, if it is truly Him you worship.” (QS. Al-Baqarah/2: 172)

وَكُلُّوا مِمَّا رَزَقْنَاكُمُ اللَّهُ حَلَالًا طَيِّبًا وَأَتْقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

“And eat halal and good food from what Allah has provided for you, and fear Allah in Whom you believe.” QS. Al-Ma’idah/5: 88

فَكُلُّوا مِمَّا رَزَقْنَاكُمُ اللَّهُ حَلَالًا طَيِّبًا وَأَشْكُرُوا نِعْمَتَ اللَّهِ إِنْ كُنْتُمْ إِيمَانًا تَعْبُدُونَ

“So eat what is halal and good from the sustenance that Allah has given you; and thank Allah for His blessings, if you worship Him alone.” (QS. An-Nahl/16: 114)

This verse provides the right explanation in choosing food that meets the requirements of halal and thayyib. As a gift from Allah SWT, Indonesia is an area rich in natural resources and human resources so that it can be a very large potential. This has a significant impact on the growth of the tourism, clothing, housing, food, and pharmaceutical industries. The majority of Muslims set criteria to become more specialized in the halal industry sector from various angles. One aspect of Islamic commitment that must be absorbed in the daily life of every Muslim is the increasing interest in the halal industry sector.

2.1 Related Work

Research on the role of the Halal Center in supporting the development of the halal industry was conducted by (Lubis & Fatwa, 2023) in a study entitled " The Role of Halal Center in Increasing Sustainable Economy in the Halal Industry Sector". This study explains that the Halal Center plays an important and effective role in improving Indonesia's halal economy through various activities such as certification, education, product innovation, and supervision. The data shows a significant increase in halal certification registrations from 11,103 in 2020 to 155,451 in 2023, indicating that the center's efforts have made a positive contribution to the growth and desire of the halal industry sector in Indonesia.

Similar research has also been conducted by (Sahira et al., 2024) in the research entitled “Analysis of the Role of the Halal Center in Encouraging Halal Certification for MSMEs to Improve Halal Lifestyle in Medan City” this study reveals that the Halal Center

in Medan plays an important role in encouraging halal certification among MSMEs through various programs such as education, training, certification services, and human resource development. These efforts are aimed at encouraging the implementation of halal standards, which not only support MSMEs in meeting regulatory requirements but also promote an overall halal lifestyle in society. By strengthening the halal industry and improving certification compliance, the Center contributes to economic growth, supports government regulations, and fosters trust and confidence among consumers, both Muslim and non-Muslim, which ultimately improves the halal ecosystem in Medan.

(Japar et al., 2024) have also done research about the role of the Halal Center in supporting the development of the halal industry. This research is entitled "The Role of Halal Certification Institutions in Building a Halal Ecosystem: Challenges and Opportunities" the results of the study show that Halal Certification Institutions play an important role in developing a credible and sustainable halal ecosystem by ensuring that products and services meet stringent halal standards. Despite significant challenges such as the need for international standardization, transparency, varying regulatory environments, and limited resources, there are significant opportunities for growth through technological advancements, increased international cooperation, and diversification into new sectors. With strategic efforts, these institutions can strengthen the halal ecosystem, increase public trust, and drive global economic growth in the halal industry.

Based on the three previous studies above, the researcher can conclude that previous studies have different focuses and scopes from this study. (Lubis & Fatwa, 2023) research emphasizes the role of the Halal Center in a national context with a quantitative data approach related to the growth of halal certification on a macro scale. (Sahira et al., 2024) research focuses more on the role of the Halal Center in MSMEs and the formation of a halal lifestyle in Medan City. Meanwhile, (Japar et al., 2024) research examines the challenges and opportunities of the Halal Center in building a halal ecosystem from an institutional and international perspective. These studies have not examined in depth the role of the Halal Center at the educational institution level, especially in the local scope such as Makassar City. Therefore, this study is here to fill this gap by constructing the role of the Halal Center Unismuh Makassar in supporting the development of the halal industry contextually, qualitatively, and locally based through a direct approach to related actors.

