

Socialization of Halal Awareness and Halal Certification among Dayak Bidayuh Community, Kampung Darul Falah, Sarawak

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ABSTRACT

Halal awareness is how knowledge about the process of slaughtering, food packaging and food hygiene in accordance with Islamic law. Halal awareness leads to an understanding of the urgency of halal certification where halal certification is a guarantee of security for sHalal awareness is how knowledge about the process of slaughtering, food packaging and food hygiene in accordance with Islamic law. Halal awareness leads to an understanding of the urgency of halal certification where halal certification is a guarantee of safety for a series of detailed inspection processes to obtain halal legality and become a parameter guaranteeing product safety for Muslim consumption. Halal awareness and understanding of halal certification that is still lacking in the Dayak Bidayuh community who are converts to Islam led the service team of the Master of Sharia Economics (MES) Study Program of the Pontianak State Islamic Institute (IAIN) to carry out service in Darul Falah Village, the majority of which are Dayak Bidayuh people. The purpose of this research is to find out how the awareness and understanding of the Dayak Bidayuh community about halal certification. The method used is in-depth interviews with the Dayak Bidayuh community in Tebedu, Sarawak. The results obtained were that the Dayak Bidayuh community who converted to Islam experienced changes in halal awareness and understanding of the urgency of halal certification. a series of detailed inspection processes in order to obtain halal legality and become a parameter guaranteeing product safety for Muslim consumption. Halal awareness and understanding of halal certification that is still lacking in the Dayak Bidayuh community who convert to Islam led the dedication team of the Master of Sharia Economics (MES) Study Program of the Pontianak State Islamic Institute (IAIN) to carry out community service in Darul Falah Village, the majority of which are Dayak Bidayuh people. The purpose of this research is to find out how the awareness and understanding of the Dayak Bidayuh community about halal certification. The method used is in-depth interviews with the Dayak Bidayuh community in Tebedu, Sarawak. The results obtained are that the Dayak Bidayuh community who converted to Islam experienced changes in halal awareness and understanding of the urgency of halal certification.

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INTRODUCTION

Kampung Darul Falah is one of the villages in the interior of Sarawak, Malaysia, located in Tebedu on the border of Malaysia and Indonesia. The distance between Kampung Darul Falah and the capital of Sarawak, Kuching is 103 kilometers and can be reached in approximately two hours. The closest settlement to Kampung Darul Falah is Entikong District, Indonesia, which is only 15 kilometers away with a distance of 30 minutes. The people who live in Kampung Darul Falah are Dayak Bidayuh people and several immigrants from Indonesia who have settled there and become Malaysian citizens. This village is located in a border area, geographically this village is a hilly area. The majority of the people work as cultivators and gardeners, while others work in palm oil and migrate to big cities (Efendi, 2021).

The majority of the people of Kampung Darul Falah are Catholic and Christian, some are Muslim, but there are no more than 30 Family Cards (KK) or only 30 houses consisting of Malays and Dayaks who have converted to Islam. In 2020, data on the population of Sarawak who are Christians are (50.11%), Muslims (34.18%), Buddhists are (12.82%), Hindus (0.14%), atheists (1.52%) (Abdullah et al., 2022). The Sarawak Islamic Council refers to people who convert to Islam as "Our Brothers" (Amiranadira, 2018). However, in the context of discussion, the term "Our Brothers" or "Muslim Brothers" is used so that the term is more accepted by all parties, including in Sarawak and Sabah (Chek & Awang, 2017).

The people of Kampung Darul Falah adhere to Islam due to several factors, including the factor of marriage with a Muslim from a different tribe, the factor of following parents and the voluntary factor where a person receives guidance (Efendi, 2021) Even though Islam is a minority in Sarawak, the Sarawak government pays attention more to Muslim communities, especially to communities who have converted to Islam. There are several Islamic organizations in Sarawak, including Jabatan Agama Islam Sarawak (JAIS), Harakah Islamiah (HIKMAH), Jabatan Agama Islam Malaysia (JAKIM), and Yayasan Dakwah Islam Malaysia (YADIM) (Mustapha, 2022) Kampung Darul Falah received Islamic religious guidance for converts from two institutions, namely JAIS and HIKMAH.