2.2 Research Gap

Based on a review of relevant previous studies, it can be concluded that the main focus of previous studies generally focuses on the role of the Halal Center in the national context, halal certification education in general, halal literacy in MSMEs, and the development strategy of the halal industry and its ecosystem. For example, research by Lubis & Syibromalisi (2023) highlights the role of the Halal Center in driving the national halal economy through certification, education, and supervision of halal products. Meanwhile, Sahira et al. (2024) emphasize the contribution of the Halal Center to MSMEs in accessing halal certification and increasing understanding of the halal lifestyle, as well as the role of laboratory literacy and facilitation. Then, research by Japar et al. (2024) raised the challenges and strategies of the Halal Certification Institution and the support of institutions such as CIAS for MSMEs in implementing the halal assurance system.

Unlike those studies, this study has novelty in terms of a more specific and contextual focus, namely on the role of the Halal Center Unismuh Makassar in supporting the development of the halal industry in Makassar City. This study not only examines the function of the Halal Center in the halal certification process, but also explores in depth the

opportunities and challenges faced locally including the involvement of the Halal Center Unismuh in education, mentoring MSMEs, JULEHA training, and collaboration with various stakeholders at the regional level. This study contributes to filling the gap in locality-specific studies by highlighting the dynamics of the development of the halal industry from the perspective of the role of the Halal Center institution at the university level in Makassar which has not received much attention in academic literature. Thus, the novelty of this study lies in the local context, the institutional focus of the Halal Center Unismuh, and multi-dimensional exploration that includes education, mentoring, certification, collaboration, and socialization in supporting the growth of the halal industry in the region, especially in Makassar City.

3. Methodology

3.1 Data Collection

The author uses data collection procedures to collect relevant data that will be processed or studied to draw conclusions. The data collection techniques used in this study are:

a. Interview

Interviews are a method used by the author to obtain data, where researchers obtain information orally from informants, or talk face to face with the person (face to face) and through online meetings. Interviews are conducted directly and meet online with the management and partners of the Halal Center of the Muhammadiyah University of Makassar who are research informants.

b. Documentation

Documentation according to Sugiyono is a method used to obtain data and information in the form of books, archives, documents, written numbers and images in the form of reports and descriptions that can support research.

3.2 Analysis Techniques

According to Jhon W. Creswell (2010), a bottom-up linear and hierarchical approach is used to analyze data in qualitative research. However, in reality, researchers use a more interactive approach, where different stages are interconnected and do not always have to be in accordance with a predetermined order. The above approach can be further explained through the following analysis steps:

- a. Conducting data collection operations in the field, researchers make observations of findings and interview transcripts to obtain raw data (transcripts, field data, photos, etc.).
- b. Prepare data for analysis by processing it. To identify the parts that are really the subject of the study, the findings of the observation results and interview transcripts are rearranged before being combined for analysis.
- c. Checking all data. When the data is ready to be explained, the researcher re-reads it all and sees if there is any missing data.
- d. Analyze in more detail by coding the data to conduct a more comprehensive analysis so that the data is easier to understand and present in the report, the researcher classifies the data after it is known enough to be studied.
- e. Explain the data coding so that the information is more comprehensive. In this section, the researcher explains the results of classifying the data with relevant details and combines them into one coherent and easy-to-analyze information.
- f. Interpreting or giving meaning to the data can be the researcher's personal interpretation, based on the fact that the researcher brings his culture, history, and personal experiences

into the research. One way to interpret or give meaning to data is through interpretation by comparing research findings with theoretical data or literature.

g. Drawing Conclusions, the last step in the analysis process is drawing conclusions. The author draws conclusions based on the data that has been collected and analyzed.

3.3 Validation

The type of research used in this study is descriptive research with a qualitative approach. Descriptive research is research conducted to describe or explain the facts of a particular problem correctly, factually, and methodically. Qualitative research is a research method based on the philosophy of postpositivism by emphasizing inductive thinking and producing descriptive data, the output of which is a conclusion of meaning from a collection of generalizations and not in the form of statistical procedures (Sugiyono, 2020).

4. Results and Discussion

4.1 Key Findings

a. The Role of the Unismuh Halal Center

The results of this study are based on the researcher's observations and in-depth interviews with informants. Based on the results of interviews with informants consisting of Halal Center managers, Halal Center Partners, and related agencies, it was found that the Unismuh Halal Center has a strategic position as a facilitator, educator, and companion for halal certification, especially for small and medium business actors. In general, the existence of the Unismuh Halal Center not only plays a role as an internal university institution, but has also reached the wider community by carrying out various community service activities, training, and halal advocacy. This activity is carried out in an effort to encourage the growth of a sustainable halal industry ecosystem in Makassar City.

One concrete form of the role of the Unismuh Halal Center in supporting the development of the halal industry in Makassar City is by holding the Unismuh Halal Fest which will take place on June 10-14, 2024 at the Unismuh Makassar fountain pool. This activity is not only a means of promoting halal values, but also an educational and participatory medium for the general public, business actors, academics, and students. Various activities in this event demonstrate the commitment of the Unismuh Halal Center in providing halal education, socialization, and facilitation to the community.

Some of the leading activities in the 2024 Halal Fest are JULEHA (Halal Slaughterer) training, PPH (Halal Product Companion) Training, Halal Tenan (Halal Safe and Healthy Culinary Zone), Free Halal Certificate Registration (SEHATI), Education & Arts Stage and Creative Content Competition.



Figure 4.1 Halal Fest Series of Activities Pamphlet



Figure 4.2 Halal Fest Activities

Source: instagram halalcenterunismuh

The strategic role of Halal Center Unismuh Makassar in supporting the development of the halal industry is also reflected in the views of the informants. They provide various views that strengthen the role of the Halal Center Center as an important actor in strengthening the halal ecosystem, especially in Makassar City. Regarding the role of Halal Center Unismuh in supporting the halal industry in Makassar City, FM said that the Halal Center has two main roles, namely providing socialization to business actors and educating the public as consumers to implement a halal lifestyle. FM also explained in detail a number of concrete activities carried out by the Unismuh Halal Center. One of its main programs is the Training of Trainers (ToT) training for prospective Halal Product Companions (PPH). This is part of an effort to support MSME actors in the halal certification process. In addition, the Unismuh Halal Center is also actively organizing Halal Slaughterers (JULEHA) training in collaboration with Bank Indonesia, as well as various educational seminars and MSME development training, such as accounting, marketing, and product packaging training.



Figure 4.3 JULEHA Education

Figure 4.4 JULEHA Training Practices

Source: instagram halalcenterunismuh



Figure 4.5 Informant D's Certificate in JULEHA Training

Source: Researcher

The role of Halal Center Unismuh Makassar in supporting the halal industry was also conveyed by informant MN that Halal Center Unismuh functions as a facilitator institution that provides guidance to business actors, especially from within Muhammadiyah, but is also open to anyone. The guidance provided is of a recommendatory nature to MUI as an authorized institution for issuing halal certificates. Halal Center Unismuh Activities in Supporting the Halal Industry further, informant MN explained The activities carried out showed the involvement of the Halal Center in educational programs and technical training, especially in aspects of animal slaughtering according to sharia (halal slaughterers). This activity involved animal slaughtering business actors and experienced practitioners from the Muhammadiyah environment.



Figure 4.6 Product Photo Before Halal Certification



Figure 4.7 Product Photo After Halal Certification

Source: Researcher

The role of the Unismuh Halal Center in supporting the development of the halal industry was also emphasized by informant SH. In his interview, he stated that the Unismuh Halal Center plays an important role as part of the halal industry development ecosystem, especially in assisting the halal certification process through the SEHATI program. This strategic role is also seen from the involvement of the Halal Center in establishing partnerships with various stakeholders such as KDEKS and Bank Indonesia. In addition, the concrete activities carried out by the Unismuh Halal Center, informant SH explained that Halal Center Unismuh actively organizes various strategic programs including technical training, public education, and institutional collaboration. These activities support an inclusive and sustainable halal industry ecosystem.

b. Opportunities and Challenges of Unismuh Halal Center

Halal Center Unismuh as an institution that has an important role in realizing the halal industry is certainly not free from various opportunities and challenges. Obstacles arise in

various forms, ranging from limited resources to low awareness of some business actors regarding the urgency of halal certification. However, the presence of government regulations and increasing public interest in halal products opens up great opportunities that can be maximized. These opportunities arise along with the increasing public awareness of the importance of halal products, support from government regulations, and the growth of the halal industry sector in various lines, such as food, beverages, cosmetics, medicines, and services. Through interviews conducted with informants, a number of opportunities were revealed that could be important capital for the Halal Center Unismuh in strengthening its existence as an institution supporting halal certification and education.