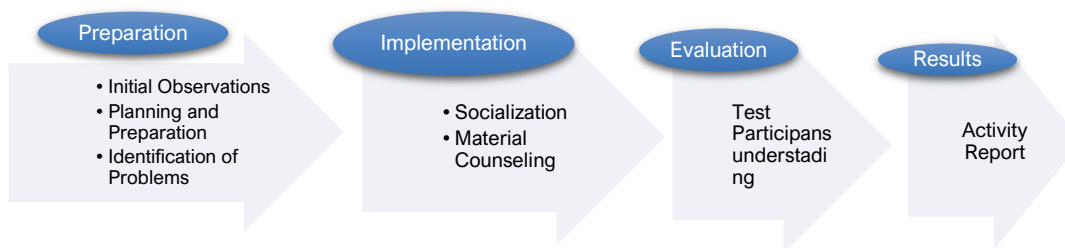
Based on observations by the Community Service Team, Darul Falah village received assistance for the construction and maintenance of a mosque building which also provided various necessary spaces for activities carried out in the mosque environment from the Sarawak Islamic Religion Department (JAIS). Apart from JAIS, the people of Kampung Darul Falah receive assistance from religious counselors from the Harakah Islamiah (HIKMAH) institution. The Sarawak Islamic Religion Department provides Islamic religious guidance to converts with the help of the Kita Brothers Unit (USK) in an effort to improve the quality of worship for converts (Rahman, 2023) and the Harakah Islamiah (HIKMAH) institution focusing on da'wah to the "Our Brothers" community in the interior of Sarawak (Mustapha, 2022).

The government of Sarawak not only pays attention to religious guidance for the convert community, the issue of halal awareness is also noted, this is done so that the people of Sarawak understand the importance of maintaining halal quality (Sani, 2017) Halal awareness occurs in the Dayak Bidayuh community, thanks to the encouragement and strict supervision carried out by JAIS making the community aware of halal and knowing the halal rules on food products. However, along with the halal awareness in the Dayak Bidayuh.

Based on this case study, the community service team of the Syariah Economics Master Study Program of Pontianak State Institute of Islamic Religion jumped into the field and carried out socialization on increasing halal awareness and changing the understanding of halal certification and the halal certification process in the Dayak Bidayuh community, Kampung Darul Falah, Sarawak Malaysia.

METHODS

The implementation of MES IAIN Pontianak service activities is carried out according to the following flow.



FIGURES 1. Flow of Community Service Activities of the MES IAIN Pontianak Community Service Team.

- 1. Preparation**

The MES IAIN Pontianak community service team made initial observations regarding the implementation of halal certification socialization objectives, activity targets, service locations and prepared departure plans and material preparation.
- 2. Implementation**

The community service team of MES IAIN Pontianak provides counseling related to halal certification materials and the selection of halal products to the Dayak Bidayuh ethnic convert community, Kampung Darul Falah, Tebedu, Sarawak Malaysia which amounts to 30 Family Cards (KK).
- 3. Evaluation**

Evaluation in this activity takes the form of testing public understanding regarding certification materials and halal products.
- 4. Results**

Results of Community Service - Scientific work takes the form of community understanding and reports along with journals.

RESULTS AND DISCUSSION

The service activities of the MES IAIN Pontianak community service team were carried out from 01 - 04 May 2024 in Kampung Darul Falah, Tebedu, Sarawak Malaysia. The participants of this activity are the Dayak Bidayuh community who have become converts, amounting to 30 KK. Details of the activities can be seen in Table 1.

TABEL 1. Community Service Agenda for the MES IAIN Pontianak Team

Day and date	Activity	Person in charge
May 1, 2024	Problem Identification and Program Planning	Prof. Dr. Zaenuddin
May 2, 2024	Halal Certification Socialization	Dr. Luqman
May 3, 2024	Halal Product Socialization	Dr. Prihantono
May 4, 2024	Evaluation, Farewell and Presentation of Plaques and Mementos	PKM-KI Sarawak IAIN Pontianak team

Halal Certification Socialization

The MES IAIN Pontianak community service team prepared material regarding the socialization of halal certification. Specifically, the target is how to increase awareness and understanding of the Dayak Bidayuh community who have converted to Islam regarding halal certification. Socialization activities were held

Thursday, 02 May 2024 at the Darul Falah mosque. The outreach was carried out in conjunction with the routine activity of the Darul Falah Village community, namely reading Surah Yasin every Friday night. After the routine activities were carried out, the MES IAIN Pontianak community service team immediately provided halal certification outreach materials. During the activity, the service team got to know the community further and discussed their understanding of halal certification. The majority of the people of Kampung Darul Falah are Dayak Bidayuh people who are Catholic and Christian. Some of the Dayak Bidayuh communities have converted to Islam since childhood and others in the 5-20 years range. The Dayak Bidayuh community's understanding of halal certification only extends to knowing the obligations of halal certification, but they do not yet know the in-depth characteristics and process of halal certification. The Sarawak government is very strict about awareness of halal products, routine supervision is carried out by the government (Sani, 2017). This is further supported by assistance from the Sarawak Islamic Religion Department (JAIS) in the operations of the Darul Falah mosque and the existence of religious guidance and guidance from the Harakah Islamiah (HIKMAH) institution for the Muslim community in rural Sarawak (Mustapha, 2022).