FM informant revealed that the existence of the Halal Center Unismuh Makassar received full support from the university leadership, both from the Chancellor and Vice Chancellor. This form of support is reflected in the provision of special office facilities located on the 11th Floor of the Iqra Tower as the operational center of the Halal Center. The availability of these facilities is an important capital for the Halal Center Unismuh in carrying out its roles and responsibilities, especially in developing the halal industry in Makassar City and the South Sulawesi region in general. This shows the institutional commitment of the university to the sustainability and strengthening of the halal ecosystem in the academic environment and the wider community. This was emphasized by another informant, namely SH, who said that the support from the leadership of Muhammadiyah University (Unismuh) Makassar for the Halal Center is very large, both from the previous rector and the current rector. This statement reflects the continuity of the university leadership's commitment to supporting the existence and development of the Halal Center. This strong support is an important factor in creating a conducive institutional environment for the Halal Center to run its programs optimally and sustainably. This strengthens the belief that the Halal Center is a strategic part of the university's vision in supporting the halal industry.

Support from the government (stakeholders) is an important aspect in strengthening the role of the Halal Center Unismuh Makassar in the halal industry ecosystem. The involvement of parties such as government agencies, financial institutions, community organizations, and industry players contributes to the sustainability of the halal programs being run. Support from the South Sulawesi Provincial Government for the Unismuh Halal Center is more non-financial, such as program coordination and facilitation. This form of support is considered good by informants, although it does not touch on the funding aspect. This shows that the cooperation is functional and strategic, but has not touched on the commitment to allocate concrete resources. The South Sulawesi Provincial Government supports the development of the halal industry through the existence of KDEKS (Regional Committee for Sharia Economics and Finance) which is under the coordination of the economic bureau.

Efforts to support the development of the halal industry in Makassar City, of course, Halal Center Unismuh Makassar does not work alone. Collaboration and partnership are the main strategies taken to expand the reach and strengthen its role, both in education, mentoring, and halal certification. This synergy is reflected in various forms of cooperation carried out with external parties, ranging from government institutions, universities, to the private sector FM said that actively building collaborative networks with various parties that have direct or indirect links in the development of the halal industry. Several strategic institutions that have become partners include Bank Indonesia, BTN Syariah, Bank Sulselbar Syariah, and local governments such as the Maros Regent. Furthermore, informant SH also said that his party is actively establishing strategic partnerships with various stakeholders such

as the government, associations, communities, and Islamic financial industry players. The forms of cooperation that are built include the preparation and implementation of joint programs, both formally and informally with agencies such as Bank Indonesia, the South Sulawesi Provincial Government, the Muhammadiyah Regional Leadership, and financial institutions such as Bank Muamalat and BTN Syariah.

Meanwhile, the external partner of Halal Center Unismuh in this case the South Sulawesi Provincial Government (Pemprov Sulsel), informant S said that the partnership between the South Sulawesi Provincial Government and Halal Center Unismuh Makassar was well established, especially because the secretary of the Halal Center was also directly involved in the KDEKS structure (Regional Committee for Sharia Economy and Finance). This collaboration strengthens coordination in the implementation of various programs, one of which is "Zona Khas".

Behind the various opportunities it has, the Unismuh Halal Center also faces a number of challenges that can affect the effectiveness of its role in supporting the development of the halal industry in Makassar City. These challenges include both internal and external aspects, such as limited resources, minimal awareness of business actors regarding the importance of halal certification, and coordination constraints with related parties. FM said that the level of awareness of business actors regarding the importance of halal certification is still low, mainly due to negative assumptions and misunderstandings that have developed among them. Informants revealed that some business actors consider the halal certification process as something complicated (complicated) and even suspect that this process is related to tax obligations, so they prefer not to take care of it at all. However, informants also emphasized that there is actually no connection between halal certification and tax matters, and in fact assistance by P3H UMKM can have a positive impact, namely encouraging administrative order and business legality.

A similar thing was also conveyed by informant MN who said that one of the main challenges in increasing business actors' awareness of halal certification is the existence of deep-rooted misconceptions, especially the assumption that parties involved in the certification process such as the Halal Center are related to tax matters. The informant said that entrepreneurs are reluctant to take care of halal certification because they think that their involvement will open access to their business data to the tax authorities, when in fact this is not the case. This concern shows a low level of understanding and trust in the halal certification mechanism, thus inhibiting the active participation of business actors in the certification process. This was reinforced by informant IJ as an internal partner of the Unismuh Halal Center, IJ said Most people, especially business people, do not feel that there is a legal obligation to have a halal certificate, even though there is a law that regulates it. Halal Center Unismuh's efforts in supporting the development of the halal industry face various challenges, both internal and external. Internal challenges are more related to factors within the organization itself, such as human resources, facilities, and systems that support its operations. Meanwhile, external challenges come from various factors outside the direct control of the organization, such as government policies, public perception, and market conditions and the halal industry itself.

4.2 Interpretation of Results

Islam actually encourages consuming halalan thayyiban products "Halal and good". Knowing the meaning of halalan thayyiban is very important to develop wise religious practices, as some Muslims become more aware of the halalness of the food they eat and the muamalah they do. The term thayyib often appears in the Qur'an in a number of forms,

including as thayyiban, thayyibah, and thayyibat. One of the parts that refers to halalan thayyiban is QS Al-Baqarah/2: 168

يَأَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا حُطُوتَ الشَّيْطَنِ إِنَّهُ لَكُمْ عَذُولٌ مُّبِينٌ

"O people, eat what is halal and good from what is on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy for you." (QS. Al-Baqarah/2: 168)

The Qur'an states that there are two types of sustenance, namely halal and good sustenance. First, sustenance must be obtained in a halal way and in accordance with Islamic law, namely not through ways that are prohibited by Islamic law, such as coercion, trickery, theft, and others. Second, sustenance must be good (thayyib), namely containing substances that are needed by the body, both in quantity and quality [8].

Halal Center Unismuh has played a role in encouraging the implementation of the halalan thayyiban principle through the halal certification process and moral supervision of business actors who have obtained certificates. Although government regulations have not required the Halal Center to carry out active monitoring, this institution has taken the initiative to maintain the sustainability of halal assurance through the preparation of a code of ethics and an ethical approach to partners. Public education has also been intensified through social media and programs to provide tools that meet halal standards.

Halal Center of Muhammadiyah University (Unismuh) Makassar has been officially registered as a Halal Product Process Assistance Institution (LP3H) under the auspices of the Halal Product Guarantee Organizing Agency (BPJPH) of the Ministry of Religious Affairs of the Republic of Indonesia, with registration number 2301000003. This status is not only a formal recognition of the institution's role, but also strengthens the strategic role of the Unismuh Halal Center in building and developing the halal ecosystem in Indonesia, especially in the South Sulawesi region.

The role of the Unismuh Halal Center is not limited to the internal campus scope alone, but also reaches the wider community. One form of real contribution is by providing assistance to Micro, Small, and Medium Enterprises (MSMEs) in the process of applying for free halal certification through the SEHATI program scheme. In addition, the Unismuh Halal Center is also active in improving the quality of human resources in the halal sector by producing competent certified instructors. In an effort to strengthen the halal ecosystem, the Unismuh Halal Center collaborates with various parties, including the Provincial Government and Regional Government, such as the Cooperatives Office and the Industry Office, in order to accelerate the formation of an inclusive and sustainable halal ecosystem.

Not only at the national level, but the Halal Center Unismuh also opens international cooperation networks, one of which is with the Nippon Asia Halal Association (NAHA) in Japan. In addition, this institution actively provides assistance to food, beverage, and cosmetic products produced by small business actors in the region, so that these products can meet halal standards and have competitiveness in the market. This shows that the Halal Center Unismuh plays an important role as a facilitator, driver, and catalyst in strengthening the halal industry that is friendly to MSMEs and globally oriented.

Support from the South Sulawesi Provincial Government can be seen from the non-financial collaboration between the Unismuh Halal Center and KDEKS as part of the regional economic bureau. Although it has not touched on the aspect of funding or direct supervision, the synergy of programs such as halal culinary shows a significant form of participation.

However, when compared to the support of university leaders, it can be said that the support of the Provincial Government is still not optimal, especially in terms of budget allocation.