FIGURE 2. Halal Product Socialization

Halal Product Socialization

The next day's community service activity was to provide material regarding the socialization of halal products. Apart from providing socialization material for halal products, the MES IAIN Pontianak community service team also showed examples of food products from Indonesia that have received halal certification. After providing the main material regarding the socialization of halal products, the community was divided into two groups, namely men and women. Further discussions were carried out, and the results showed that the home products produced by the community did not have halal certificates. The home products produced are snacks, namely cookies. Apart from showing snack products that were halal certified, the team also showed a typical Indonesian food product, namely Rendang, which had a halal certificate and the activity continued with eating together. During the two days of socialization activities, changes were seen regarding the importance of halal awareness and understanding of halal certification and halal products among the Dayak Bidayuh community of Kampung Darul Falah.



FIGURE 3. Halal Product Socialization

Halal awareness is the level of understanding of Muslims in knowing issues related to the halal concept. This knowledge includes understanding what halal is and how the production process complies with halal standards in Islam (Ismaya et al., 2022). Halal awareness is also characterized by knowledge regarding how the slaughtering process, food packaging and food hygiene are carried out in accordance with Islamic law (Tamara, 2021). (Yasid et al., 2016)

Halal awareness is influenced by several factors, including; 1) Education level, has a significant role in forming halal awareness. Schools and educational institutions as well as religious education provide an understanding of the halalness of a product, education obtained from the family and social environment also shapes a person's mindset and actions in consuming halal products (Yasid et al., 2016). 2) Economics, this factor includes how a person's job influences a person's actions in deciding to buy a product. The price of halal products can have a complex influence on consumer awareness of halal products (Alia, 2022).

Next factor 3) Religion, religion is the main guideline in choosing the food we consume. In Islam, procedures, halal standards, raw materials and all equipment used must also comply with sharia law and must meet the requirements (Listyoningrum & Albari, 2017). Da'wah in the field of halal products involves various aspects, including conveying messages about nutritious, healthy and halal food. This is a shared responsibility for ulama, educators and community leaders to make the public aware of halal awareness (Yulia, 2019); 4) The role of government institutions also provides a factor in public halal awareness, strict supervision will force people to understand and be aware of the importance of halal awareness and making halal certification (Sani, 2017). 5) Social culture also plays a role in encouraging halal awareness. The occurrence of social changes and a person's identity will force him to follow the environment he is in, including understanding and being aware of halal products (Abdullah et al., 2022).

Halal certification is a security guarantee that has gone through a series of detailed inspection processes to obtain halal legality and is a parameter for guaranteeing the safety of products for consumption by Muslims. Food products that have a halal certificate are products whose processing meets safety and cleanliness standards. The aim of halal certification is to provide certainty of halal status, so that it can reassure consumers' minds when consuming it. The dimensions of halal certification consist of Legality of the Certification Body, Halal Certification Information and Accreditation of the Certification Body (Ismaya et al., 2022).

CONCLUSION

The Dayak Bidayuh community in Kampung Darul Falah, have become converts with various spans of time, some from childhood, some within 5-20 years of becoming converts. People who become converts are due to several factors, some from marriage, some from the willingness of the heart, which is to get guidance, and some follow their parents. The Sarawak government is very attentive to the community that has converted, such as the Dayak Bidayuh community in Kampung Darul Falah who get assistance for the operation of the Mosque from the Department of Islamic Religion Sarawak (JAIS) and construction assistance and religious guidance from the Harakah Islamiah organization (HIKMAH).

The Bidayuh Dayak community stated that they were aware of halal certification and halal products but did not know the process for halal certification and for home-made products such as pastries produced by the community, they had not registered and received a halal certificate. By holding outreach from the MES IAIN Pontianak community service team, the Dayak Bidayuh community who converted to Islam opened their minds and experienced changes regarding halal awareness and understanding of halal certification. The efforts made in this service activity are part of increasing halal awareness and understanding of halal certification in the community, especially among converts.

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