The leadership of the Muhammadiyah University of Makassar provides full support for the existence of the Halal Center. This is reflected in the provision of a special office on the 11th Floor of the Iqra Tower, the provision of facilities, and support for personal operational funds. This support is an important initial capital for the Halal Center in carrying out its mission, although the financial support is limited and informal.

One of the biggest challenges comes from the lack of awareness of business actors regarding the urgency of halal certification. Many MSME actors still consider the halal certification process to be complicated and identical to taxes, so they tend to avoid it. This shows that the wrong perception of the certification process is still an obstacle and needs to be corrected through an educational approach.

The main internal challenge is the limited number of human resources of the Halal Center management, which only consists of seven people with other strategic positions. This hampers the implementation of routine activities. However, there are differences of opinion among the management regarding this, which may be caused by lack of information or age conditions. External challenges come from negative perceptions of business actors and differences in orientation between the government which focuses on fiscal aspects and the Halal Center which focuses on coaching. To overcome the limited human resources, the Unismuh Halal Center formed a "Halal Class" which involved students as a technical team.

5. Discussion

5.1 Comparison with Prior Research

The results of this study indicate that the Unismuh Halal Center has a strategic role in supporting the development of the halal industry in Makassar City through education, halal certification assistance, JULEHA training, and cross-institutional collaboration. This finding is in line with previous studies such as Sahira et al. (2024) which emphasizes the role of the Halal Center in increasing awareness of MSME actors regarding halal certification and halal lifestyle. Research by Japar et al. (2024) also shows the importance of the Halal Certification Institution's strategy in supporting MSMEs. However, this study is novel because it focuses on the local context of Makassar City and in-depth exploration of the role of the Unismuh Halal Center at the university level, an aspect that has not been widely studied in previous studies.

5.2 Limitations

This study has several limitations, including:

- a. Limited human resources at the Unismuh Halal Center, where the number of administrators is only seven people and some have other strategic positions so that coordination of routine activities is sometimes less effective,
- b. Budget limitations, although overcome with innovation and collaboration, remain a challenge to optimize all planned programs

5.3 Future Research

Further research can:

- a. Compare the role of the Unismuh Halal Center with Halal Centers in other universities to find out best practices and different program innovations (benchmarking between Halal Centers).

- b. Explore more deeply the quantitative economic impact of the role of the Halal Center on the turnover and growth of MSMEs after mentoring.
- c. Review the strategy of synchronizing the vision and mission of the Halal Center with the blueprint for developing higher education to improve the role of the Halal Center in university accreditation and reputation

6. Conclusion

Emphasize the contribution of this study to the field. Halal Center Unismuh is an institution that functions as a center for the development and support of the halal industry, which is under the auspices of the Muhammadiyah University (Unismuh) Makassar. Based on the results of the study, it can be concluded that the Halal Center of the Muhammadiyah University of Makassar (Unismuh) has a very strategic role in supporting the development of the halal industry in Makassar City. This is indicated by the official status of the Halal Center Unismuh as a Halal Product Process Assistance Institution (LP3H) registered with BPJPH-Kemenag with registration number 2301000003. In its role, the Halal Center Unismuh is not only limited to the academic scope, but is also active in reaching out to the wider community, especially MSMEs, through the free halal certification assistance program (SEHATI), increasing the capacity of halal human resources through instructor training and certification, as well as assistance for food, beverage, and cosmetic products.

Halal Center Unismuh builds synergy with local governments and related agencies such as the South Sulawesi Provincial Government (Pemprov Sulsel) Cooperatives Office and Industry Office in forming a halal ecosystem in South Sulawesi. In fact, cooperation has been carried out up to the international level, such as collaboration with the Nippon Asia Halal Association (NAHA) in Japan. All of these efforts show that Halal Center Unismuh contributes as an agent of change in strengthening a sustainable, inclusive, and competitive halal industry.

7. Recommendation

Summarize the main points of the paper, including the problem, methodology, findings, and implications. Emphasize the contribution of this study to the field. The researcher's findings on the perspective of the role of the Unismuh Halal Center in supporting the development of the halal industry in Makassar City provide a new paradigm to readers, especially in the scope of the halalan thayyiban principle so that the researcher provides several suggestions so that the paradigm obtained can be sorted and implemented.

a. For Islamic Economic Practitioners

Islamic economic practitioners are expected to strengthen collaboration with the Halal Center in supporting certification and coaching of MSMEs, and actively encourage halal lifestyle literacy in the community. In addition, it is important for practitioners to integrate Islamic ethical values in every business activity, become agents for promoting local halal products, and also in community service activities that support the development of the halal industry in a sustainable manner.

b. For the Unismuh Halal Center

The Unismuh Halal Center is expected to continue to expand the reach of assistance to remote areas and increase socialization regarding the importance of halal certification, especially for MSME actors in the informal sector.

c. For Regional Governments

Regional governments are advised to increase support, both in terms of regulations, program facilitation, and budget allocation, in order to strengthen cooperation with institutions such as the Unismuh Halal Center in accelerating the creation of a regional halal ecosystem.

d. For MSMEs

MSMEs are expected to be more proactive in utilizing available halal assistance services and increasing awareness of the importance of halal product assurance as part of product competitiveness in the national and global markets.

e. For Further Researchers

Further researchers are advised to expand the object of study to other Halal Centers or see the direct impact of halal certification on increasing MSME turnover, in order to enrich references and strengthen the halal industry development model in Indonesia.

Acknowledgement

Praise and Gratitude: Alhamdulillah, the author prays to the presence of Allah SWT for all the blessings and guidance that are continuously given to His servants. Don't forget to send prayers and greetings to the Prophet Muhammad SAW and his family, friends and followers. It is an invaluable pleasure to read a research article entitled " The Role Of Unismuh Halal Center in Supporting Makassar's Halal Industry"

Specially and especially the author would like to express his gratitude to both of the author's parents, Mr. Hasbi and Mrs. Tenri Abeng who always give hope, encouragement, attention, affection and sincere prayers. And my beloved siblings who always support and give encouragement until the end of this study. And the entire extended family for all the sacrifices, as well as support both materially and morally, and prayers and blessings that have been given for the author's success in pursuing knowledge. May what they have given to the author become worship and a light of life in the world and in the hereafter.

The author realizes that the preparation of this research would not have been possible without the help and encouragement of various parties. Likewise, the greatest appreciation and gratitude are conveyed to:

1. Mr. Dr. Ir. H. Abd. Rakhim Nanda, S.T., M.T., IPU. Rector of Muhammadiyah University of Makassar.
2. Mr. Dr. Edi Jusriadi, S.E., M.M., Dean of the Faculty of Economics, Muhammadiyah University of Makassar.
3. Mr. Dr. H. Muhammad Najib Kasim, S.E., M.Sc., as Head of the Islamic Economics Study Program, Muhammadiyah University of Makassar.
4. Mr. Dr. H. Muhammad Najib Kasim, S.E., M.Sc., as Supervisor I who always takes the time to guide and direct the author, so that the thesis can be completed properly.
5. Mrs. Sri Wahyuni, S.E., M.E., as Supervisor II who has been willing to help during the preparation of the thesis until the thesis exam.
6. Mr./Mrs. and Assistant Lecturers of the Faculty of Economics and Business, Muhammadiyah University of Makassar who tirelessly shared their knowledge with the author during the lectures.
7. All Staff and Employees of the Faculty of Economics and Business, Muhammadiyah University of Makassar.
8. Fellow Students of the Faculty of Economics and Business, Islamic Economics Study Program, Class of 2021 who always study together and whose help and encouragement are not small in the author's study activities.

9. UKM LKIM-PENA or LKIMers, especially the Scientific Explorer personnel who have given the author space to work, learn, and interpret and be grateful for many things.
10. PIKOM IMM FEB who has given the author the opportunity to get to know Muhammadiyah more deeply.
11. HIMAKIS FEB, especially the Management for the 2023-2024 Period who have accompanied and interpreted the tagline SEDIKIT TAPI TERASA and SOLIDARITAS TANPA BATAS.
12. Thank you to all relatives whom I cannot write one by one who have given their enthusiasm, patience, motivation, and support so that the author can complete the writing of this research.

Finally, the author is very aware that this research is still far from perfect. Therefore, to all parties, especially the esteemed readers, the author always expects suggestions and criticisms for the perfection of this research. Hopefully this simple research can be useful for all parties, especially to the beloved Alma Mater, the Blue Campus of Muhammadiyah University of Makassar.

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